

Family time from 7 to 9
Program spotlight on A

compli
ATPE

Broadcasting Feb 10

The newsweekly of broadcasting and allied arts Our 44th Year 1975

NEWSPAPER



Andy Griffith Show



Dick Van Dyke Show



I Love Lucy



Petticoat Junction



Beverly Hillbillies



Gomer Pyle



Hogan's Heroes

In our family, young women come first!



Family Affair

Viacom's family of sitcoms have been bringing 18-34 women to television stations for a long time.

"Family Affair," our latest sitcom, showed up in the rating books with young women, as expected.

75% more 18-34 women watched "Family Affair" than year-ago programs in 23 markets. And it drew 55% more 18-49 women than year-ago programs in 27 markets.

It's a family tradition. **Viacom**

Source: NSI, Nov. 1974. Audience estimates subject to qualifications available on request.

36112L I RKA R51 R4R1K DEC/77
A U L I R R A R Y
U S A I R F O R C E
S E R I A L A C C O S E C T I O N
A T 2 4 1 1 7

Prime

... an exceptional group of features to match the fabulous success of Prime I, Prime II, and Prime III ... three of the highest rated feature film groups ever released for television, currently airing in more than 100 markets and racking up the ratings everywhere ... in primetime, fringetime, daytime, late night, and weekend programming slots.

Prime IV contains 26 outstanding features, all with a "now" look ... with stars of today, many of whom have won Emmy and Academy Awards.

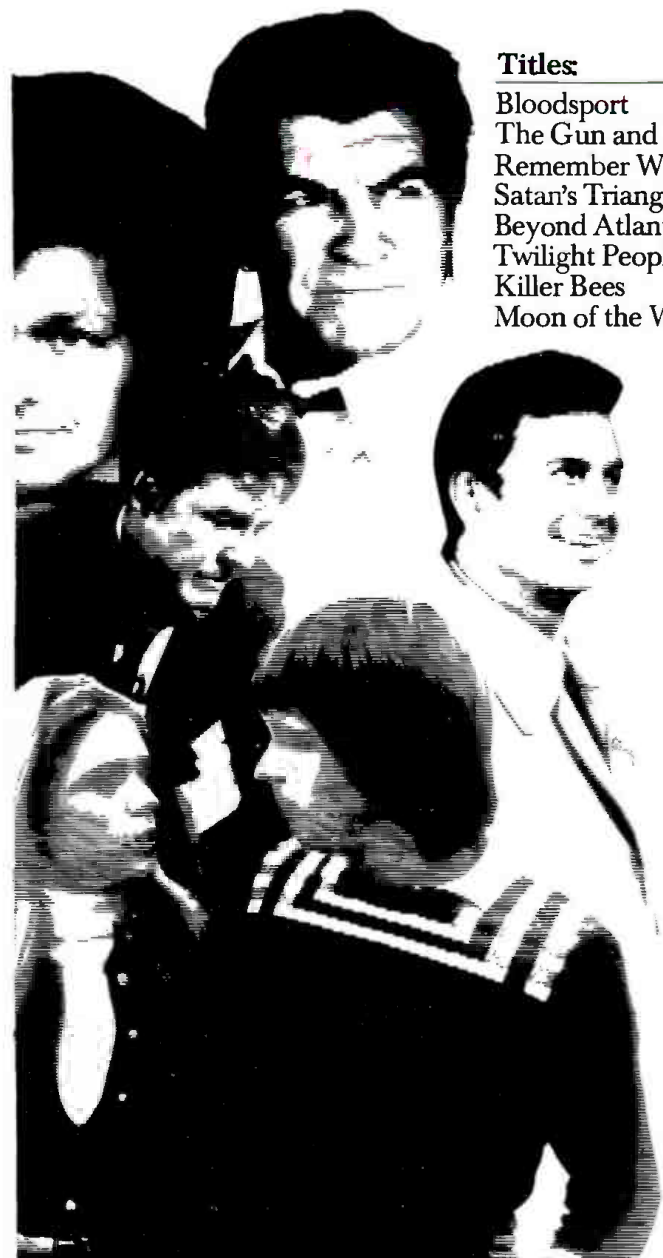
Included are films from some of Hollywood's most prestigious producers such as Danny Thomas Productions, Filmways, Charles Fries Productions, Playboy Productions, Leslie Stevens Productions, RSO Films, and the Douglas S. Cramer Co.

The plots run the gamut of entertainment ... action, drama, comedy, supernatural, western ... all produced for family audiences.

Stars include:

David Janssen	Jose Ferrer
Cliff Robertson	Barbara Rush
Estelle Parsons	Jack Warden
Robert Stack	Craig Stevens
Beau Bridges	Marjoe
Lee Remick	Vera Miles
Gloria Swanson	Robert Culp
Ben Johnson	Jack Palance
William Shatner	Robert Preston
Kim Novak	Rod Taylor
Glen Campbell	Hope Lange
Leonard Nimoy	Ray Milland
Doug McClure	Richard Boone
Meredith Baxter	Joanna Pettet





Titles

Bloodsport
The Gun and the Pulpit
Remember When
Satan's Triangle
Beyond Atlantis
Twilight People
Killer Bees
Moon of the Wolf

Pioneer Woman
The Stranger Who Looks Like Me
Smile When You Say "I Do"
Strange and Deadly Occurrence
Strange Homecoming
The Hatfields and the McCoys
Someone I Touched
Louis Armstrong, Chicago Style
My Father's House
Hustling
The Missing Are Deadly
The Great Niagara
Fer de Lance
The Dead Don't Die
Who is Black Dahlia?
Powder Keg
Family Honor
Shadow in the Street



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**The World's Leading Distributor for
Independent Television Producers**

Let's Make

And what a deal! A smashing success with national television audiences year after year in daytime, primetime, and primetime access periods... now this season **Let's Make A Deal** is proving to be a double winner twice a week in its primetime access performances.

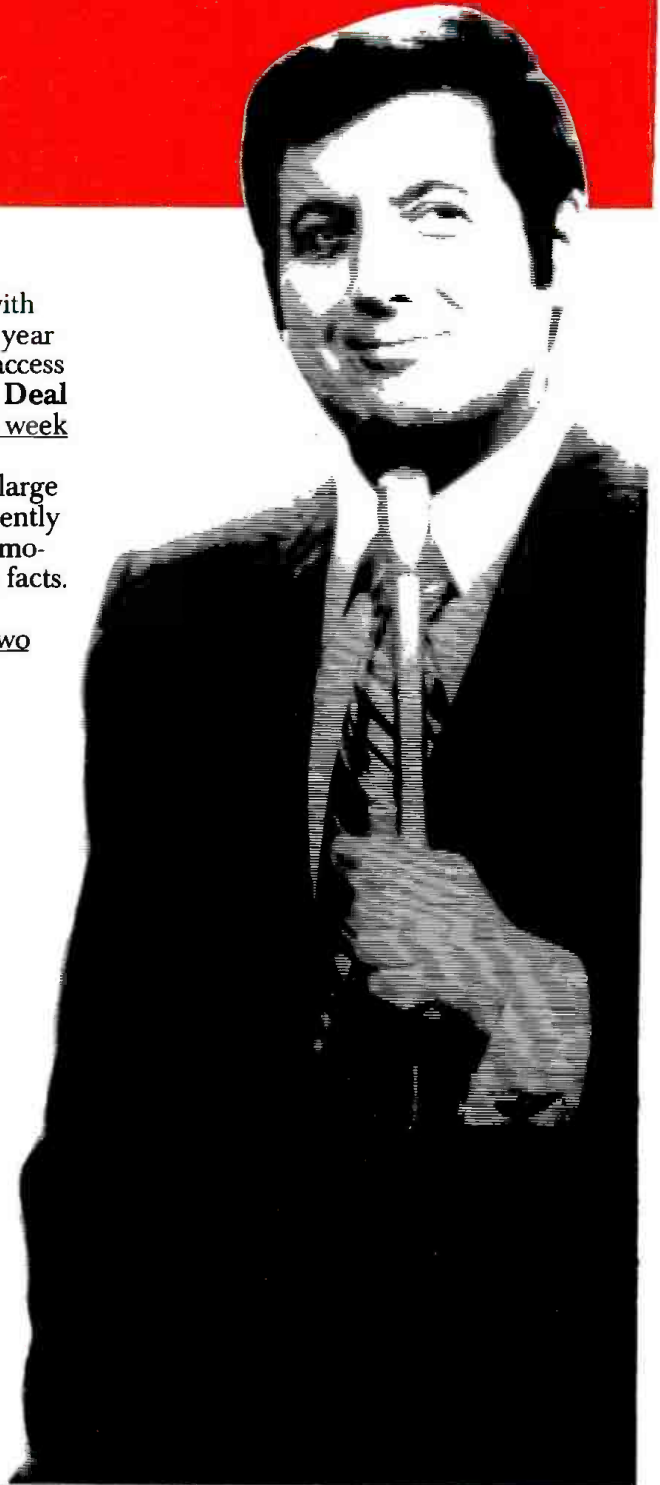
In markets throughout the country—large and small—**Let's Make A Deal** consistently gets top ratings, shares and the right demographics on both nights. Just look at the facts.

If **Let's Make A Deal** isn't on your schedule twice a week, you're missing two good deals!



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A Deal

Market	Station	Day No. 1	Share	Day No. 2	Share
New York	WABC-TV	Fri.	26%	Sun.	24%
Los Angeles*	KABC-TV	Mon.	22%	Wed.	21%
Chicago	WLS-TV	Sat.	40%	Sun.	20%
Boston	WCVB-TV	Tues.	31%	Wed.	32%
San Francisco	KGO-TV	Fri.	21%	Sat.	18%
Cleveland	WEWS	Mon.	38%	Fri.	28%
Dallas/Ft. Worth	WBAP-TV	Mon.	33%	Thurs.	39%
Minn./St. Paul	WCCO-TV	Mon.	36%	Fri.	36%
Seattle	KING-TV	Thurs.	35%	Sat.	27%
Atlanta	WSB-TV	Mon.	54%	Fri.	43%
Miami	WTVJ	Tues.	32%	Fri.	30%
Hartford	WTNH-TV	Tues.	33%	Fri.	28%
Tampa	WFLA-TV	Tues.	36%	Thurs.	32%
Cincinnati	WCPO-TV	Tues.	39%	Thurs.	43%
Denver	KOA-TV	Tues.	31%	Thurs.	34%
Memphis	WREC-TV	Mon.	40%	Thurs.	39%
Grand Rapids	WOTV	Wed.	34%	Fri.	33%
Oklahoma City	KOCO-TV	Tues.	43%	Thurs.	40%
Salt Lake City	KSL-TV	Mon.	42%	Fri.	40%
Knoxville	WBIR-TV	Mon.	61%	Fri.	38%
Greenville— N B—Wash.	WNCT-TV	Tues.	45%	Thurs.	48%
Corpus Christi	KRIS-TV	Mon.	35%	Fri.	36%
Las Vegas	KLAS-TV	Tues.	37%	Thurs.	31%

Source: Nov. 1974, NSI *Dec. ARB - reflects Dec. schedule change

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 Atlanta

Wonders of the Wild

Wonders of the Wild... a series as big as all outdoors... starring wild creatures from around the world in locations as diverse as the Canadian Rockies, the African Savannah, the Florida Everglades, and the shores of Argentina.

Wonders of the Wild... captures on a natural outdoor stage the action, elusiveness and beauty of our planet's animals and birds by a husband and wife team who are world renowned naturalists and cinematographers.

Wonders of the Wild... Dick Borden, who photographed much of the footage for the Disney true-life adventure series, and his wife Brownie, have travelled the globe to film this highly unusual and beautiful series.

Wonders of the Wild... 26 fascinating half-hours for the whole family... a natural for primetime access programming.



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Skiboy

Primetime Access Programming with a Primetime Budget

Skiboy is a brand new exciting dramatic series with thrilling adventure and the magnificent scenery of the high snow country... all adding up to sensational family entertainment.

Skiboy is the story of an American teenager striving to reach Olympic skiing standards under the guidance of his older brother, a member of the Mountain Rescue Team.

Skiboy has plenty of drama and suspense bridged by some of the most exciting and daring skiing sequences ever filmed for television... shot entirely on location in spectacular mountain settings.

Skiboy as played by Steve Hudis, who starred with John Wayne in "The Cowboys", is an attractive, young actor/athlete with whom family audiences will easily identify.

Skiboy with thirty-nine (39) all new, first-run half-hours will give your primetime access schedule a primetime look.



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time period, for every audience!

Specials

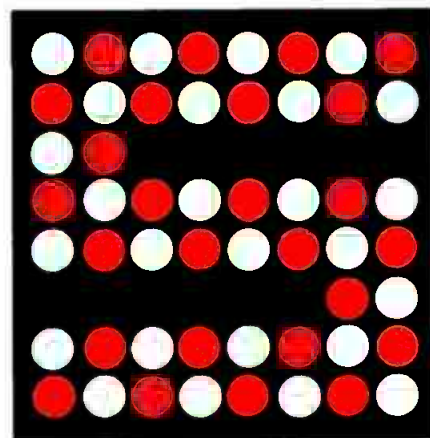


Bicentennial

American Days of Celebration ... 8 One-Hour Specials ... spotlighting 1492 (perfect for Columbus Day), 1776 (Fourth of July), The Pilgrims' Adventure (Thanksgiving), Christ is Born (Christmas), plus The Legend of Mark Twain, Robert Scott and the Race for the South Pole, Custer to the Little Big Horn, and 1898 ... all from the award-winning producer, John Secondari.

Come Along ... 13 Half-Hours ... a fascinating journey into the past, hand in hand with the history-makers themselves: Theodore Roosevelt, Christopher Columbus, Marco Polo, and others ... a multi-award winning series.

And concerning more recent history ... **The Fabulous Sixties** ... 10 Hours ... tells the story of the incredible 1960's, a powerful and entertaining series about that restless and volatile decade, narrated by award-winning newsman Peter Jennings.



Special Occasions

Little Bit of Irish ... 1 Hour ... (St. Patrick's Day) starring Bing Crosby in a colorful, song-filled Special filmed entirely in Ireland, in which Bing interweaves lovely Irish melodies with visits to some of Ireland's most historic sites.

Lincoln's Last Day ... 1/2 Hour ... (Lincoln's Birthday) features the late Sen. Everett Dirksen as the voice of President Abraham Lincoln and traces the steps of Lincoln and his assassin, John Wilkes Booth on that fateful day of April 4, 1865.

Irish Rovers ... 1 Hour ... (St. Patrick's Day) Filmed entirely in Ireland, this talented exuberant Irish folk group sings traditional Irish songs along with some of their famous hits, including "The Unicorn."

Is It Christ? ... 1 Hour ... (Christmas or Easter) an intriguing color documentary narrated by award-winning actor James Earl Jones, about an ancient and mysterious linen shroud which bears an image of what appears to be the crucified Christ, and which many believe was the one in which He was wrapped after the Crucifixion.

Specials



Rock/Musicals

The Musical Ambassadors... 1 Hour... popular recording artists Kenny Rogers & The First Edition co-star with the little known-about, but the extremely interesting and spectacularly beautiful country of New Zealand.

Roberta Flack & Donny Hathaway... 1/2 Hour... Grammy Award winner Roberta Flack and the highly versatile and gifted Donny Hathaway combine their multiple talents in a specially produced concert for television.

Billy Paul and The Staple Singers... 1/2 Hour... Billy Paul, whose recording of "Me and Mrs. Jones" sold over 2 million singles, and the world famous Staple Singers, synonymous with the finest in Gospel music, share billing in a live concert specially produced for television.



Personalities

The World of Hugh Hefner... 1 Hour... an exciting glimpse of the man behind the Playboy empire, examining the lifestyle, the business affairs, and the women of the original Playboy.

The World of Liberace... 1 Hour... a legend in his own time with his famous costumes, opulent jewels, his glass topped pianos with their candelabra, it's no wonder he's called "Mr. Showmanship."

What's a schedule without Specials! And when they're as special as these, you've got a lot to choose from.



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FDR

One of the most distinguished series ever produced for television, **FDR** presents the complete story of the man who served as President longer than any other man in the history of the United States.

FDR is a singularly timely series because recent events have caused so much attention to be focused on the Office of the President. Timely too, because 1975 marks the 30th anniversary of the death of Franklin Delano Roosevelt.

Academy Award winner Charlton Heston provides the voice of **FDR** and the distinguished actor Arthur Kennedy narrates these 27 half-hours which combine film, rare still photographs, recorded speeches and comments by Roosevelt's contemporaries.

FDR is a profoundly moving series about a troubled period in the nation's history... a period rich with unusual characters and staggering events. It is at once warm and human... awesome and arresting.

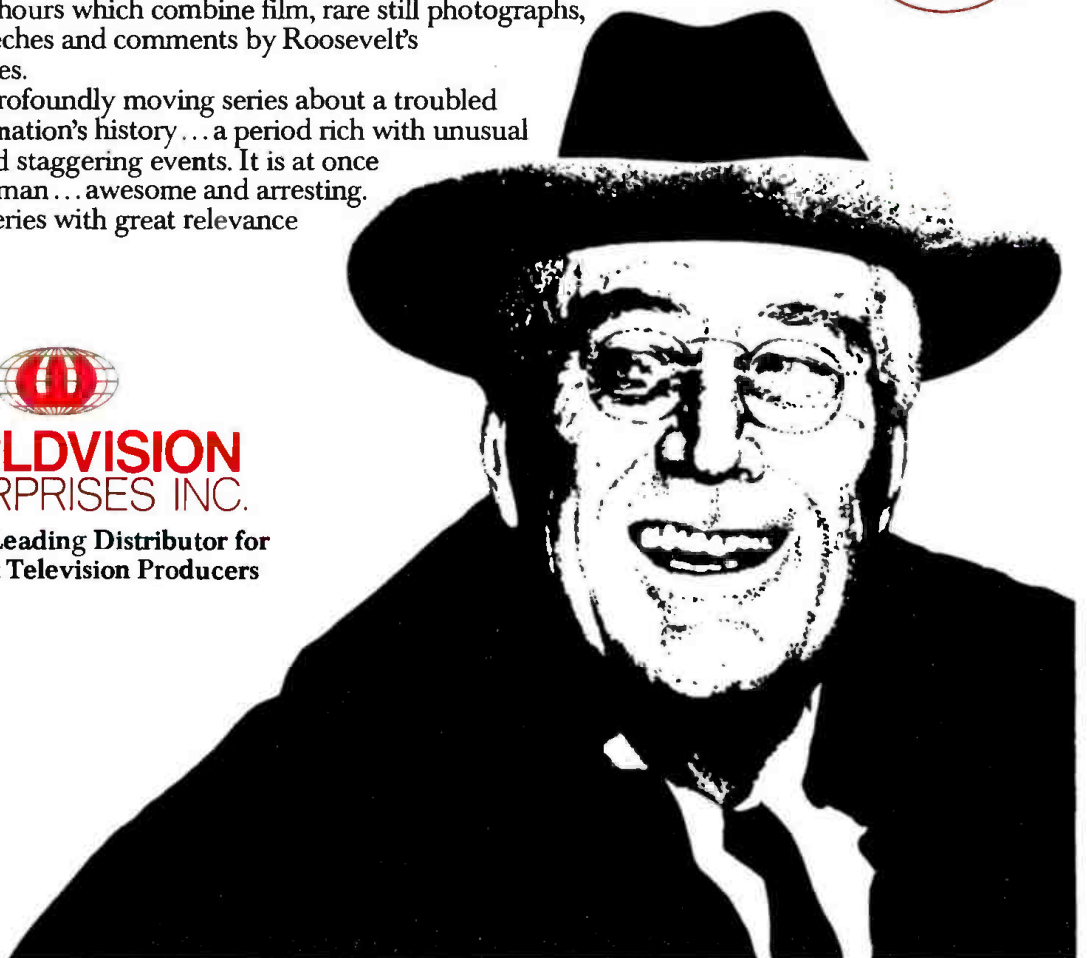
FDR is a series with great relevance for our time.

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Books for Broadcasters

400. 1975 BROADCASTING YEARBOOK, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. \$17.50, or \$15.00 prepaid
401. 1975 BROADCASTING CABLE SOURCEBOOK, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$10.00, or \$8.50 prepaid
402. THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Hix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. \$5.50
403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. \$12.95
404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. \$5.95
405. BROADCAST STATION OPERATING GUIDE by Sal Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. \$12.95
406. THE BUSINESS OF RADIO BROADCASTING by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. \$12.95
407. CATV OPERATOR'S HANDBOOK, 2nd Ed. Here is the most extensive handbook on CATV ever published! Covers every aspect from basics of system planning and design to program origination and two-way cable operation. For anyone involved in any way with CATV, this valuable handbook is well worth many times its price. 352 pages, illustrated. \$9.95
408. CATV SYSTEM ENGINEERING—3rd Edition by Wm. A. Rheinfelder. The accepted technical standard of the CATV industry, an expanded and revised version of the first and only authoritative book on planning, designing, and operating a CATV plant. 256 pages. \$12.95
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411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. \$9.95
412. A COMMON SENSE GUIDE TO ADVERTISING by Arthur W. Lavidge. A practical, how-to-guide that shows how successful advertising is created—from copy and design to TV commercials. 304 pages. \$9.95
413. DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO by Kenneth B. Knecht. A simplified, yet detailed guide on the installation and maintenance of production facilities for CATV, CCTV, and ITV and broadcast TV studios. 256 pages, over 100 illustrations. \$12.95
414. DIMENSIONS OF BROADCAST EDITORIALIZING by Edd Routt. A vital subject dealing with a task ignored by some and feared by others: It tells broadcasters why they should editorialize, how to establish an editorial policy, how to develop and write forceful and effective editorials (and how to present them), and how to avoid legal complications resulting from violations of the FCC "Fairness" rules. To ease the fear of legal entanglement, harbored by many who would editorialize, extensive coverage is devoted to the FCC's view and the rules governing "fairness." It examines rights covered by the First Amendment, fear of control, the much discussed "Fairness Doctrine," the personal attack rule, and amendments to Sections 312 and 315. The various types of editorials are examined, and the considerations involved in writing and delivering editorials are discussed in detail. 204 pages. \$8.95
415. DON'T LOOK AT THE CAMERA: Shortcuts to TV Photography & Filmmaking by Sam Ewing and R. W. Abolin. Explains the basic techniques of TV photography, including dozens of tried-and-proven shortcuts for getting pictures on the air quickly and economically. Emphasis is placed on low-cost production. Includes scores of case histories plus lighting, equipment, editing, simple animation, special effects, casting, etc. Describes fresh, exciting new techniques for filming low-cost commercials; continuity writing and production planning; the six important elements required in film production; the difficulties of filming on location (plus sure-fire techniques that overcome field problems); a seven-point plan to help produce a better commercial film; and how to develop tact in dealing with touchy advertisers. 224 pages, illustrated. \$9.95
416. GUIDELINES FOR NEWS REPORTERS by Sol Robinson. The author relates the techniques he has found successful during his many years as a part of management. Covers what is required of a broadcast journalist, the problems and the solutions. Appendix contains synonyms for over 2700 words, and also lists commonly mispronounced words. 192 pages, illustrated. \$9.95
417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. \$9.95
418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages. 8 1/2 x 11" bound in long-life 3-ring binder. \$29.95
419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. \$7.95
420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys at remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. \$12.95
421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment", and how to convert a "No" to a "Yes". 320 pages. \$12.95
422. HOW TO WRITE NEWS FOR BROADCAST & PRINT MEDIA by David Dary. A complete handbook on journalism for the student or practicing newsmen in both print and broadcast fields, this volume is a "very practical approach to the art of reporting and writing news," according to Dr. Del Brinkman, associate professor of journalism at the William Allen White School of Journalism, Univ. of Kansas. It's a compact course in the fascinating and challenging field of news reporting. The practicing newsmen, whether print or broadcast, will find this book of great value because it explains how to handle all types of stories. The concept of "news"—the meaning of the term and its nature—is thoroughly discussed, including the fine-line definitions of what is news and what is not. A reporter's qualifications are clearly defined as are the methods used to gather news. Also included at the end of many chapters are self-help exercises to aid in development of reporting skills. The forms required for newspaper, radio, and TV are illustrated and explained. 192 pages, illustrated. \$9.95

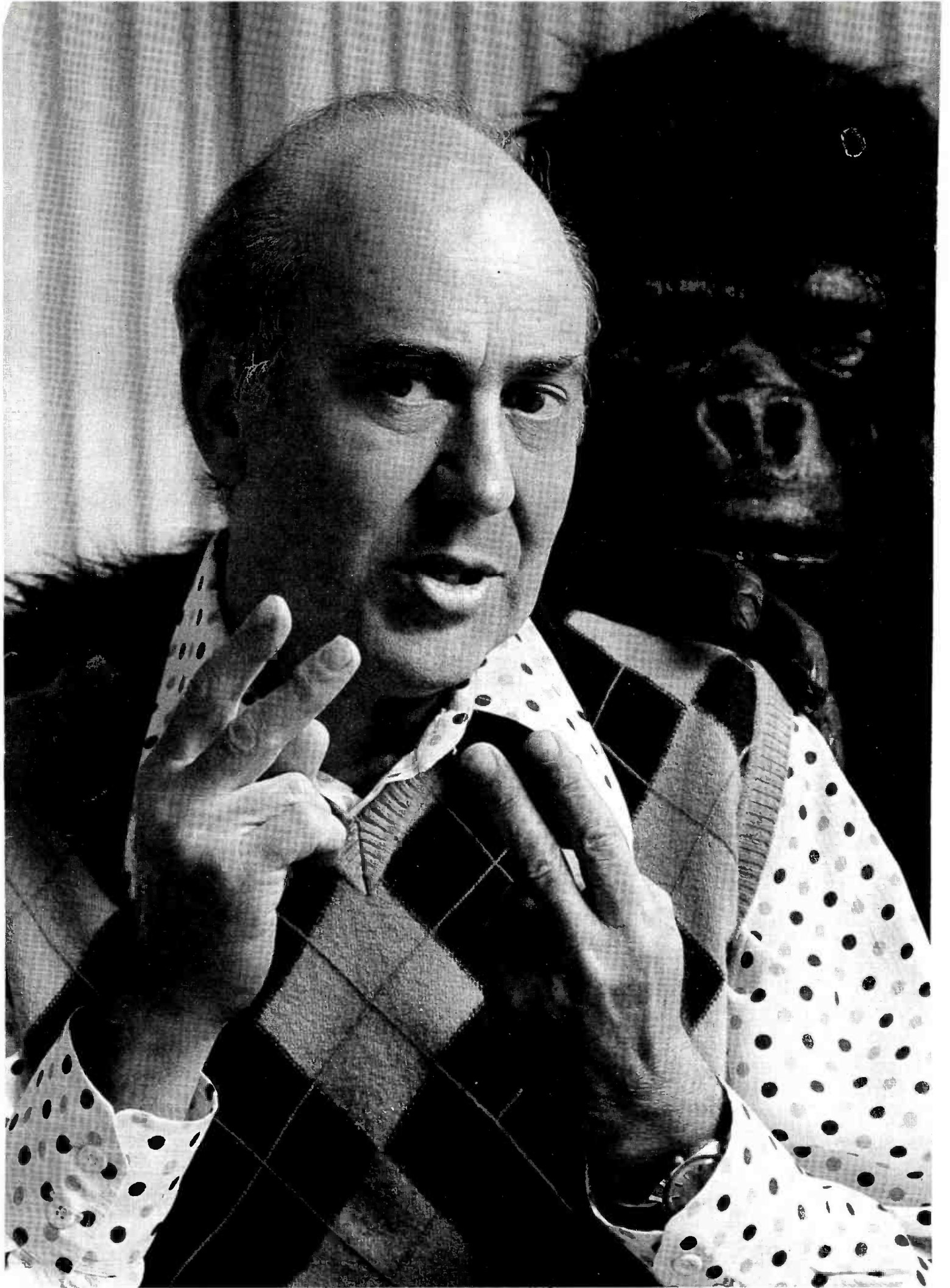
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“People laughed.

“When I directed ‘Where’s Poppa?’ a serious film about the problems of old age, people laughed. Another picture I did, ‘The Comic,’ with Dick Van Dyke, people laughed.

“Now, I’m not so immodest as to think that what I wrote or directed and put in front of them made them laugh, because I was serious. Those were serious pieces as far as I was concerned. And ‘The New Dick Van Dyke Show’ is a serious work. But people laugh.

“So I have to assume that it’s because Kodak makes funny film.

“When people say they’re laughing at my film, it’s really Kodak’s film. But then again it’s mine because I bought it from them. I think they sell the same film to some of my friends because their films make people laugh, too.

“I understand that they also have a serious film that they sell to Swedish and Russian directors. And that film is almost certain not to make people laugh.

“I’m negotiating for the film rights to ‘Dante’s Inferno,’ and if I do secure them, I’ll order Kodak’s serious film.”

Carl Reiner. Writer, director, actor, interviewer of a 2013-year-old man and a personal friend of Mel Brooks. Currently producing “The New Dick Van Dyke Show.”



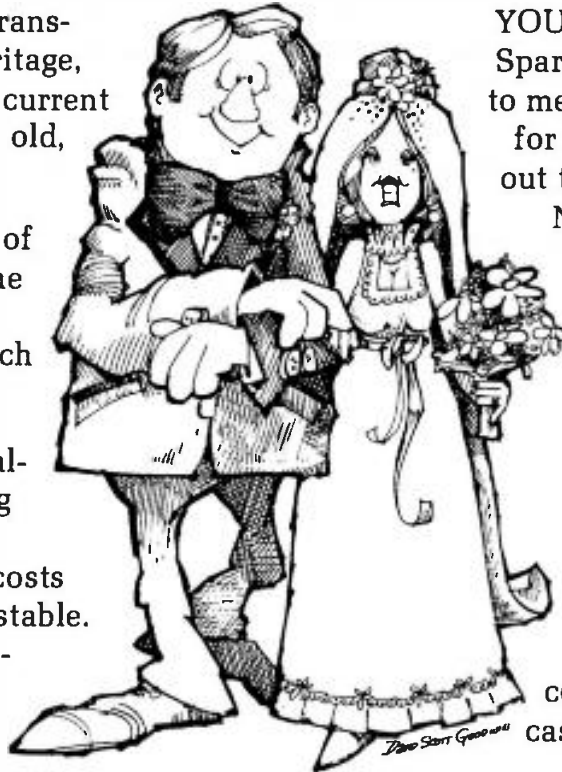
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Something Old, Something New, Something Borrowed...

Fritz Bauer built his first transmitter in 1922. A great heritage, which lives on in Sparta's current model transmitters. That's old, isn't it . . . 1922?

We're newly a Subsidiary of Cetec Corporation, with the tremendous financial and technological backing which that implies.

There's our new EDP installation for faster processing of orders and shipments, with a bonus of lowering costs to keep equipment prices stable. Our newly increased international business is showing us new ways to serve



YOU better, too. The second new Sparta plant expansion in a year, to meet your future needs. Watch for new Sparta models throughout the complete equipment line. New colors in the latest long-lasting finishes. New things, new ideas, new happenings!


Also, we're borrowing ideas and techniques from across the industrial spectrum, to aid every facet of our design and production capability.

We offer a lot . . . old, new, or borrowed . . . in a vital contribution to today's broadcast industry. And tomorrow's.

We're in the business of You.



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Blue radio. FCC may all but invite court test of its power to deal with obscenity or indecency on air in declaratory ruling being drafted by staff. Pacifica's WBAI(FM) New York would be censured for playing "Seven Dirty Words You Never Say on Television," cut from George Carlin comedy record ("Closed Circuit," Nov. 4, 1974), and other stations would be warned of prosecution under federal law for future use of such material. Staff thinks that would be appealed, if not by WBAI, then by other broadcasters as matter of First Amendment principle.

In related development, FCC staff is drafting amendment to obscenity statute, extending it to cable and defining it in terms applicable to electronic media. Both that and WBAI ruling may be incorporated in report Chairman Richard E. Wiley is to submit to Congress on what FCC is doing to suppress sex and violence on TV (see page 66).

Citizen deals. FCC statement designed to clarify kinds of citizen-station agreements commission will accept will have something for both sides, if draft being prepared by staff is approved. It would not limit substance of agreement — on programming, for instance; but it would make it clear that licensees must retain ultimate responsibility to operate stations as they see fit and must, therefore, be free to make changes in operations even if that means departing from terms of agreement. However, draft indicates that commission would take agreements seriously and might ask licensee at renewal time to explain why such departures were necessary.

Added starters. In support of their projected new all-news radio network service, NBC Radio officials cite commanding audience positions that all-news stations hold in number of major markets (story page 78). But they don't expect existence of successful all-news operation to block their entry into those markets. Even in markets like New York, Los Angeles and Washington where two all-news stations are already well established, they're confident there's room for still another and that they'll find subscriber who'll also succeed. They say they're not looking to sell their service to existing all-news stations ("all of the all-newsers are doing all right as it is," one official explained) but consider their best prospects to be other stations that are "not quite successful" in present formats.

Relief in sight. FCC's Cable Television Bureau staff briefed commissioners last week on troubles cable industry will face in meeting responsibilities FCC rules impose on them as of 1977, concluded with recommendation deadline be postponed and new rulemaking issued. Staff said it was unrealistic to expect hard-pressed industry to handle costs of rebuilding systems — providing 20-channel capacity (including four access channels together with origination equipment), two-way capability, etc. — as rules adopted in 1972 require. First solid indication commission would heed cable industry's plea for relief was provided by Chairman Richard E. Wiley in speech last month (*Broadcasting*, Jan. 27).

As part of its presentation, staff included data offered by National Cable Television Association in meeting between its officials and Chairman Wiley and cable bureau staffers in chairman's office two weeks ago. NCTA esti-

mates it would cost some \$430 million to rebuild all systems built before 1972. NCTA research indicates that access channels attract scant attention, are used average of about one minute per day. Cable TV Bureau staff is checking out those and other figures, will come up with report in week or two.

By popular demand. Upcoming *People's Choice Awards* program, honoring winners to be chosen by public and to be seen on CBS-TV March 4, 9-11 p.m. NYT (see page 36), is creation of Wells, Rich, Greene. Agency developed idea, sold sponsorship to client Procter & Gamble and placed it on CBS on obvious theory that, as ratings leader, CBS would have more winners than other networks.

WRG also spent \$56,000 on telephone surveys of 7,000 people in preparation for show. A.C. Nielsen Co., whose consumer-research department did surveying, first sampled 5,000 people, who served in effect as nominating committee in various categories (favorite male movie star, favorite TV-comedy show, etc.). Final 2,000 were given circumscribed choices based on shakedown from first sampling.

Feeling that heat. FCC Chairman Richard E. Wiley's drive to clean up heavy backlog of major issues at commission is beginning to cause grumbling among commissioners. Some are complaining about pressures of almost daily meetings at which they are expected to be prepared to discuss and vote on matters that often involve basic issues. And it is not only workload they protest; at least two commissioners complain that chairman has his colleagues at disadvantage. They note that he controls agenda and can draw on expertise of key commission staffers — as well as on his personal staff — in preparing himself for meetings.

But if there is grumbling, there is also kind of wide-eyed admiration for pace that 40-year-old chairman is able to maintain. Old-timers say they have never seen any other chairman as energetic or as determined to get work done as Mr. Wiley, who rose from general counsel's post to top job in less than four years.

Still at it. Although no longer member of House Communications Subcommittee, Representative Clarence Brown (R-Ohio) has indicated he will maintain active interest in communications legislation. He currently has aide working on draft on new license renewal bill that should be ready in two to three weeks. Bill will reflect Mr. Brown's ongoing concern that stations mold their programming around concerns of their communities rather than be bound to any quantitative guides FCC might draft. Mr. Brown will also be involved with legislation authorizing grants for expansion of educational TV and radio facilities, and will promote establishment of uniform weather warning system coordinated with radio, pet project of his since tornado devastated much of his district last spring.

Grandson of Lassie? Hollywood speculation sees third-generation spin-offs as possibilities in television programming. There's talk of show for Judy Kavaner, who plays Brenda, Rhoda's sister in series of that name, which itself is spin-off from *Mary Tyler Moore Show*. Another third-generation spin-off could star Mike Evans, who plays Lionel in *The Jeffersons*, which came out of *All in the Family*. Latest second-generation spin-off is *Grady*, starring Whitman Mayo, out of *Sanford and Son*, ordered as pilot for NBC.

Top of the Week

All for the family. NAB TV code board agrees on proposed amendment designed to make 7-9 p.m. off limits to shows deemed "inappropriate" for family viewing. Board members claim lack of definition of objectionable programing won't prevent rule from being effective. Page 31.

Taking the First. New prime-time access rule goes to court this week. Independent producers and distributors claim exemptions violate First Amendment and will permit networks to recapture 100% of prime time. CBS also claims violation of its First Amendment rights. Page 34.

Going to market. On eve of NATPE convention, programming executives say games and animal shows will continue to dominate prime access time. But CBS and NBC talk of mini-documentaries and other experiments. Page 38. NATPE convention schedule. Page 38. Who's selling what at Atlanta. Page 43.

Money to communicate. President Ford's budget proposals for communications-related agencies gives small increases to FCC, FTC, OTP and Justice's Antitrust, and larger increases to CPB and VOA. Page 66.

Justice weighs strategies. Disappointed with FCC ruling on crossownership, Antitrust Division contemplates different ways to break up monopolies. Page 70.

OE foe. President Ford wants to cut appropriations for educational broadcasting and phase Office of Education out of supporting role. OE, OTP, CPB and Congress caught unawares. Representative Macdonald vows fight. Page 70.

Recruiting commercials. Senator Schweiker introduces bill to permit Pentagon to buy time, but Representative Hebert, though deposed from chairmanship, still sits on crucial subcommittee. Page 76.

National all-news network. NBC Radio today unveils proposal for all-news service. It will sell only one to a market, needs 75 customers in top-100 markets. Page 76.

Everybody's biased. Margaret Mead charges NBC with propagandizing Samoan liberation. Salant hints CBS may not cooperate with National News Council inquiry on charges by Institute for American Strategy. Page 80.

Departure. National Cable Television Association President David Foster resigns, saying it is time to move on to other challenges. Dissension within association over such issues as copyright, varying interests of membership, said to account for move. Page 82.

Power to the broadcasters. FCC proposal to allow class II and III AM stations to increase minimum power requirements draws applause from owners, who also ask that daytimers be permitted to add night operations. Page 84.

McKinnon swears by gospel. KSON-FM San Diego switches to all-gospel format, figures move is as timely as switch 12 years ago to country and western; 7,000 selections to work with, nearly all on albums. Page 86

Where the action is. NATPE President Jim Ferguson started out as a druggist, but the Air Force and part-time announcing jobs to pay his way through pharmacy school lured him into television early, and he's never regretted it. Page 103.

Index to departments on back cover

Both Scope and Listerine taste bad to TV code board

Dispute over comparative claims made in broadcast advertising of Warner-Lambert Co. for Listerine mouthwash and Procter & Gamble for Scope has been placed before television code review board of National Association of Broadcasters. Each company has complained advertising of other is disparaging, Scope's because it leads viewer to infer that Listerine has "medicine-y taste" and Listerine because it leads viewer to infer Scope tastes like "soda pop."

TV code board first took matter up at meeting in San Antonio in October 1974, and subsequently arrived at opinion that it is permissible for advertisers to make comparisons between antiseptic-type or sweet-tasting mouthwashes, but not in disparaging context. Board has been negotiating with two advertisers to get them to tone down commercials, which it feels have been unfair. Appearing before code board last week were Frank Markoe Jr. and Howard Bloomquist, executive vice president and senior vice president, respectively, of Warner-Lambert, and Byron Hackett of J. Walter Thompson, agency handling Listerine commercials.

If negotiations are unsuccessful, board can eventually urge TV code subscribers to drop questioned ads.

Meredith, Chronicle talking about WOW-TV

Negotiations looking toward sale of WOW-TV Omaha by Meredith Corp. to Chronicle Publishing Co. (*San Francisco Chronicle*, KRON-FM-TV San Francisco) were announced last week. Price was undisclosed, but Meredith had previously attempted to sell facility to Pulitzer Publishing Co. (KSD-AM-TV St. Louis) for \$8 million but canceled over disagreement in scheduling of closing ("Closed Circuit" Aug. 19, 1974).

Publicly traded Meredith Corp. will retain WOW(AM) KEZO(FM) Omaha, in addition to its other properties which include: WHEN-AM-TV Syracuse, N.Y.; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WNEM-TV Bay City-Flint-Saginaw, Mich.; KPHO-TV Phoenix; WGST(AM) Atlanta; *Better Homes and Gardens*, *Successful Farming*, consumer book publishing and printing plants.

Mellow Quello

FCC Commissioner James H. Quello has suggested that commission provide for machinery to resolve disputes between citizen groups and stations and thus head off petitions to deny. Commissioner Quello offered suggestion in speech to Oklahoma Broadcasters Association, in Elk City, on Saturday (Feb. 8), in which he indicated he has softened what had been hard-line approach to citizen groups he has charged with attempting to "blackmail" broadcasters at renewal time.

He restated his view that broadcasters should have "enough guts" to reject ultimatums. But he also said broadcasters can say "no" only when they are doing "conscientious job" in minority-hiring and in ascertaining and programming to meet community needs.

Proposal for heading off petitions to deny involves creation of opportunity for citizen group to register complaints and receive reply, and for commission, when warranted, to initiate action, before petition is filed.

Commissioner's apparent softening of attitude toward citizen groups follows meeting with Kathy Bonk, of National Organization for Women. She asked for meeting after commissioner had singled out NOW for special mention in speeches.

Commissioner Quello, in Oklahoma, also restated his view that commission should give "brownie points" to broadcasters who assume active roles in community affairs. But he took that position step further with suggestion that

commission should recognize those who spend "substantial" portion of profits for "programming and for the good of the community." He also said commission should recognize those who "schedule public service announcements and public affairs programs in prime time — rather than in convenient unsold time."

Latest line-up of the NAB boards

Newly elected members of National Association of Broadcasters radio and television boards were announced last Friday — 13 on radio board and six on TV board. Of 11 incumbents running all were returned except Robert M. Bennett of WCVB-TV Boston and Clyde W. Price of WACT-AM-FM Tuscaloosa, Ala., on radio board (district five). Winners (* indicates re-elected incumbent):

Radio board. Donald A. Thurston*, WMNB-AM-FM North Adams, Mass., district one; Victor C. Diehm*, WAZL(AM)-WVCD(FM) Hazleton, Pa., district two; Paul E. Reid, WBHB(AM) Fitzgerald, Ga., district five; Walter E. May, WPKE(AM)-WDHR(FM) Pikeville, Ky., district seven; Donald G. Jones, KFIZ(AM) Fond du Lac, Wis., district nine; George L. Brooks*, KCUE-AM-FM Red Wing, Minn., district 11; Stan Wilson*, KFJZ(AM)-KWXI(FM) Fort Worth, district 13; Frank W. McLaurin, KSRO(AM) Santa Rosa, Calif., district 15; Wally Nelskog*, KIXI-AM-FM Seattle, district 17; Virginia Pate Wetter*, WASA(AM)-WHDG(FM) Havre de Grace, Md., class A market; Ben A. Laird, WDUZ-AM-FM Green Bay, Wis., class B market; Bill Sims, KOJO(AM)-KLOZ(FM) Laramie, Wyo., class C market; Edward D. Allen Jr.*, WDOR-AM-FM Sturgeon Bay, Wis., class D market.

Television board. Bill Bengston, KOAM-TV Pittsburg, Kan.; Thomas E. Bolger, WMTV(TV) Madison, Wis.; Eugene B. Dodson*, WTVT(TV) Tampa, Fla.; Robert D. Gordon*, WCPO-TV Cincinnati; Robert B. McConnell, WISH-TV Indianapolis; Mike Shapiro, WFAA-TV Dallas.

Nonprofit domsat service gets more federal promotion

Government's carefully orchestrated efforts to create need for and subsidization of high-powered communications satellite service run by private, nonprofit organization now includes Office of Telecommunications Policy questionnaire to seven other agencies asking how they could use such a system and National Institute of Education-sponsored newsletter on satellite developments, legislation and conferences.

OTP questionnaire went to same agencies that will be represented on interagency committee to coordinate satellite applications (see page 85) and asks for specifics on in-house studies and programs that might relate to proposal for distribution of programming and information via satellite, as well as suggestions of other agencies that might be able to use such services. Catch-all effort is reminiscent of Domestic Council effort in summer of 1971 that resulted in "Communications for Social Needs," which Representative William Moorhead (D-Pa.) branded as "blueprint for Big Brother."

Newsletter is published by Syracuse University Research Corp. as part of NIE's Education Satellite Policy Analysis Project. January issue reviews ATS-6, Public Service Satellite Consortium (*Broadcasting*, Jan. 13) and OTP-sponsored subsidy legislation. Report notes key question concerning use of proposed PSSC satellite by Public Broadcasting Service is whether PBS can legally use 2.5 ghz or must use 4 and 6 ghz bands assigned for fixed satellite service. Ford Foundation, which is supporting PBS satellite study and may make low-cost loan to public TV for satellite networking, has hired Myron Curzan of Washington law firm, Arnold & Porter, to study issue.

NBC to open at 7 on Sundays

NBC-TV has announced it will program Sunday evenings from 7 to 11 p.m. NYT in 1975-76 season, moving *Wonderful World of Disney* back to 7 p.m. start as permitted by exemption specifically granted that program in FCC's new prime access rule. *Disney* at 7-8 p.m. will be followed by unidentified "high-appeal hour of all-family programming" at 8-9 p.m. as anticipated by projected NAB code amendments on family viewing (see story, page 31), with details of 9-11 p.m. programs to be announced later.

Plans, announced Friday (Feb. 7) by NBC-TV President Robert T. Howard, were not entirely unexpected: NBC officials had indicated earlier that, with exemption granted children's programming, they probably would move to recapture full hour of Sunday night programming by moving *Disney* (*Broadcasting*, Jan. 27). All three networks currently programming 7:30-10:30 on Sundays. ABC-TV and CBS-TV had no immediate comment on NBC's plans — or their own. Normally, any network is reluctant to let another get head start, and under new access rules they too can start at 7 p.m. if they program opening hour with children's, public affairs or documentary programming, and like NBC, could then take 8-11 p.m. for regular programs. Sources at other networks indicated their plans were not firm — and, since rule is again being appealed, might be subject to change in any event.

In Brief

Line forms. Within minutes of David Foster's announcement of resignation as president of National Cable Television Association (see page 82) there emerged three candidates for title of "most prominently mentioned" as Mr. Foster's successor. They are (in no particular order): Sol Schildhouse, former chief of FCC Cable Television Bureau, now in private law practice in Washington; Bruce Lovett, of American Television and Communications Corp., multiple systems owner; and Gary Christensen, Washington attorney who represents number of cable interests. Mr. Lovett is former chairman of NCTA, Mr. Christensen former NCTA chief counsel.

'Lizzie Borden' gets the ax. ABC-TV said last Friday two of its affiliated stations, WPVI-TV Philadelphia and WBRC-TV Birmingham, Ala., have notified network they will not carry tonight's (Feb. 10) telecast of *The Legend of Lizzie Borden* (9-11 pm.). Both stations said they decided not to carry program, which deals with spinster accused of killing her father and stepmother with ax, because they considered it "excessively violent" and "gory."

Wiley into the breach. FCC Chairman Richard E. Wiley will stand where White House News Secretary Ron Nessen was supposed to, Feb. 19, in appearance before Washington chapter of Society of Professional Journalists — Sigma Delta Chi, at Broadcasters Club, 6:30 p.m. His topics: crossownership and family viewing.

Silver lining. Buffalo, N.Y., TV stations aren't apt to get hurt much and "might conceivably benefit" from Canada's plan to deter Canadian spending on U.S. TV stations (*Broadcasting*, Feb. 3). That's conclusion reached by Dennis B. McAlpine of Wall Street firm of Tucker, Anthony & R. L. Day in analysis circulated last week. Nub of his reasoning: (1) Local TV business in Buffalo is "significantly underdeveloped" and could take up fair amount of slack; (2) much of Canadian billing on Buffalo stations comes from subsidiaries of U.S. companies and therefore could be placed by those subsidiaries' U.S. counterparts; (3) Toronto stations across from Buffalo are pretty well sold out anyway and thus can't accommodate much more business; (4)

business they do get away from U.S. stations will probably drive their rates up, so that (5) as Buffalo stations replace whatever business they lose to Toronto, they may be able to raise their own rates to keep them in line with Toronto stations'. Analysis was limited to Buffalo market but many if not all of its assumptions would seemingly apply to other border markets.

Abel sues ABC. Elie Abel, dean of Columbia University School of Journalism, filed suit last Friday against ABC Inc. and Viacom International alleging copyright infringement. Complaint, entered in U.S. Southern District Court in New York claims ABC-TV telecast last Dec. 18 of *The Missiles of October* drew substantially from material in Mr. Abel's 1966 book, "The Missile Crisis." Others named in suit are Titus Productions, co-producer with Viacom, and Stanley R. Greenberg, who wrote script.

Pro and con. FCC Commissioner Benjamin L. Hooks has gone on record as one who is "prepared to take any step necessary, however extreme it may appear at this time, to ameliorate the forlorn state of broadcasting in New Jersey." Commissioner made comment in separate statement released with text of commission notice of rulemaking looking to providing New Jersey with VHF service (*Broadcasting*, Feb. 3). Commissioner representing other extreme on New Jersey issue is Robert E. Lee, commission's traditional defender of UHF. He dissented to that portion of notice suggesting short spaced VHF drop-in as means of providing New Jersey with its first VHF channel.

Costly program. WRAU-TV Peoria, Ill., and William Waldmeier, mayor of Pekin, Ill., have settled out of court for \$36,000 libel suit brought by Mr. Waldmeier in response to broadcast of station's public affairs show, "Viewpoint." Mr. Waldmeier claimed he had been libeled by Eugene Pfeiffer, affiliated with motorcycle gang called Grim Reapers, who accused Mr. Waldmeier on show of corruption and wrongdoing. Station officials said settlement does not constitute statement as to guilt or innocence and will not have intimidating effect on news operations. Station and Mr. Pfeiffer had been sued for total \$10 million.

Crime behind the cameras. Fourteen CBS employes were resting in staff lounge at network's broadcast center in New York Thursday night (Feb. 6) when two men wearing ski masks and armed with sawed-off rifle and hunting knife relieved them of about \$4,000 and escaped through rear exit. Thursday is payday at CBS.

Delay. Although Senator Hugh Scott (R-Pa.) is prepared to introduce legislation to establish performance royalties to be paid by broadcasters to recording artists and record manufacturers, he did not get around to it last week as had been anticipated (see editorial, page 104). He expects now to introduce it the week of Feb. 17.

Legal maneuver. CBS Inc. filed suit last Friday in New York State Supreme Court seeking to enjoin Heatter-Quigley Inc., Hollywood, subsidiary of Filmways Inc., from proceeding with syndication of *Gambit*, game show in CBS-TV since 1972 (Mon.-Fri., 10:30-11 a.m.). CBS noted Heatter-Quigley has said it plans to syndicate *Gambit* during evening hours in 1975-76 season and added that contract still in effect precludes domestic syndication of series while it is on CBS-TV. Officials of Heatter-Quigley could not be reached for comment.

Sabotaged. Bomb that exploded at 11:30 p.m. last Thursday outside fire door of KRON-TV San Francisco caused minor structural damage, station officials said Friday. They could give no reason for bombing, but reported that at about 11:20 p.m. that night, station received call that bomb

in building was set to go off in five minutes. Caller said he was from New World Liberation Front, organization that has taken credit for bombing of state buildings in Los Angeles and San Francisco last year.

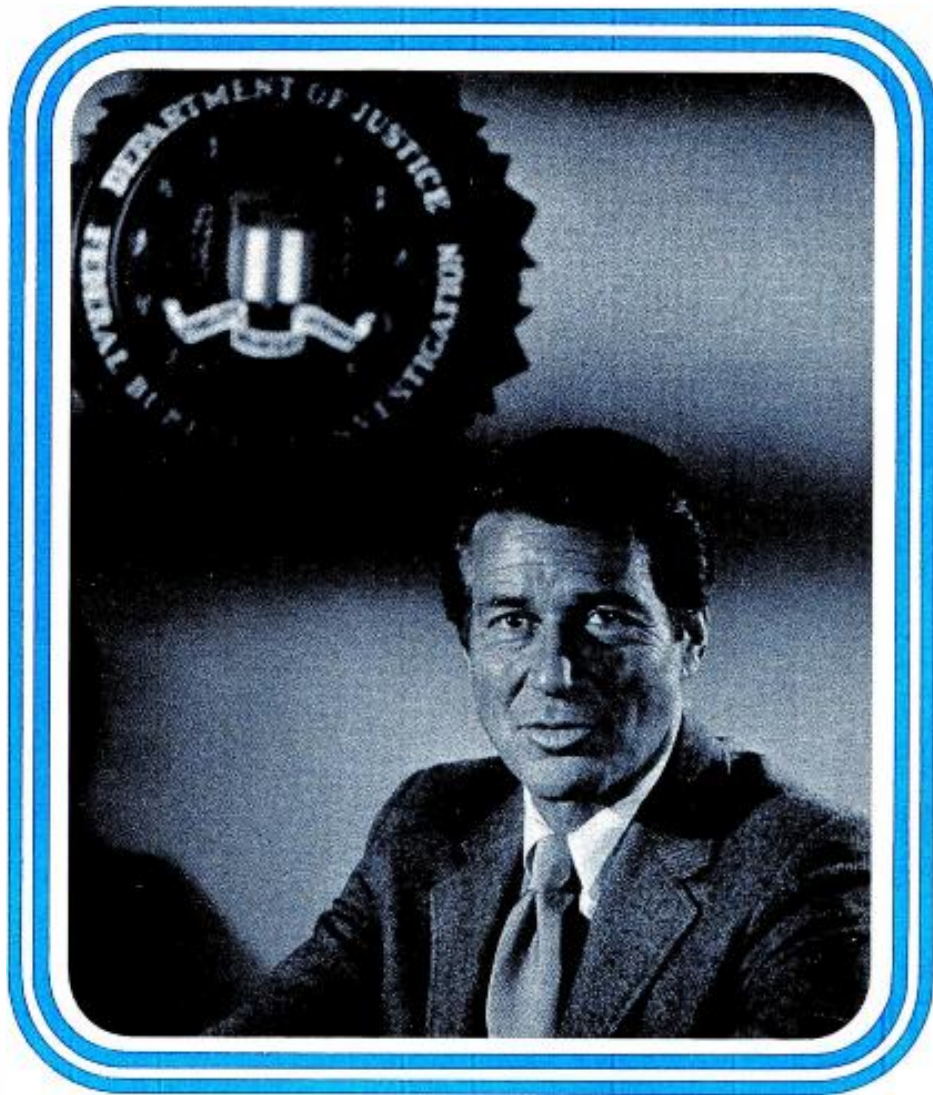
Not so — Schorr. CBS News President Richard S. Salant denied last week as "absolutely not true" charges, attributed to CBS Correspondent Daniel Schorr, that CBS newsmen "went soft on Nixon" after his resignation because CBS corporate headquarters ordered them to do so. He also denied charges that CBS had dumped planned specials on Mr. Nixon and kept Mr. Schorr off air because of Mr. Schorr's anti-Nixon feelings. Charges were attributed in newsletter *The Media Report*, which said he made them in response to questioning at Duke University media conference on Jan. 17. Mr. Schorr said *The Media Report* account is "inaccurate." But he said he could not "enter into a discussion of the article because I don't want to escalate public discussion of the matter."

Early on. FCC has reinstated last year's emergency pre-sunrise sign-on times for qualifying AM stations for period from Feb. 23 to April 27. Daytime-only radio stations, which were granted emergency authority to operate at least one hour before sunrise with 50 kw power during last winter's year-round daylight saving time, had that authority rescinded when nation was put back on standard time Oct. 27, 1974. However, new time law set Feb. 23 rather than traditional last Sunday in April for daylight saving time to begin in 1975, and commission noted two months' difference could cause some AM's hardship.

No. Interstate Commerce Commission, one of few if not first government agency to ask for broadcast reply time, got turn-down Friday (Feb. 7). Earlier in week it had asked ABC for opportunity to present opposing views in response to Feb. 1 *Close-Up: Washington Regulators*, which it said was "unbalanced" and "distorted." In letter to ICC Chairman George Stafford, ABC News President William Sheehan said "we believe that the program dealt objectively and fairly with the ICC's performance" and that, though it presented critical views, "it also afforded you the opportunity to present your opposing views on the main points."

Appealed. National Cable Television Association has gone to court in effort to overturn new FCC fee schedule. It was suit brought by NCTA that resulted in Supreme Court decision outlawing earlier schedule, adopted in 1970, that was designed to recoup 100% of commission's expenditures. Revised schedule, adopted last month, provides for general reduction in fees in most areas, but retains basic framework of 1970 schedule, including cable and broadcast annual fees (*Broadcasting*, Jan. 20).

Late Fates. *Donald H. Platt*, general manager, KZAP (FM) Sacramento, Calif., named general manager of ABC-owned KSFY (FM) San Francisco . . . *Neal McNaughten*, chief of FCC rules and standards division, named assistant chief of Broadcast Bureau. He succeeds Harold Kassens, who retired in December and has since joined Washington consulting engineering firm of A. D. Ring and Associates as senior partner. . . *John F. Sturm*, of FCC's Broadcast Bureau hearing division, has been named legal assistant to Commissioner Charlotte Reid, replacing Roscoe Long. Mr. Long is moving into general counsel's office as associate general counsel. . . *Carl Watson*, director of broadcast standards, NBC, retires Feb. 28 . . . *Abe Van der Puy* of World Radio Fellowship, Miami, elected president of National Religious Broadcasters. He succeeds Eugene R. Bertermann, who held position for 18 years. *For earlier reports see "Fates & Fortunes," page 90.*



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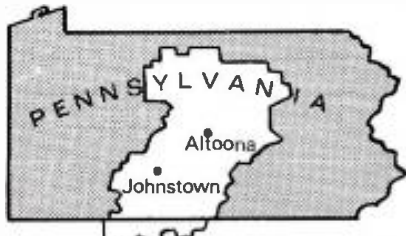
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Executive and publication headquarters
 BROADCASTING-TELECASTING BUILDING,
 1735 DeSales Street, N.W., Washington,
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BROADCASTING* magazine was founded in 1931 by
 Broadcasting Publications Inc., using the title
 BROADCASTING*—The News Magazine of the Fifth
 Estate. Broadcast Advertising* was acquired in
 1932, Broadcast Reporter in 1933, Telecast* in
 1953 and Television in 1961. Broadcasting-
 Telecasting* was introduced in 1946.



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Datebook

■ Indicates new or revised listing

This week

Feb. 11-12—*South Carolina Cable Television Association* fifth annual convention, Wade Hampton hotel, Columbia.

Feb. 11-12—*Wisconsin Broadcasters Association* 1975 mid-winter meeting, Hilton-Madison, Madison.

Feb. 12-14—*Colorado Broadcasters Association* winter convention, Antlers Plaza, Colorado Springs.

Feb. 13—*Southern Baptist Radio and Television Commission* sixth annual Abe Lincoln Awards ceremony, Speaker: FCC Chairman Richard E. Wiley, Tarrant County Convention Center, Fort Worth.

Feb. 14-16—*American Women in Radio and Television Inc.*, board of directors meeting, Gene Autry hotel, Palm Springs, Calif.

Feb. 15—Deadline for filing annual programming reports of TV stations with FCC.

Feb. 15-17—*Texas Association of Broadcasters* convention, Driskill hotel, Austin.

Feb. 17—Comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative CATV rules at state and local levels. Reply comments due March 17.

Feb. 18-19—*Radio Advertising Bureau* management conference, Marriott motor hotel, Atlanta.

Feb. 19—*Kentucky Broadcasters Association* sales seminar, Holiday Inn North, Elizabethtown.

■ Feb. 20-21—*Association of Maximum Service Telecasters' engineering committee* special meeting, 1735 DeSales Street, N.W., Washington (see page 85).

Feb. 20-21—*Annual CBS News/CBS Radio Network Affiliates'* news seminar, CBS News headquarters, New York.

Feb. 20-21—*Radio Advertising Bureau* management conference, Marriott motor hotel, Chicago.

Feb. 24—*Armstrong Awards* deadline for entries. Executive Director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

Feb. 25-26—*Radio Advertising Bureau* management conference, Sheraton Airport Inn, Philadelphia.

Feb. 25-26—*Association of National Advertisers* television workshop, Speakers include Richard E. Wiley, FCC chairman; Frederick Pierce, ABC television president; Thomas Dillon, BBDO president, Plaza hotel, New York.

Feb. 26-28—*Texas Cable TV Association* annual convention, Dallas Fairmont hotel.

Feb. 27-28—*Radio Advertising Bureau* management conference, Marriott motor hotel, Cincinnati.

Feb. 27-28—*Georgia Cable TV Association* 1975 annual convention, Speakers: FCC Chairman Richard E. Wiley and NCTA President David Foster, Atlanta Marriott motor hotel.

Feb. 28-March 1—*Clark College Media Workshop*, Speaker: William Gordon, program officer, U.S. Information Agency, John F. Kennedy Community Center, Atlanta.

March

■ March 1—Deadline for entries, *Radio-Television News Directors Association Awards*, Dave Riggs, RTNDA Awards Chairman, WSB-TV, 1601 West Peachtree Street, N.E., Atlanta.

March 1—Deadline for entries, *American Bar Association Gavel Awards*, 1155 East 60th Street, Chicago 60637. Materials published, broadcast or presented Jan. 1, 1974, to Dec. 31, 1974, considered.

March 2-4—*National Cable Television Association "Operation Re-Regulation"* Conference, Eastern region operators, L'Enfant Plaza hotel, Washington.

■ March 3—Extended due date for comments regarding FCC's cable rules and carriage of sports programs. Reply comments due March 17.

March 5—*Catholic University Law Review* conference, "Developing Legal Issues in Cable Communications," Statler Hilton hotel, Washington.

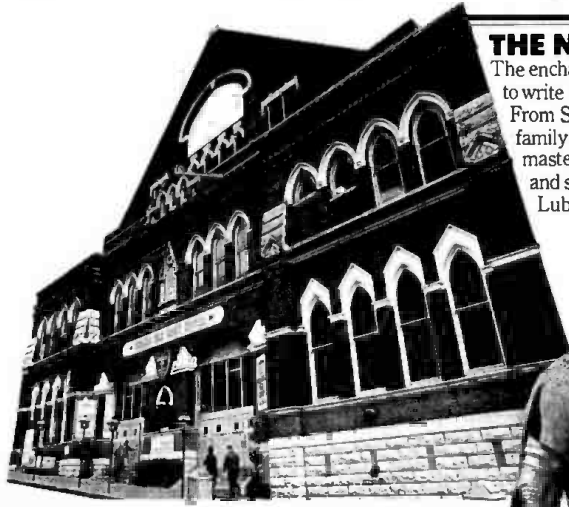
March 7-8—*Women in Communications Inc.*, Southwest region meeting, Houston.

March 7-9—*Women in Communications Inc.*, South region meeting, Memphis.

March 9—Presentation of *Kennedy Family Awards* to radio/TV broadcasters and newspaper/magazine reporters who have made distinguished contribution to local, national or international Special Olympics for mentally retarded, Washington.

March 9-12—*Data Communications Corp.*, BIAS

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² Based on audience measurement for Nov.-Dec. 1974, NTL, available on request.

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Major meeting dates in 1975

Feb. 8-12—National Association of Television Program Executives annual conference. Hyatt Regency hotel, Atlanta.

April 6-9—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.

April 13-17—National Cable Television Association 24th annual convention. Rivergate convention center, New Orleans.

April 23-27—American Women in Radio and Television 24th annual convention. Continental Plaza hotel, Chicago.

May 13-14—Annual convention CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 18-20—Annual convention. NBC-TV affiliates, Century Plaza hotel, Los Angeles.

May 28-30—Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.

May 29-31—Associated Press Broadcasters convention. Palacio del Rio, San Antonio, Tex.

June 8-11—Broadcasters Promotion Association 20th annual seminar. Denver Hilton hotel, Denver.

Sept. 17-19—Radio Television News Directors Association international convention. Fairmont hotel, Dallas.

Sept. 17-20—Institute of Broadcasting Financial Management annual conference. Century Plaza hotel, Los Angeles.

Sept. 17-20—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

Oct. 9-12—Women in Communications Inc., annual national meeting. Sheraton Inn-Skyline East, Tulsa, Okla.

Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.

seminar. Hilton hotel, Memphis.

March 11—New York State Broadcasters Association 21st annual membership meeting and legislative dinner. Perry B. Bascom, WNBC-AM-FM New York, chairman. Silo-Ramada Inn, Albany.

March 11—Hollywood Radio and Television Society 15th annual International Broadcasting Awards dinner. Century Plaza hotel, Los Angeles.

March 13-18—Arkansas Broadcasters Association Mexico convention trip. Camino Real hotel, Mexico City.

March 14-15—Country Radio Seminar, Statler Hilton Motor Inn, Nashville. For registration forms and information: Country Radio Seminar, Box 12617, Nashville 37212.

March 14-16—American Advertising Federation seventh district meeting. Knoxville, Tenn.

March 16-18—National Cable Television Association "Operation Re-Regulation" Conference. Western region operators. L'Enfant Plaza hotel, Washington.

March 17—Reply comments due at FCC on inquiry into need for federal regulations to avoid non-duplicative CATV rules at state and local levels.

March 17-18—Ohio Cable Television Association annual convention. Jim DeSorrento, chairman, (216) 464-1800. Scott's Inn, Columbus.

March 21-22—Women in Communications Inc., Midwest region meeting. Denver.

March 25—Graham Junior College fifth annual Communications Day. 632 Beacon Street, Boston.

March 24-28—Corporation for Public Broadcasting spring radio conference. Statler Hilton hotel, Washington.

March 26-27—Kentucky CATV Association spring convention. Continental Inn, Lexington.

April

April 1—Deadline for applications, 1975-76 Edward R. Murrow Fellowship, Council on Foreign Relations, 58 East 68th St., New York 10021. Contact: Zygmunt Nagorski.

April 1—Deadline for applications, National Endowment for the Humanities fellowships for journalists. C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305; or Department of Journalism, University of Michigan, Ann Arbor, Mich. 48104.

April 2—U.S. Court of Appeals in Washington rehears en banc *Pensions* fairness-doctrine case (*Broadcasting*, Dec. 23).

April 3-5—Alpha Epsilon Rho, national honorary broadcasting society, annual convention, Las Vegas.

April 4-5—Region 6 conference, The Society of Professional Journalists, Sigma Delta Chi, for mem-

bers in North Dakota, Minnesota and Wisconsin. Eau Claire, Wis.

April 4-5—Region 12 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Arkansas, Louisiana, Mississippi and Tennessee west of eastern time zone. University of Mississippi, Oxford.

April 4-6—Women in Communications Inc., Great Lakes region meeting. Ohio State University, Holiday Inn, Columbus.

April 4-6—Women in Communications Inc., Northeast region meeting. Hartford, Conn.

April 4-6—Broadcast Education Association annual meeting. Las Vegas Convention Center.

April 4-6—Region 2 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Maryland, Washington, D.C., North Carolina, Virginia. Chapel Hill, N.C.

April 5-6—Region 10 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Washington, Oregon, Idaho, Montana, Alaska. Marylhurst College, Portland, Ore.

April 4-6—Region 11 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in California, Nevada, Arizona, Hawaii. Pasadena, Calif.

April 6—Association of Maximum Service Telecasters, Washington, 19th annual membership meeting, 2 p.m. MGM Grand hotel, Las Vegas.

April 6-9—National Association of Broadcasters annual convention. Las Vegas Convention Center.

April 6-9—International Industrial Television Association annual conference. Sahara hotel, Las Vegas.

April 10-13—Association of Federal Communications Commission Engineers annual meeting. Hotel Rancho Bernardo, San Diego.

April 11-12—Region 1 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware, New England. Syracuse University, Syracuse, N.Y.

April 11-12—Region 4 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Michigan, Ohio, western Pennsylvania, West Virginia. Ohio State University, Columbus.

April 11-12—Region 5 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Illinois, Indiana, Kentucky. Northwestern University, Evanston, Ill.

April 11-12—Region 7 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in South Dakota, Nebraska, Kansas. Iowa Southern Illinois University-Edwardsville chapter. Kansas City, Mo.

April 12-13—Women in Communications Inc., Pacific Northwest region meeting. Portland.

April 13-17—National Cable Television Association 24th annual convention, New Orleans.

April 16—Council of Churches City of New York annual awards luncheon for commercial and educational radio/TV stations.

April 17-18—American Advertising Federation sixth district meeting. Chicago.

April 17-19—Region 3 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Alabama, Georgia, South Carolina. Florida and Tennessee east of eastern time zone. Orlando, Fla.

April 17-19—New Mexico Broadcasters Association convention. Roswell Inn, Roswell.

April 17-20—American Advertising Federation fourth district meeting. Fort Lauderdale, Fla.

April 18-19—Indiana Associated Press Broadcasters Association annual meeting. Marott hotel, Indianapolis.

April 20—Children's Television Fair, sponsored by Committee on Children's Television, San Francisco, and 20 professional and civic organizations. Previews of children's programs, dialogue groups for parents and children and workshops. University of California Education Extension, Berkeley, Calif.

April 22—Missouri Broadcasters Association Broadcast Day dinner. University of Missouri, Columbia.

April 22-23—Kentucky Broadcasters Association spring convention. Stoullers Inn, Louisville.

April 23-24—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Century Plaza hotel, Los Angeles.

April 23-26—International Communication Association annual meeting. LaSalle hotel, Chicago.

April 23-27—American Women in Radio and Television 24th annual convention. Continental Plaza hotel, Chicago.

April 24-25—American Advertising Federation 11th district meeting. Boise, Idaho.

April 27-29—Chamber of Commerce of the United States annual meeting. Washington Hilton hotel, Washington.

April 28-29—Television Bureau of Advertising fourth annual retail TV commercials workshop. Biltmore hotel, New York.

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The language is that plain, the provisions that clear, the coverage that complete. It isn't what you would call great writing, but it sure is understandable.

That's what experience will do for you. Forty years ago, the ERC Broadcasters Libel Insurance policy had more exclusions than it did coverage. Today, there are no exclusions. If you have trouble, you're covered, even for punitive damages.

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**Broadcasters Libel, Department C-2
Employers Reinsurance Corporation
21 West 10th Street
Kansas City, Missouri 64105**

Please tell me more about your Broadcasters Libel coverage.

NAME _____

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BUSINESS _____

ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE _____

Open Mike®

Who's on first

EDITOR: Recently our good friends in Detroit, WWJ-TV, laid claim to being the first broadcast outlet to take advantage of new legislation allowing broadcast of lottery information and advertising (BROADCASTING, Jan. 20).

WBAL(AM) on the evening of Jan. 6, during its *Alan Christian Talk Show*, had as guests the lottery director as well as advertising and promotion director of the Maryland state lottery. On Jan. 8 and 9, WBAL broadcast live the regular drawing, the millionaire finalist drawing and a special holiday lottery game drawing.—*James P. Fox, general sales manager, WBAL(AM) Baltimore.*

(But then a very specific announcement from WTIC(AM) Hartford, Conn., arrived at BROADCASTING. It claims that station, at 5:39 p.m. on Jan. 6, aired the first commercial for a state lottery.)

Off campus

EDITOR: I was alarmed to read in your Jan. 27 issue that the radio board of the National Association of Broadcasters has voted to petition the FCC to stop cable systems from importing carrier current college radio signals. In an industry that is more competitive than most, any outlet that can give would-be broadcasters a larger circulation is sorely needed. And who knows? Maybe by accident a college radio program could outweigh in service to a community any damage it is doing to commercial off-the-air concerns by competing for listeners and advertising dollars.—*Mark A. Guttman, graduate student, TV-radio, S.I. Newhouse School of Communications, Syracuse University, Syracuse, N.Y.*

The whole thing

EDITOR: Your story in the Jan. 13 issue reported, "Advertiser investments in TV... pushing 11-month total past \$2 billion mark." Some readers might take this to mean total television investments (which will hit close to \$5 billion) rather than network television investments which were the figures discussed in the item.—*Harold Simpson, director of information services, Television Bureau of Advertising, New York.*

Fumbled figures

EDITOR: Ted Bates & Co. recently submitted to BROADCASTING an analysis of trends in advertising parameters. A comparison of the data submitted versus the published article revealed the following discrepancies:

Bates was quoted as estimating a 4% decrease in spot radio expenditures for 1974 versus 1973. Actually, we estimated a 2% decrease.

The published article stated that, in 1974, there was a decline in audiences for daytime spot television. This should

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For details, call Delta reservations.



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read a decline in audiences for daytime network television.

We were quoted as estimating a 2% decline for 1975 in daytime network audiences. In actuality we estimated a 2% increase in day net audience levels.

The article stated that we based our calculations for the evening network TV audiences on persons 12+. This should read persons 2+.—*Jackie DaCosta, vice president, Ted Bates & Co., New York.*

Place of its own

EDITOR: Your 1973 radio record article (Jan. 20) made interesting reading. I was especially gratified to see Nassau-Suffolk, Long Island, N.Y., included in the figures for the first time. But your special report nevertheless lumped New York's revenues and those of Nassau-Suffolk with comments like "New York should be considered along with Nassau-Suffolk" and vice-versa. That is not correct, and the FCC figures even show it.

Nassau-Suffolk is an entity—a market unto itself . . . that is why the federal government made it a Standard Metropolitan Statistical Area in 1972.—*Richard J. Scholem, general manager, WGSN(AM) Huntington, N.Y.*

Father knows best

EDITOR: In your Jan. 13 issue you reported that Richard Novik, now general manager of WPUT(AM) Brewster, N.Y., was former sales manager of WLIB(AM)

New York. He has been vice president-general manager of WBLN(FM) New York for the past two and a half years.—*Harry Novik, Palm Beach, Fla.*

Restoration, restitution

EDITOR: Re BROADCASTING, Jan. 20, page 15, column three—

Wichita is the air capital. Topeka is the state capital. For nearly 50 years, WIBW has operated from the state capital as the voice of Kansas. Please put us back.—*Thad M. Sandstrom, VP-broadcasting, Stauffer Publications Inc., Topeka, Kan.*

Waste not, want not

EDITOR: In reference to Chris Dickon and his comments regarding public service material WIAA-FM has recently received ("Open Mike," Dec. 16, 1974), let me assure him that some stations do indeed program the materials he listed as unusable on WIAA-FM.

WETD-FM, a small educational station in the upstate New York area, is always more than delighted to receive material of this kind. If we feel it is relevant and suits our format we definitely use it. If, however, we do not and the material appears to be part of a series, we usually request we be dropped from future mailing lists. We have always experienced excellent cooperation for this request.—*Criss Onan, station manager, WETD-FM, Alfred State College, Alfred, N.Y.*

A million and one. To the millions of words you have read and heard concerning the existence, nonexistence or extent of bias on television, I should like to add a few. One in particular I may have to invent, since I don't find it in the dictionary. But it's a good word and one I don't think you will fail to understand: mis-impression. I take it to mean a wrong perception of the facts which you may be left with by getting only partial information.

The restrictions placed on television by the nature of the medium are well-known: lack of sufficient time to probe very deeply, the need very often to provide visual excitement to hold an audience, the formidable costs of complete coverage and the comparative lack of mobility and personnel. That some degree of bias exists is undeniable and demonstrable. It may even be said to be salutary—provided that bias is not tipped *totally* in one direction and is not so concealed that it is deceptive.

But let's concentrate on my assertion that producers of news and documentary programs frequently cause—by omission of salient points or by distortion—a serious mis-impression. A favorite illustration which has been used so often I won't belabor it, is the reporting of business profits. "The Brand X Corporation announced today that profits are up 100%" might be a typical example. If the corporation stock were selling for \$50 per share and the profits had been three cents per share in the previous quarter and had risen to six cents in the current quarter, the factual increase would indeed be 100%. But what shareholder would turn cartwheels over *that* kind of performance? Yet if the viewer-listener is told *only* that profits are up 100%, isn't he likely to get the mis-impression that Corporation X is not only enormously better off, but possibly also is gouging its customers?

Just recently a network reporter filmed 10 minutes in my office on the reasons I had for walking out on a task force meeting of the Citizens' Action Committee to End Inflation, of which I am a member. That night I watched in horror as the edited-down version of the interview gave millions of Americans a distorted picture of the way I and my organization felt about President Ford's WIN program.

What do I do now? Write the reporter? I probably will, though the damage has been done and is likely irreparable. Write my counterpart, the president of the network? I'm thinking about it, but not too confident it will do much good.

Broadcast management needs to redouble its efforts to see that all personnel who produce and present news and public affairs programs keep the *audience* in mind. That audience, the news people must be told, deserves more than mere factual accuracy. It deserves *perspective* as well. What it *doesn't* deserve is to be left with a mis-impression.—*Arch Booth, president, U.S. Chamber of Commerce, Washington.*

Now you can make Sony U-matic Videocassettes anywhere. Anywhere!

Now, all the ease and advantages of videocassette recording go portable.

Because Sony is introducing the VO-3800 VideoRanger™, the first portable ¾-inch U-matic Videocassette Recorder. For both color and black and white.

Shoulder strap it. Or back-pack it. Take it anywhere. Use a portable camera. (Ours is the Sony DXC-1600 color camera.) Play back the compact 20 minute cassette on the VideoRanger itself or any U-format machine. Edit, if you want, on the Sony VO-2850 ¾-inch U-matic Editor. Everything in one format. No generation gap!

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The VO-3800 VideoRanger is ideal for sales and personnel training. For product presentations. For field trips and special research projects. For reporting and electronic news-gathering, it has the Sony quality and reliability you know you can count on.

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The Sony VO-3800 VideoRanger. Once you see it, you'll want to take it with you anywhere. Everywhere! Send the coupon today for all the details.

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 Please arrange a demonstration.

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STATE _____ ZIP _____

PHONE (AREA CODE) _____

TYPE OF BUSINESS _____

**Sony U-matic Color
Videocassette System**



Monday Memo®

A broadcast advertising commentary by Jack Owen, executive VP, Telespond, Chicago

Teleselling: four ways of TV direct marketing

There's a revolution going on—an entirely new method of distribution called retail-direct TV. It was born of ingenuity, disciplined with the sales-oriented practicality of direct marketing and took its first step while we were all busy shopping for and wrapping and unwrapping who knows how many products that lend themselves to this unique distribution method.

All of us—advertisers, broadcasters, manufacturers, retailers, researchers—are quite aware of TV direct marketing. But ask a half dozen of your associates to define TV direct marketing without referring to late-night commercials. You'll probably collect a half dozen distinctly different definitions.

But I doubt that many would mention distribution. And that's the key word—distribution. TV direct marketing can be a whole new channel of distribution for existing products.

We believe that every manufacturer endorses and understands distribution. Without it, he's not in business. But TV direct marketing, a proved and time-tested distribution method, is still termed "new." Why? Because many solid, blue-chip advertisers are still sizing it up. Let's take a look at what we at Telespond think the president of one of those companies should do.

In all likelihood, he probably is assessing one of his smart creative marketing managers right now: Should he keep the marketing manager as a future value investment, or let him go because of the present economy? Rather than release him, we suggest assigning him to the stockroom. Ask him to look around and re-examine those neglected items which "should have made it" but were withdrawn or never produced for broad distribution because their testing performance disappointed everyone's expectations. If one of those also-rans lends itself to demonstration and has universal appeal, your new direct marketing manager may have already started a new business.

Achieve marketing impact in a new way by applying direct selling techniques including demonstration and sampling to the already proved powerful TV combination of sight, sound, movement, color and immediacy. Don't use the shortest spot length to save money; use the length necessary to communicate your full selling story. Remember, your commercial is actually your salesman making an in-home call. And you'd rather your salesman stayed two minutes than 30 seconds.

Now go out into the market place with cheapness in mind. Yes, cheap. The less



John L. (Jack) Owen is executive vice president and general manager of Telespond Inc., the broadcast direct marketing subsidiary of Maxwell Sroge Co., one of the nation's leading direct marketing companies. During 16 years at Foote, Cone & Belding, New York and Chicago, Mr. Owen was VP and director of broadcast and later VP, creative services for major broadcast accounts including Clairol, Sears, Bristol-Myers, Hallmark Cards, General Foods, Pepsico, The Equitable, S.C. Johnson, Lever and Montgomery Ward. He also spent two years as director of marketing services at Teletape Corp., New York.

expensive your spot buy, the fewer orders required to make each spot pay for itself. Remember, you're in sales and distribution—not advertising. You are learning to live with the only meaningful measurement in TV direct marketing: efficiency.

Choose at least three markets for your test, because success or failure in one or two won't do anything but confuse the results. Have your new manager go along personally to see that his agency is buying time tough. We're going direct all the way. Talk to all the stations including the U's and independent V's. Keep frequency up. Keep costs down. This time around, we're going to make media dollars accountable. The goal is to make each spot pay its own way with orders or gross traffic points.

There are, however, more ways than one to go in TV direct marketing. The definition of direct marketing—literally "going direct" to the consumer—is accurate in substance. But direct marketing comes in four different "packages." Each requires major differentiations in a commercial's length, treatment and scheduling. These four packages are: direct response TV, key outlet referral TV, support TV and retail-direct TV.

Direct response TV obtains orders or inquiries for your product or service directly from the viewer. A direct response commercial makes an unmistakable request for either a phone or a mail response. Because we are in a selling (rather than an advertising) situation, we have to show and demonstrate the pro-

duct, explain the terms of the offer, provide the viewer with reasons to buy and buy now, explain how to order and give the viewer time to respond. That's quite an assignment, so we use the longer length commercial. Since you can't buy 90-second and two-minute positions in most prime-time programs, we choose selected daytime participation shows, fringe and late-night fare, and weekend movies.

Key outlet referral TV urges the viewer to visit specific chains or department stores where the product is offered. This assignment is far less difficult. The commercial does not demand a specific immediate action by the viewer. Instead, its goal is to plant the seed for action at a later time when the viewer is in the store. For this assignment, a shorter 30- or 60-second spot is equal to the task. The most successful key outlet promotions are the result of exclusive arrangements with a major chain.

Support TV is designed to increase response in other media at a rate equal to, or better than, the cost of the TV schedule. Numerous case histories, particularly among lead-generating organizations, reveal that support TV more than pays for itself. For example, a 15% allocation to TV will frequently increase response to other media (newspaper inserts, magazine inserts or even a direct mail piece) by 30% or more. Sophisticated measurement and analysis of TV support versus non-TV markets is mandatory.

Retail-direct TV is Telespond's term for a new marketing method. You haven't heard the term before, because we invented it. We've been working on this new distribution method for two years. It's a combination of direct response TV and key outlet referral TV. In retail-direct TV, we use the practical sales-oriented techniques of direct response to refer the customer to our very own "retail store." Retail-direct is truly a revolutionary new channel of distribution exemplified by our recent pre-Christmas effort for Mattel toys. Although results and details are under wraps, those of you who saw our commercials in various test markets will recognize the ingenuity of this approach. We quite literally created a new retail outlet: a TV toy store which offered merchandise direct from the factory to the viewer. A toll-free, easy-to-remember 800 number was set up. Operators were intensively trained. In fact, they knew substantially more about the product and offer than the best of retail clerks. Commercials were shot with full product demonstration and comprehensive selling pitch. Schedules were placed.

And a revolutionary new distribution system was born.

WE'VE GOT
SOMETHING
NEW FOR YOU!



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program
services, inc.*

and it's in addition to your

**HEE HIT!
HAW**

SEE US AT NATPE SUITE 2127 • HYATT REGENCY



Nothing captures the heart of a mother so fast as a family without one.

75% more 18-34 women watch "Family Affair" than year-ago programs in 23 markets; 55% more 18-49 women in 27 markets.

33% more 18-34 women watch "Family Affair" than lead-in programs in 31 markets; 28% more 18-49 women in 27 markets.

And more! First sweep reports show "Family Affair" quickly winning time periods with 18-34 women in 17 markets and with 18-49 women in 20 markets.

Put a motherless family on your station for a half hour, and enjoy the attention young mothers lavish upon them!

"Family Affair"
a half hour for Mother, from Viacom.

Join us in the Spanish Suite at the NATPE.

Source:
NSI, Nov. 1974 and 1973.
Audience estimates
are subject to qualification
available on request.

Programing

Wholesomeness to be the rule at 7-9 p.m.

TV code board votes amendment that Wiley tentatively approves with assurance FCC won't lift it as it did children's time standards

When only the week before there had been sharp divisions of opinion, the television code review board of the National Association of Broadcasters reached near unanimity last week in voting to make industry-enforced scheduling of family entertainment during evening prime time a part of the television code.

But unlike original proposals which called for one hour of "family viewing" nightly, the proposed code amendment calls for two. If the change is ratified by the NAB television board, as it is expected to be during the Las Vegas convention in April, the code will prohibit all code subscribers from airing programing that is "inappropriate for viewing by a general family audience" during the first hour of the network prime-time schedule "and in the immediately preceding hour." That means that beginning with the new fall season in September, when the code amendment would become effective, all code subscribers must show programs suitable for family viewing from 7 p.m. to 9 p.m. nightly.

In addition, the proposed code amendment provides for the use of advisories of two types—one for programing shown during the family viewing period, but deemed inappropriate for the family audience, and the other for programs in later prime-time periods which "contain material that might be disturbing to significant segments of the audience."

The advisories in both instances, the proposed amendment provides, should be presented in audio and visual form at the beginning of the program and at a later point "when deemed appropriate." Furthermore, they should be used "responsibly" in advance promotional material. Finally, when an advisory is called for, the broadcaster should attempt to notify publishers of TV program listings.

Following the TV code board action the participants were giving themselves high marks for their work. Tom Swafford, vice president of CBS-TV program practices and a member of the code board, called the proposed amendment

"ideal self-regulation." And he said, "This is quite a statesmanlike move by the industry." But it is also a response to the persuasions of FCC Chairman Richard E. Wiley, who has been under pressure from Congress to explain what is being done to reduce sex and violence in television programing (see page 66).

Although Mr. Wiley had not studied the proposed code amendment last Wednesday, he said it appeared to represent a "constructive step." He said he does not know whether there are any "holes" in the document, but that it seemed to him to cover the key requirements—it is to be incorporated in the industry's code and it covers how on-air and published warnings should be handled.

Mr. Wiley was asked whether the FCC might try to incorporate the proposed code amendment as an FCC rule or in the license renewal form, as it did with code amendments on commercial time standards in children's programing. "I don't see that happening," the chairman said. "It hasn't been discussed." He added that time standards are quantifiable, whereas the family viewing concept is not. He said it is important to put the family viewing concept in the code because the government cannot say what is or is not family viewing. "We'll depend on the good faith of broadcasters," Mr. Wiley said.

Meanwhile, Mr. Wiley said, the FCC is currently preparing its report to Congress, as requested by appropriations subcommittees in both houses. Due in mid-February, the report will include a history of action the commission has taken on broadcast violence, sex and obscenity and will relate what the commission has proposed since Chairman Wiley began negotiations with the networks (BROADCASTING, Dec. 2). What the industry's response has been and what the commis-

sion will do in the future.

The drafters of the code amendment are careful to note that the "good faith" of broadcasters which Mr. Wiley said he is counting on will indeed be critical to the operation of the plan. Decisions on what does not qualify as family viewing will be those of the individual broadcasters.

As it does now, the NAB Code Authority will have the power to handle complaints and review and monitor programs of code subscribers, but not to exercise prior restraint, according to the TV code board chairman, Wayne Kearl of KENS-TV San Antonio, Tex. He said last week that "It was the sense of the meeting that prescreening wasn't the ticket." It would be difficult to square prescreening with the First Amendment, he said.

Although the participants in the proposed code amendment considered it a victory of sorts, they did not pretend that implementing the plan will be easy. For one thing, disagreements are bound to develop over whether the "other broadcaster's" programing during the family viewing period qualifies as family fare. The proposed code amendment purposely included no definition for family viewing.

According to Mr. Kearl, that issue was not ducked by the code board. For himself, he said, "I don't believe it is possible to arrive at a specific definition." And he added: "If you attempted a more rigid definition, you would still have differences of opinion."

Other code board members agreed. Mr. Swafford said that although he anticipates problems over definitions, the "instincts of most broadcasters are good and decent. I don't think you're going to see anybody willfully abusing the spirit of what the code board has done." The CBS statement Mr. Swafford brought

The 'family viewing' standard. Following is the language that the National Association of Broadcasters television code review board has recommended for insertion in the code at the end of the section headed "Principles Governing Program Content":

"Additionally, entertainment programing inappropriate for viewing by a general family audience should not be broadcast during the first hour of network entertainment programing in prime time and in the immediately preceding hour. In the occasional case when an entertainment program in this time period is deemed to be inappropriate for such an audience, advisories should be used to alert viewers. Advisories should also be used when programs in later prime-time periods contain material that might be disturbing to significant segments of the audience.

"These advisories should be presented in audio and video form at the beginning of the program and when deemed appropriate at a later point in the program. Advisories should also be used responsibly in promotional material in advance of the program. When using an advisory, the broadcaster should attempt to notify publishers of television program listings."

The provisions would become effective with the new season beginning next September.



Codifiers. Seated at the Washington headquarters of the National Association of Broadcasters last Tuesday are members of the television code review board and staff, architects of the plan to incorporate a nightly family viewing period in the TV code. Clockwise around the table from the left: James R. Terrell of KTVT(TV) Fort Worth; Burton B. LaDow, KTVK(TV) Phoenix; Alfred R. Schneider, ABC-TV; Robert J. Rich, KBJR-TV Duluth, Minn.; Jerome G. Lansner, assistant director of the NAB Code Authority; Wayne Kearn, KENS-TV San Antonio, Tex., code board chairman; Stockton Helffrich, director of the Code Authority; Tom Swafford, CBS-TV; Herminio Traviesas, NBC; Harold Grams, KSD-TV St. Louis. In the background is John Summers, general counsel of NAB. Wallace Jorgenson, WBTV(TV) Charlotte, N.C., was absent.

to the code board meeting last week said in part that "out of actual broadcast practice . . . a living definition will gradually emerge which will be subject to constant public scrutiny."

Herminio Traviesas, NBC's vice president for broadcast standards, also brought a written proposal from NBC to the meeting last week. It said programs broadcast during family viewing periods should be suitable to "this family atmosphere which includes children's viewing." It said further, "The suitability of a program for its time period involves consideration of its subject matter, composition of audience, manner of treatment, whether the portrayal deals with fiction, fantasy or contemporary reality, and similar factors calling for case-by-case judgments."

Then there is the problem of enticing independents into the family-viewing fold. The vote on the final language of the proposed code amendment was 6-to-1, with one dissent cast by James R. Terrell of KTVT(TV) Fort Worth, Tex., chairman of the Association of Independent Television Stations (INTV). Mr. Terrell said last week that his "no" vote did not necessarily mean that INTV will refuse to go along with the change if it is ratified. "But certainly we're going to take a close look," he said. He indicated that the INTV board will probably confer on the question in the near future.

Mr. Terrell said he felt the TV code was already explicit in its admonishments on sex and violence and that he would have instead supported a statement of principle from the code board. But he specifically objected to family viewing being restricted to a particular time period. After all, he said, "early evening is the independent's prime time." And, he added, since off-network material is the independent's primary programming source, in two or three years independents will be getting "the present

crop" of network programs, some of which "probably caused the present concern" with violence and sex.

Early reaction from other quarters was varied. Frank Price, president of Universal Television, told a luncheon of the International Radio and Television Society in New York last Wednesday that the whole idea of family viewing "smacks of censorship."

But reaction from program syndicators interviewed last week was milder. Henry Gillespie, senior vice president of Viacom Enterprises, indicated his company will be able to adjust. He said Viacom has posed two approaches he considers workable—to simply eliminate offensive episodes of long-running series (probably only a few in most cases, he said) or to edit out scenes that might be regarded as extremely violent or distasteful.

Mr. Gillespie said Viacom has done some exploratory work in the editing room on a series he would not disclose and discovered that episodes rarely required more than a minute of excision to be made acceptable for family viewing.

Kevin O'Sullivan, president and chief operation officer of another syndicator, Worldvision Enterprises Inc., made similar comments. He said that each episode in series such as *The Rookies* or *Hawaii Five-O* should be judged on its own merits, and "if there are excesses in that individual episode, then the station could run a disclaimer with it. Or the station could edit out any scenes" it finds objectionable. He said he doesn't think any series is barred from family viewing, that if whole categories of programs such as police shows are excluded from early fringe time on stations, "we're well on the way to censorship."

FCC Commissioner Abbott Washburn, also a panelist before the IRTS luncheon last week, called the code board action "a fine forward step," and a "good leadership move on the part of the in-

dustry." But then he proceeded with a criticism of recent network shows and revealed his attitudes on what family viewing ought to mean. Among the programs he did not like were NBC's November telecast of "The Godfather" and its recent *Columbo* melodrama about a devil cult and CBS's presentation of a *Kojak* episode during which "a deranged Vietnam veteran throws five different people out of a window." Mr. Washburn characterized the content of these telecasts as bordering on "violent material for its own sake. . . rather than for reasons of artistic integrity." He said further that "high tension crime dramas" take up to 21 hours of evening time on the networks every week and that this kind of material could "lead to anti-social behavior" by "unstable" people and people "predisposed to crime."

For themselves, the networks were reluctant to project the effects of the proposed code amendment on their own programming, although Robert T. Howard, president of NBC-TV, said the only current programming NBC might have to change is Tuesday at 8:30, when the adult-oriented *World Premiere Movie* is scheduled. Officials of CBS and ABC said they were not prepared to say what effect the code board's action might have on them.

An ABC-TV official suggested, however, that each network may ultimately be guided in its decisions by what tacks the other networks seem to be taking—if only for competitive reasons. "We'll have to make our own decisions and interpretations in good faith," he said, "but I'm curious to see how it's interpreted by the industry too."

It was by no means certain at the start of the code board meeting last Tuesday that an amendment to the TV code would be agreed upon, and when it became clear that not just a majority but a "clear majority" favored that step, "it surprised the hell out of me," said Mr. Kearn.

In the end, reportedly, it was NBC whose action "cleared the logjam" of conflicting proposals and NBC whose proposal became the core of the final amendment. The NBC proposal, in some respects similar to that of CBS, which initiated the movement for code amendment, was put in broader, more general terms. It stated that (1) programming inappropriate for viewing by family audiences should not be broadcast through the first hour of network prime time, (2) audience advisories should be used for exceptional cases where programs in early evening are inappropriate for family viewing and for later adult programming which might be offensive to significant segments of the adult audience and (3) the broadcaster should have "initial and primary responsibility" for making these programming judgments, guided by the code's spirit and letter.

The ABC representative, Alfred Schneider, vice president of ABC-TV broadcast standards, had no proposal drafted at the start of the meeting, but along with Messrs. Swafford and Traviesas and Robert Rich of KBJR-TV Duluth,

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Viacom's big new "Pyramid" moved into prime-access lineups last September.

By November it was the Number One time-period attraction for 18-34 women in 29 markets! And Number One, too, with 18-49 women in 26 markets!

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Sources: NSI, Nov. 1974 and 1973. Audience estimates are subject to qualifications available on request.

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Minn. (who made up the code board's program standards subcommittee), had a hand in drafting the final language.

Among concerns that threatened to send the whole issue back to subcommittee, according to Mr. Kearl, was the problem of the inconsistency between prime time in the Eastern time zone, where the family viewing period would end at 9 p.m. and the central time zone where it would end one hour earlier, while youngsters might still be watching TV. The dispute was settled, however, when Mr. Kearl suggested that viewers in the central time zone are accustomed to their different schedule.

Another major concern was that the advisories used to warn viewers might have the effect of titillating viewers, particularly younger ones, thereby attracting them to the very shows they are being advised against watching. Afterwards, Mr. Traviesas told the IRTS luncheon one of his main concerns will be "that we not use advisory legends as a crutch." He said also that the family viewing concept would impose "a big new responsibility on the heads" of the networks' censors.

ABC volunteered two observations after the code board action in a statement that announced its support of the plan: first that to be effective it must be implemented on an industrywide basis, "not merely in prime-time network programming," and second, that both industry and government must be wary of the "real danger" of "more and more regulation" concerning program content. "If such regulation results in any lessening of the broadcasters' freedom of expression, the public will be the ultimate loser," the ABC statement said.

Constitutionality of PTAR exemption expected to be key issue in fight

First round to take place tomorrow in New York appeals court where NAITPD starts what may be battle right up to the Supreme Court

"It's going to be," said the network lawyer referring to the new court fight building up over the FCC's third attempt at a prime-time access rule in five years, "a Donnybrook."

And it will not be long before that prediction is tested. The U.S. Court of Appeals in New York will hold a hearing Tuesday on a petition by the National Association of Independent Television Producers and Distributors for a stay of one provision of the new rule (BROADCASTING, Feb. 3).

By last week, the parties that will participate in the case were, for the most part, known. And their filings were a potpourri of similar and conflicting interests.

But it seemed clear that the constitutionality of the rule would be a major is-

The power of Cosell. A *New York Post* survey of police records in that city shows that during the 16 Monday nights when ABC's *Monday Night Football* was aired, arrests dropped approximately 20% below totals recorded on the Mondays before the series began. The only lower rate was recorded on Mother's Day. The decline in arrests on football nights was in the nonfelony categories only, such as drunkenness, prostitution, and disorderly conduct. The *Post* report speculated that the reason behind the drop was an unwillingness by police to go through the lengthy arrest and arraignment process, and thereby miss games themselves. Police officials sharply denied this.

sue, one that might finally be submitted to the Supreme Court for resolution. Some opponents and supporters of the rule seemed in agreement that the provision of the rule on which NAITPD is seeking a stay violates the First Amendment.

The provision at issue exempts children's programming, public affairs and documentaries from the rule's restriction limiting top-50 market affiliates to three hours of network programming in prime time. NAITPD, which supports the rule generally, contends that the exemption, besides violating the First Amendment, permits the networks to recapture 100% of access time. It also says the uncertainty it contends the exemption will cause in the programming market makes the effective date, September 1975, unreasonably early.

To CBS, the exemption raises First Amendment questions that taint not only the exemption but the rule itself. Although the appeals court in New York upheld the original prime-time rule as constitutional, CBS said, "The commission's manifest and announced intention to scrutinize programming under the rule and to pass judgment on whether particular programs 'will best serve the interests of the public' presages the kind of involvement in the day-to-day functioning of broadcasters which the Supreme Court has held to be inconsistent with the basic values of the First Amendment."

Several lawyers saw in the statement, filed with the court, a determination on CBS's part to fight the constitutionality battle all over again, and up to the Supreme Court, if necessary. CBS had originally filed its appeal from the rule in the appeals court in Washington, presumably, some lawyers said, because of what seems to be that court's newly found interest in First Amendment issues. However, since NAITPD had filed a day earlier in the New York court, the case will be argued there—as were the appeals taken from both PTAR I and II.

CBS took no position on the stay requests in the statement it filed. But it is going to find itself at odds with the other two networks on the merits of the case. Both NBC and ABC will support the rule. NBC is also supporting the FCC in its opposition to the request for stay.

CBS will find at least six major program producers on its side. Warner Bros., Columbia Pictures Industries, Twentieth Century-Fox, United Artists, MGM Television and MCA filed a joint notice of appeal, and they are expected to urge the First Amendment argument in requesting the court to overturn the rule. The producers are also opposing the petition for stay but are requesting an expedited consideration of the case.

Lining up on NAITPD's side are Westinghouse Broadcasting Co. and Sandy Frank Film Syndication. Westinghouse, which had originally offered the proposal that became the prime-time rule, and Sandy Frank favor the basic rule and will oppose the exemption on appeal. Group W will not take a position on the request for stay but Sandy Frank, which had urged the commission to set September 1976 as the effective date, will support NAITPD on that issue.

Lurking in the background of the developing court fight is the prediction of FCC Chairman Richard E. Wiley, who has made no secret of his dislike of the rule, that if the court sends it back to the commission, the commission will not attempt to perfect it but will repeal it (BROADCASTING, Jan. 20). And a number of other commissioners who voted for the latest version did so without much enthusiasm and might well vote against the rule if it comes up before them again.

Such conjecture does not seem to concern backers of the rule who are challenging the exemption. Katrina Renouf, counsel for NAITPD, says the commission could not simply turn its back on a rule it has already defended in court as being in the public interest.

OTP wants to know how much government is in public broadcasting

Agency sends questionnaires to executive department to find out what they spend to finance noncommercial programming

The Office of Telecommunications Policy is circulating a questionnaire among government departments and agencies aimed at determining whether and to what extent they use noncommercial broadcasting stations "in excessive or inappropriate attempts to reach the public."

Eleven executive departments and 12 other executive agencies are asked to respond by March 14 to such questions as whether they support the production of programming intended for use on noncommercial stations and, if so, what form that support takes and what authority permits them to engage in such activity.

OTP also asks for a list of the elements within each department that fund noncommercial broadcast programs, and how much money the departments and agencies have spent on noncommercial radio and television programming in each fiscal year dating back to 1972. Furthermore, it asks for copies of the contracts through which funds were provided for the noncommercial programming, as well

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as all correspondence related to them.

The government has a responsibility to inform the public on the government's activities, OTP's acting director, John Eger, acknowledges in a covering memorandum. But, he adds, "a potential exists for the government to engage excessive or inappropriate attempts to reach the public through the broadcast media." Therefore, he adds, considerable care must be taken when federal agencies seek to fund programs or use the broadcast station facilities.

He notes that Congress has expressed "special concern" about the relationship between public broadcasting and the federal government. The Public Broadcasting Act of 1967 provided for the Corporation for Public Broadcasting as a means of insulating programming decisions from the influence of the federal government, and it enjoins government agencies from exercising any control over non-commercial radio or television broadcasting.

Accordingly, Mr. Eger said, OTP is seeking information that will aid it in evaluating "the extent to which federal departments and agencies are engaged in the funding of noncommercial, educational broadcast programming."

Ford weighs child study

The Ford Foundation has allocated \$40,000 for an in-house consideration of a program to study the effects of television on children. The sum will go for

the collection of information, travel, and perhaps some initial research, although the organization emphasizes that as yet no commitment has been made to any large-scale program. Such a program, as it is now envisioned, would examine the general influence of television viewing on children, and not focus on educational television or on the effects of any specific element of television programming content. "It might result in a grant to an organization," said a foundation spokesperson, but it is unlikely that any funds will become available for such a grant before next October at the earliest.

'Jeffersons' ranks fifth in Niensens

Other second-season high scorers: 'Orlando' and 'Hot I Baltimore'

As of Feb. 3, Norman Lear's *The Jeffersons* (CBS, Saturday, 8:30-9 p.m.) looked like the only certifiable hit among the networks' batch of second-season shows. It got a 28.5 rating and 45 share on Feb. 1, making it the fifth highest-rated show of the week.

CBS's *Tony Orlando and Dawn* (Wednesday, 8-9 p.m.), after a number of sub-survival ratings weeks, chalked up a 21.6 rating and 32 share on Jan. 29, on top of a solid 33 share on Jan. 22. Norman Lear's controversial *The Hot I Baltimore* (ABC, Friday, 9-9:30 p.m.) also had its second good week in a row,

with a 19.4 rating and 31 share on Jan. 31.

The only successful second-season transplant so far is ABC's *The Six Million Dollar Man*, which hit a 20.6 rating and 31 share in its new Sunday time period (7:30-8:30 p.m.) on Feb 2.

NBC's new private-eye series *Archer* with Brian Keith, out of Paramount (Thursday, 8-9 p.m.), got off to an unpromising start on Jan. 30, with a 17.6 rating and 27 share.

Two other new second-season shows—*The Mac Davis Show* (NBC) and *Baretta* (ABC)—continued marginal in the ratings. The second-season shows (either new or shifted from other time periods) that, based on the Niensens, look like sure losers are: *Karen*, *Barney Miller*, *Kolchak* and *The Odd Couple*.

More honors for talent

CBS-TV has announced that it will telecast a new entertainment-awards special based on a scientific survey of Americans by A. C. Nielsen Co. Called *The People's Choice Awards* (Tuesday, March 4, 9-11 p.m., NYT), the show will honor winners for calendar 1974 in the following categories: "comedy, variety and dramatic television shows, male and female motion-picture stars, male and female singers and musical groups, sports figures and the favorite male and female entertainers from the entire spectrum of entertainment." Procter & Gamble, through Wells, Rich & Greene, will sponsor.

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What troubled program chiefs on NATPE eve

Going to annual conference this week, they decry uncertainties caused by access rule, antiviolence moves

Game shows and animal shows will continue to predominate in prime access time, and feverish jockeying will still be the rule in all other locally programed dayparts.

That's the general conclusion gleaned from talks with some of the men who program both group-owned and individually owned stations. The talks were undertaken just before the annual conference of the National Association of Television Program Executives, which is to be held in Atlanta this week.

For example, all 15 stations owned by the three networks come under the provisions of the prime-access rule, and conventional wisdom has it that a syndicator is almost doomed to fail unless he can plant his product on at least two or three network-owned stations. And, for the immediate future, it's the syndicators with the game shows and the wildlife

shows who are making all the deals. "We don't program any dramatic shows or situation comedies in prime access," said Weston Harris, the vice president for programming of the NBC-owned stations, adding that most of the first-run product he has seen in this category is poorly done because "the syndicators can't come up with the production resources sufficient to attract a mass audience." The NBC-owned stations' hottest access shows, according to Mr. Harris, are *Hollywood Squares*, *The Price Is Right* and *Wild Kingdom*.

Phil Boyer, vice president, programs, ABC-owned stations, backed up Mr. Harris on the unworkability of drama and comedy. "We tried *Ozzie's Girls* and *Salty the Sea Lion* in prime time access and they just didn't make it," he said. The ABC-owned stations harvest their biggest ratings with *Let's Make a Deal* twice a week, and Mr. Boyer said he's making strong inroads against NBC's *Wild Kingdom* with the recently slotted *Celebrity Sweepstakes*, the Sunday-at-7-p.m. version of the daytime game show on the NBC network. He sees some slippage in the ratings for animal shows, and predicts that there'll be fewer of them in access periods come September.

Within the game-show format itself, Mr. Boyer continued, "the cerebral-type quizzes that lack kid appeal—I'm thinking of a show like *Jeopardy*—will prob-

ably be edged out of prime access by the zany, action-oriented, flashing-lights shows, the *Price Is Right*, the *Let's Make a Deal*. The kids pretty much have control of the set at 7:30, and that's what they want to watch." ABC tries to provide a little uplift for these kids by programming its critically acclaimed weekly half-hour *Rainbow Sundaes* children's series in the access period, but it's a costly commitment, considering the low ratings, and, according to Mr. Boyer, ABC still hasn't made up its mind whether to renew the series for another year.

There are no runaway ratings hits in prime access on any of the CBS-owned stations, said that group's executive vice president, Ray Beindorf, but he differed from his two counterparts when he added that "there will be more experimentation with different forms of prime-access programming in the fall of '75. You can only go so far with games and animal shows. Now that the access rule looks set for the next few years, I'm sure that producers will start doing worthwhile drama and musical shows."

Mr. Beindorf is high on some new documentaries the CBS station division is planning for prime-access next season. "I'm convinced there's an audience out there for documentaries if they're well done and if they're not dull," he said. "We're going after the dynamic subjects

Saturday, Feb. 8

9:00 a.m.-6:00 p.m. Registration.
Noon-10:00 p.m. Program exhibits, screenings and hospitality suites.
5:00 p.m. Executive committee meeting.
Various times Meetings of station groups, distributor sales staffs and smaller industry organizations.

Sunday, Feb. 9

9:00 a.m. Board of directors meeting.
Noon to 6:00 p.m. Program exhibits, screenings and hospitality suites.
6:00 p.m. First official NATPE banquet. Cocktail reception and entertainment hosted by associate members, under chairmanship of Bill Hart, Columbia Pictures Television. Satiric revue by The Wit's End players. Music by Dean Hudson Band.

Monday, Feb. 10

9:00 a.m. President's call to order by Jim Ferguson, WAGA-TV Atlanta. Welcome by Maynard Jackson, mayor of Atlanta.
9:30 a.m. CATV and Pay Cable. Debate moderated by A. R. Van Cantfort, WSB-TV Atlanta. Speakers include David Foster, president, National Cable Television Association; William Carlisle, vice president, government affairs, National Association of Broadcasters; George A. Koehler, president, Gateway Communications; Gerald M. Levin, president, Home Box Office Inc.; Henry Harris, president, Cox Cable.
11:00 a.m. Affiliates workshops. ABC-TV meeting hosted by Charles Bradley, WPVI-TV Philadelphia. CBS-TV meeting hosted by Bob Huber, WJW-TV Cleveland. NBC-TV meeting hosted by Marvin Chauvin, WOTV(TV) Grand Rapids, Mich. In-

NATPE Agenda

dependent stations meeting hosted by Sid Pike, WTCG-TV Atlanta.

12:15 p.m. Luncheon address by Richard E. Wiley, chairman, FCC. Scholarship awards reviewed by chairman Jack Markham, WFMY-TV Greensboro, N.C.

2:30 p.m. "Prime Time Television—What Should Be On? What Should Not Be On?" Seminar introduced by Jim Major, WJBK-TV Detroit. Moderator: Marlene Sanders, ABC News. Participants: James Duffy, president, ABC-TV; Bob Howard, president, NBC-TV; Robert Wood, president, CBS-TV; Larry Carino, VP-general manager, WJBK-TV Detroit; Walter M. Windsor, general manager, WFTV(TV) Orlando, Fla.; Les Brown, television news editor, *New York Times*. Comments by Loretta Lotman, media director, National Gay Task Force.

Tuesday, Feb. 11

9:30 a.m. "Promotion: The Programmer's Penicillin" produced by Bob Bernstein, NATPE public relations counsel. Including: Ken Mills, president, Broadcast Promotion Association; Ron Klayman, WQAD-TV Moline, Ill.; Andrew L. Duca, WOR-TV New York; Jack D. Paris, KTVO Ottumwa, Iowa; Hal Cranton, MCA TV; Scott Moger, Worldvision Enterprises; Dr. Hie Rei Ting, Xanadu University; Paul Woodland, WGAL-TV Lancaster, Pa.; Mort Slakoff, Viacom.

11:00 a.m. Prime Time Access (third annual seminar). Moderator: Jayne Boyd, WKYC-TV Cleveland. Panelists: Giraud Chester, executive vice president of Goodson-Todman Productions and president,

National Association of Independent Television Producers and Distributors; Edward Bleier, vice president, Warner Bros. TV; Bill Hart, vice president, Columbia Pictures Television; Lew Klein, executive vice president, Gateway Communications.

12:30 p.m. Program awards luncheon. Speaker: Dr. Herb True, psychologist and motivator. Local program excellence awards presentation hosted by Allen Sternberg, WCKT-TV Miami. Invocation: John Allen, president, Atlanta Interfaith Broadcasters.

3:00-7:00 p.m. Program exhibits, screenings and hospitality suites.

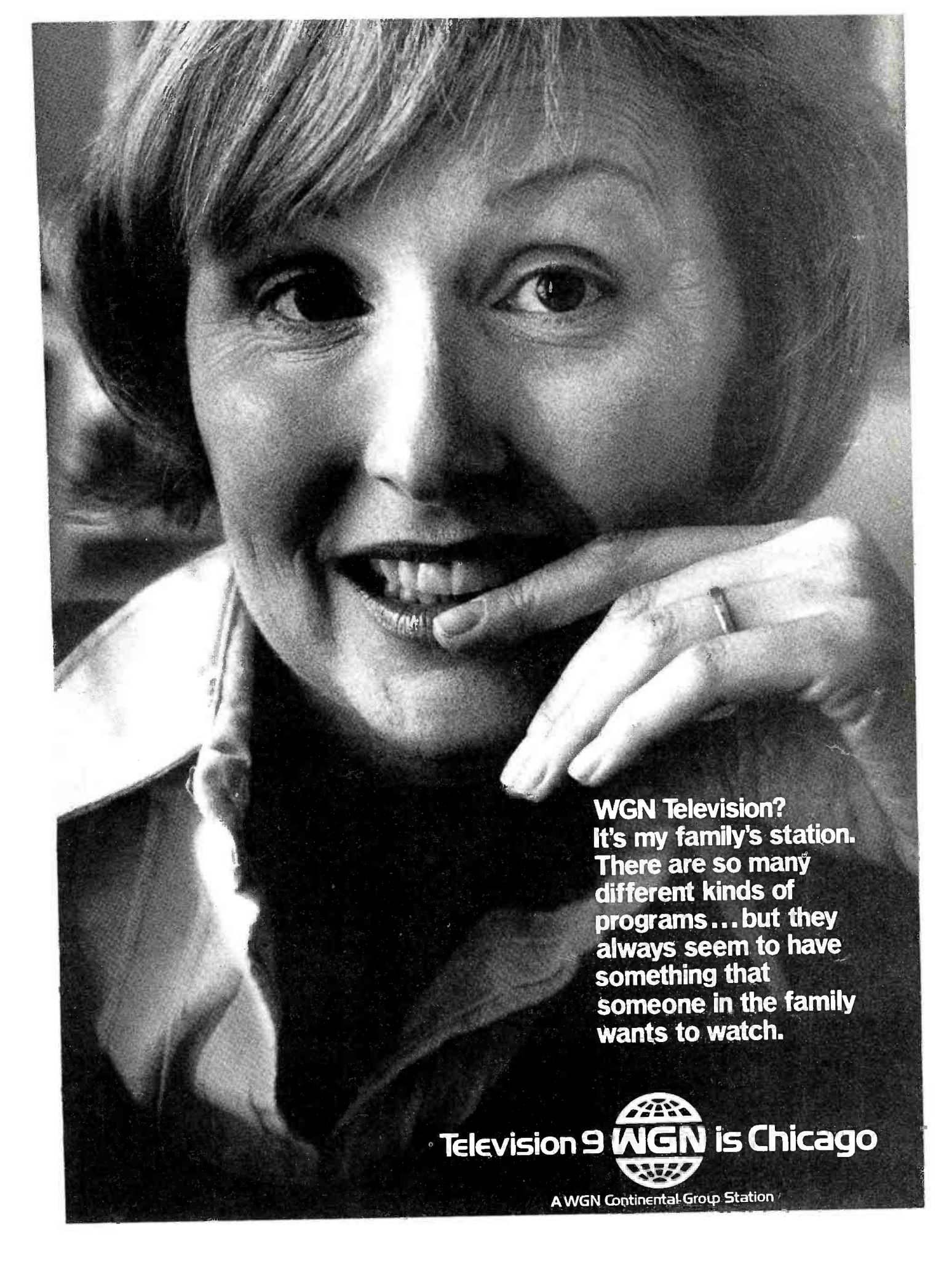
Wednesday, Feb. 12

8:00 a.m. "Old Problems and New Developments." Workshop hosted by Julius Eifflandt, KTVH Wichita, Kan. Participants include Frank Cavestany, TVTV; John Edgerton, WBTV(TV) Charlotte, N.C.; C. Stephen Currie, WCBD-TV Charleston, S.C., and Julius Barnathan, ABC-TV.

10:00 a.m. Children's programming. Seminar moderated by Jim Major, WJBK-TV Detroit. Speakers include Peggy Charren, president, Action for Children's Television; Squire Rushnell, vice president-children's programming, ABC-TV; Bill Dilday, general manager, WLBT-TV Jackson, Miss.; Bob Behrens, president, Behrens Co.; Dr. Roger Fransecky, director of media center, University of Cincinnati; Dave Chase, manager, WIIC-TV Pittsburgh.

12:15 p.m. NATPE award of the year. Luncheon hosted by Seymour Horowitz, WABC-TV New York. Results of straw vote poll. Address: Rep. Clarence J. Brown (R.-Ohio).

2:30 p.m. Business meeting and elections.



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Variety review of
"The DIAMOND HEAD Game?"

Syndication Review

THE DIAMOND HEAD GAME
With Bob Eubanks, Jane Nelson
Supplier: Fishman-Freer Prods &
Columbia Pictures TV
Producers: Ed Fishman, Randall
Freer
Director: Terry Kyne
30 Mins., Mon.-Fri., 4:30 p.m.
WNBC-TV New York

Columbia Pictures TV's new syndicated gameshow, "The Diamond Head Game," has a number of things going for it, all of them suggesting that the skein might well flourish as a fringe-time and prime access entry.

Produced for CPT by Fishman-Freer Productions, the series is taped outdoors in a Hawaiian location, has a familiar and smooth host (Bob Eubanks) and a great visual gimmick setting up its prize payoff. The winner stands in a plexiglass replica of Diamond Head volcano, with a wind machine circulating a blizzard of big denomination bills for the contestant to grab and stuff into a treasure bag.

The game format utilizes an island motif to advance contestants to the payoff, but the big attention-getter is that visual imagery of grabbing the flying loot. Sidebar asset is the Hawaiian locale, which besides providing eye-filling appeal (including bikini-clad assistant Jane Nelson) also provides an exuberant studio audience — presumably overly enthusiastic because the gameshow origination is still a novelty in that locale. Additionally, show has a built-in audience play of a free trip to Hawaii that helps its audience pull.

The overall result is a program that generates an awful lot of on-screen excitement and tumult, commodities that seem to be the current criteria of what sells to stations — and draws ratings — in the game genre. — Bok.

NBC O & O's

WNBC-TV New York
KNBC-TV Los Angeles
WRC-TV Washington, D.C.
WKYC-TV Cleveland

Westinghouse O & O's

KPIX San Francisco
KYW-TV Philadelphia
WBZ-TV Boston
KDKA-TV Pittsburgh

and

WFLD-TV Chicago
WTVJ Miami
WKRC-TV Cincinnati
KGMB-TV Honolulu
WTTV Indianapolis
WTEN Albany, N.Y.
KTAR-TV Phoenix
WTEV New Bedford
KCAU-TV Sioux City
WJHL-TV Johnson City
KVOS-TV Bellingham
WSPA-TV Spartanburg

Then note the first
stations that wanted to win,
hence bought
"The DIAMOND HEAD Game?"

The Diamond Head Game

Next go directly
through the first ratings reports.
Do not overlook the fact that
"The DIAMOND HEAD Game"
wins from the start.

First week in New York:

5-day average — 8 rating,
21 share.

"The DIAMOND HEAD Game"
is #1 in its time period
outperforming
ALL of its competition
including Mike Douglas!
while improving
the time period by
approximately 30% over
the previous week.



First week in Los Angeles:

5-day average — 5 rating,
17 share...

more than double the
performance of previous
show in the time period!
And in its
Saturday access spot,
"The DIAMOND HEAD Game"
attained a 10 rating and
an 18 share.
And that's not pineapples!

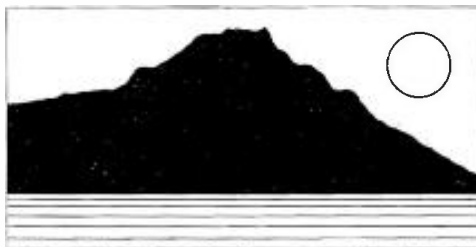
You have reached the point
of No Return.

If you don't immediately pick
up the phone and call your
Columbia Pictures Television
representative, you can't
finish and you won't win.
And we want you to win.



"The DIAMOND
HEAD Game,"
starring
Bob Eubanks, is a
Fishman-Freer
Production in
association with Columbia
Pictures Television.

SOURCE: NIS Weekly Report. Audience and related data are based on estimates provided by the ratings service indicated and are subject to the qualifications issued by this service and available on request.



**THE DIAMOND
HEAD GAME**

Distributed exclusively by
**COLUMBIA PICTURES
TELEVISION**

To get more interesting facts about
syndicated programming, visit us in the Grecian Suite
during the 1975 NATPE Convention.



NBC's Wes Harris
Bearish on first-run drama, comedy.

—the community-action specials on drugs, alcoholism, the problems of senior citizens. We can get audience involvement by taking polls on the air.”

NBC's Wes Harris also finds “a substantial appetite for news; the public wants more hard news and more documentaries about the problems gnawing at their communities.” He mentioned a recent WNBC-TV New York documentary on teen-age alcoholism, which ran in a late Saturday time slot (11:30 p.m.-1 a.m.) and generated some 500 phone calls. This is the kind of show outside the access time period that NBC wants to do more of, Mr. Harris said, adding that the network is firm in its commitment to expanded news on the owned stations. The NBC stations' bread-and-butter program outside of access, he said, continues to be *The Mike Douglas Show*, which runs in late afternoons in Los Angeles, Chicago and Washington and mornings in Cleveland.

Mr. Beindorf said the CBS stations' most successful nonaccess program is *The Dinah Shore Show*. “We're neck-and-neck with Mike Douglas in Los Angeles,” he said, “and in New York, where it's stripped from 9 to 10 every morning, it has already doubled the number of the shows previously in that time slot.”

“Since NBC and CBS have the franchises on Mike Douglas and Dinah Shore, we counterprogram them with new and off-network feature films,” said ABC's Phil Boyer. “Our philosophy is that you get more dollar value out of a theatrical movie that cost in the millions



ABC's Phil Boyer
Game shows strong, animals softer.

than you would out of an episode of a series.”

Win Baker, the president of Group W's television stations, has pretty much the same programming problems as the networks' owned stations. All of Group W's five TV stations are in major markets, and, in addition, they're all affiliated with networks, so prime access is a prime concern to Mr. Baker. Although he still leans on first-run game shows and wildlife shows, Mr. Baker said, “I'm delighted with the success of *World at War*, which has broken out of the box” on KYW-TV Philadelphia, WBZ-TV Boston and WJZ-TV Baltimore, the three Group W stations that program it in prime access. “But animal and game shows are still the cheapest form of access programming,” he continued. “And because of the uncertainty over the new waivers allowed the networks by the FCC, syndicators are reluctant to make pilots with new and different kinds of formats. ITC has a new hour-long science-fiction show, which seems a natural for the Saturday night, 7 to 8, time period. But I'd be hesitant about buying it because the networks are allowed certain waivers in that Saturday slot for children's specials, public-affairs shows and documentaries. An excessive invasion of that time period by the networks would hurt the chances of a new show's trying to gain a foothold with the audience. It's this uncertainty that continues to make the rule unworkable in terms of generating new program ideas, and to me this should be the overriding issue at the NATPE.”

Another group spokesman, Ray Hubbard, vice president for programming of the Post-Newsweek stations, said that uppermost in his mind at the NATPE will be “this new directive of the FCC's which says that a station has to declare how much programming it's doing for kids under 12. Most stations now simply strip *I Love Lucy* or *Gilligan's Island* in a kids' time period and claim it as children's programming when the ratings show it's watched mostly by kids. But the way I read the FCC's directive, stations won't be able to do that any more because the show has to have originally been produced for children, which rules out off-network situation comedies.”

On the subject of prime access, Mr. Hubbard said he thinks WTOP-TV Washington has achieved “the proper balance” with a game show (*Treasure Hunt*), the unique *Candid Camera*, two nature shows (*Last of the Wild* and *Animal World*), *The World at War* documentary series (which is “a phenomenal success,” in his words) and two locally produced public-affairs shows. “There's a glut of game shows in the market right now,” he added, “but we wouldn't be interested in taking on another because that would throw off our balance.”

Mr. Hubbard's main concern in the nonaccess periods is to “edit out the excessive violence in each episode of *Mod Squad* and *Ironside*, particularly when they're being shown in late-afternoon time periods. We've just bought *Hawaii Five-O* for 1977, and I'm positive we'll do a lot of editing on that, even if we



CBS's Ray Beindorf
Sees new experimentation ahead.

decide to run it late-night.”

“But will editing really make *Hawaii Five-O* acceptable to the FCC, now that the commission's whole thrust is toward family viewing?” asked Dick Woollen, the vice president in charge of programs for Metromedia Television, adding that this whole controversy should be number one on the agenda of the NATPE. Because four of Metromedia's five VHF-TV stations are not affiliated with a network, they can play off-network reruns in the 7:30-8 p.m. time periods against the access shows on the affiliates. “By stripping situation comedies like *Bewitched* and *Hogan's Heroes* at 7:30, we've got a stronger rating position now than we had before the access rule,” Mr. Woollen said. “But, by the same token, some of our advertising dollars have been siphoned away from the 7:30 time period because the network affiliates are doing their own programming, which means they're selling five or six minutes in the half hour instead of the one minute they'd be allowed if the networks were filling the time. The network affiliate usually gets first crack at the local-spot business, so we've been damaged somewhat from an economic standpoint.”

Outside prime access, Mr. Woollen said he's bowled over by the “blockbuster” ratings of *The Mickey Mouse Club*, which he's stripping at 5 p.m. on all Metromedia stations except KMBCTV Kansas City, Mo. (an ABC affiliate). “It's going gangbusters, and there are 390 episodes to be played off,” he said. As counterprogramming to the networks' prime-time



Group W's Win Baker
Senses uncertainty over waivers.



Post-Newsweek's Ray Hubbard
Troubled by FCC question on under-12's.

shows, Mr. Woollen said the Metromedia stations are very satisfied with Merv Griffin's five-day-a-week talk-variety program (8:30-10 p.m.) and the nightly newscasts at 10.

Counterprogramming is the key word among the executives of independent stations in markets like New York, Los Angeles, Chicago and San Francisco. The strategy of Jack Jacobson, WGN-TV Chicago vice president and program manager, is to strip off-network situation comedies like *Hogan's Heroes*, *Bewitched*, *The Andy Griffith Show* and *The Dick Van Dyke Show* between 5 and 7 p.m., to plunge heavily into local sports (e.g., 148 Chicago Cubs games), and to meet the network-owned stations' heaviest competition with feature films. In the last-named instance, Mr. Jacobson boasted that WGN-TV's 10:30 p.m. movie every night as often as not beats out the CBS network's late movie, which also begins at 10:30 in Chicago. And when ABC-owned WLS-TV Chicago dropped its morning movie for the ABC network's *AM America*, WGN-TV instituted its own movie in that time slot. Mr. Jacobson said that his morning movie regularly comes out ahead of *AM America*. He also said he's looking forward to discussing at the NATPE "the resurgence of national-spot placements in local markets." One of the reasons for this phenomenon, he added, "is the diversification of ad agencies—they're opening offices in more and more cities around the country."

Jerry Birdwell, the director of program administration for KTLA-TV Los Angeles, basically regards the NATPE as "a showcase for new programming—I'll be spending most of my time looking at the product that's up for sale." But probably not doing a great deal of buying because, as he put it, "most of what's being offered by syndicators is simply too expensive. The asking price for *Hawaii Five-O* is \$20,000 per episode, and that's way out of my ballpark."

The result of this hesitation to shell out multimillions for off-network series is that KTLA-TV is stripping two locally produced shows in that lucrative 7 to 8 p.m. time slot Monday through Friday. *Bowling for Dollars*, the 7 o'clock show, gets solid double-digit ratings, according to Mr. Birdwell, because it's good counterprogramming against network news at

that time. The 7:30 show, *Help Thy Neighbor*, gives four or five people the chance each half hour to explain their problems or needs and then respond to solutions phoned in by viewers.

Another show the station developed, the Ralph Andrews-produced game show, *Liars' Club* (Saturday, 7:30-8 p.m.), has generated a big enough local audience to interest 20th Century-Fox in syndicating it nationally, Mr. Birdwell said adding that one of the networks is even looking at it for a possible berth on its daytime schedule. KTLA-TV is also big on sports, he continued, with major commitments to the basketball Lakers, the hockey Kings, the baseball Angels and to USC and UCLA for their basketball games. Syndicated products that work best for the station, Mr. Birdwell concluded, are the off-network reruns of *Big Valley* and *Bonanza*, which are stripped Monday through Friday from 5 to 7 p.m.

WPIX-TV New York's best numbers are harvested by the durable *Star Trek*, which "gives us double-digit ratings every Saturday and Sunday evening, and that's mostly adults," in the words of Frank Tupti, the station's vice president for marketing and planning. In terms of new product, WPIX-TV may bypass *Hawaii Five-O* not only because of the \$5 million cost but also because the show may be too violent for early-fringe time, Mr. Tupti said. "So we've bought *Emergency* from MCA, which in my opinion won't give us any problem from the violence angle," he continued, adding that the station is just beginning to experiment with 11 p.m., Monday-Friday scheduling of *The FBI*, an action that is conventionally played in early fringe time.



WGN's Jack Jacobson
Independents counterpunch.

One UHF station that is making its presence felt is Kaiser-owned KBHK-TV San Francisco, according to C. D. Zimmerman, the program manager, "We have very modest expectations because it's tough attracting audience awareness to a UHF independent," he said. But in the next breath he added, "We're the number-one kid station in the market in late afternoon with our stripping of *The Flintstones*, *The Little Rascals*, *The New Zoo Review* and *The Three Stooges*." He also said that the station is "doing better than it ever did before" in the 8:30-10 p.m. time period Monday through Friday with *The Dinah Shore Show*. He admitted that KBHK-TV is forced by economics into doing multiple-stripping of old war horses like *Hogan's Heroes* and Groucho Marx's *You Bet Your Life*, but he added that the station has just paid through both nostrils for the off-network reruns of *Adam-12* and *The Brady Bunch*.

Who's selling what at the NATPE

Following are capsule listings of program producers and distributors exhibiting their wares at the Hyatt Regency hotel, Atlanta, this week as part of the National Association of Television Program Executives' annual conference. Each capsule lists the firm, its headquarters, programs available (number of titles or segments) and personnel attending.

Advertising Agency Associates

P.O. Box 47, Chestnut Hill, Mass. 02167.

Journey to Adventure (26), Mr. Chips (26), Bill Hoffman Ski Show (13), Mac Davis Special (1). **Personnel:** Allan Hackel, Jack Thayer.

Alan Enterprises Inc.

17366 Sunset Boulevard, Pacific Palisades, Calif. 90272.

Janus Star Package (39), The Janus Mystery Shelf (43), Movie Jamboree (39), Walter Reade Contemporary Cinema (24 first run feature films), Walter Reade Cinema Classics (39), Walter Reade Fine Arts Cinema (29), Walter Reade Favorite Features (146), Laurel & Hardy Films (10 or 52), Abbott & Costello (52), War and Peace (4), Speed Racer (52), Felix The Cat (260), The Mighty Hercules (130). **Personnel:** Alan L. Gleitsman, Meg Christianson.

Alcare Communications

130 West Lancaster Avenue, Wayne, Pa. 19087.

One Moment Please With Mort Crim (260),

syndicated features. **Personnel:** Jordan Schwartz, Frank Beasley.

All American Network

Box 119, Topeka, Kan. 66601.

Kansas Futurity, Rainbow Futurity, All American Futurity (live telecasts of horse races). **Personnel:** Jerry Holley, Bill Duckworth.

Allied Artists Television

15 Columbus Circle, New York 10023.

The Unknown (39), The Evil Touch (26), Choppy and the Princess (26), various feature films and documentaries. **Personnel:** Andrew P. Jaeger, Joseph Zaleski, Dean McCarthy, Brian O'Daly, Leo M. Brody, Ralene Levy, Virginia Garrison.

Alphaventure

717 Fifth Avenue, New York 10022.

Producers of Big Blue Marble (children's series), multimedia audio-visual kits.

American International Television

9033 Wilshire Boulevard, Beverly Hills, Calif. 90211.

You Asked For It (52), The Avengers (57),

Adventures of Ozzie and Harriet (200), Johnny Sokko & His Flying Robot (26), Prince Planet (52), cartoon and various feature-film packages. **Personnel:** Alex Horwitz, Chad Mason, Gerry Corwin, Noah Jacobs.

American Pictronic Corp.

333 West 52d Street, New York 10019.

Duplication and syndication of syndicated shows and TV tape commercials. **Personnel:** Vincent Rendine, M. Milton Schwarz.

Associated Press

50 Rockefeller Plaza, New York 10020.

Personnel: Jay Bowles, Sam Summerlin.

Avco Embassy Pictures

1301 Avenue of the Americas, New York 10019.

Nightmare Theatre features (13), American Sketchbook (5), Years of Lightning, Day of Drums (1), feature-film packages, including Plus Twelve (12), Top Time Features, Sons of Hercules, Kickoff Feature Catalogue. **Personnel:** Dan Goodman, Charles Britt, Sy Shapiro.

Avco Program Sales

1600 Provident Tower, Cincinnati 45202.

Phil Donahue Show (48), Young People's Specials (10), Hanna-Barbera Holiday Specials. **Personnel:** Donald L. Dahlman, Gene Graham, Lee Jackoway, Jim Monahan.

Baron Enterprises

9201 Wilshire Boulevard, Beverly Hills, Calif. 90201.

Nature's Window (130), Target: The Impossible (26). **Personnel:** Barry Bergsman.

Ted Bates & Co.

1515 Broadway, New York 10036.

Police Surgeon (78), The Doctors. **Personnel:** Joel Segal, Mort Zimmerman, Gordon Allison.

BBD0 Syndication Division

385 Madison Avenue, New York 10017.

Wild Refuge (13), The Cisco Kid (156), Hemisphere Pictures: Block of Shock and Chillers (38), Heritage Films: Eerie Series (10), Filmvideo comedy shorts (260); Marion B: RKO comedy shorts (291). **Personnel:** Ed Papazian, Bob Curtiss, Glen Hagen, Jaye Wickham.

The Behrens Co.

451 Brickell Avenue, Miami 33129.

Friends (100), Hot Dog, The Explorers. **Personnel:** Robert A. Behrens, Maury Lancken, Betsy Behrens.

Borden Productions

Great Meadows Road, Concord, Mass. 01742.

Wonders of the Wild (26). **Personnel:** Dick Borden, Bill Sweney.

B R Syndication

315 West 57th Street, New York 10019.

NFL Game of the Week (16), Jerry Visits (39), Soul Train (52), Dan August (26), American Horseman (14). **Personnel:** Bob Rosenheim.

Broadcast Division Inc.

380 Madison Avenue, New York 10017.

Country Music Festival (26), Polka Varieties (13). **Personnel:** Ed Scannell, Herman Spero, Paul Blinder, Jack Anderson.

George Carlson & Associates

Arcade Building, Seattle 98101.

The Traveler & Northwest Traveler. **Personnel:** George Carlson.

Child Evangelism Fellowship

Box 2, Grand Rapids, Mich. 49501.

Treehouse Club (52). **Personnel:** Miriam Brown, Barbara Kiltridge.

Cinema 5 Ltd.

595 Madison Avenue, New York 10022.

Various full-length films (34) including South Pacific, Gimmie Shelter, Garden of the Finzi-Continis, Z, Scenes From A Marriage. **Personnel:** Donald Rugoff, Henry Guettel, James Hudson, Sol Horowitz, Harold Saltz, Jeff Lewine.

Cluster Television Productions

660 Kenilworth Drive, Towson, Md. 21204.

Romper Room (local-live; 195), Bowling For Dollars (local-live), Pin Busters (local-live), Strikes 'N' Spares (local-live). **Personnel:** John Cluster, Ken Gelbard.

Coe Film Associates

70 East 96th Street, New York 10028.

Children's package (800 shorts), Shorts Package (300). **Personnel:** Bernice Coe, Mignon Levey.

Columbia Pictures Television

711 Fifth Avenue, New York 10022.

The Diamond Head Game (26), Features for the 70's Volume One (30), Dealer's Choice (52), The Partridge Family (96), Bewitched (252), I Dream of Jeannie (139), Post '60 Volume Seven (30). **Personnel:** William Hart,

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Dave Friedman, Don Bryan, Roger Adams, Stanley Sherman, Jack Ellison, Ken Kinderman, Dick Campbell, Sid Weiner, Joe Abruscato, Pat Hibbits.

Consumer Reports on Television (part of Consumers Union)
256 West Washington Street, Mount Vernon, N.Y. 10550.

Series of 90-second inserts (two a week) for use in TV news shows. **Personnel:** Eric Mart, Ira Furman.

Dialing For Dollars
407 Court Square Building, Baltimore 21202.
Dialing For Dollars, Master Key, Magic Key (all live syndication). **Personnel:** Ted Newhoff, Frank Blumberg.

Eastman Kodak Co.
342 State Street, Rochester, New York 14650.

Personnel: Hartwell T. Sweeney, W. H. Low Jr.

EUE-Screen Gems Video Services
421 West 54th Street, New York 10019.
Videotape syndication services. **Personnel:** Martin Irwin, Don Buck, Phil McEnney.

Don Fedderson Productions
4024 Radford Avenue, Studio City, Calif. 91604.

Lawrence Welk Show, The Smith Family (39), To Rome With Love (48). **Personnel:** Charles Spira.

Filmvideo Releasing Corp.
37 West 57th Street, New York 10019.
Laff-Movie series (52), Hopalong Cassidy features (17). **Personnel:** Maurice H. Zouary.

Film Service Corp.
307 Kearns Building, Salt Lake City 84111.
Personnel: George Hatch, Dick Thriot, Harvey Seslowsky (New York), Robert Newgard (Hollywood).

Firestone Program Syndication
540 Madison Avenue, New York 10022.
The New Candid Camera (52), To Tell The Truth (260), The New Beat The Clock (260), The Addams Family (64), Branded (48). **Personnel:** Len Firestone, Alton Whitehouse, Philip Besser, Brian Firestone, Leo Gutman.

Four Star Entertainment Corp.
400 South Beverly Drive, Beverly Hills, Calif. 90212.

Wonder World of Magic (26), Conquest of the Sea (5), Backstage in Hollywood (5), Festival of Children's Classics (8), Cricket on the Hearth (one-hour Christmas special), Star Time Specials (32), Big Valley (112), Thrillseekers (52), Secrets of the Deep (13), Seven Seas (7), Wanted; Dead or Alive (94), Rifleman (168), The Westerners-Zane Grey Theater (290), Holiday Specials (5), Can You Top This? (195), Burke's Law (81), Theater I (Dick Powell Theater I) (59), Detectives (67), Toward the Year 2000 (26). **Personnel:** M. J. Rifkin, Alvin Sussman, Joseph J. Doyle, Al Adolph, Richard Colbert.

Sandy Frank Film Syndication
635 Madison Avenue, New York 10022.
The New Treasure Hunt (52), Name That Tune (52). **Personnel:** Sandy Frank, Maury Shields.

Fremantle Corp.
555 Madison Avenue, New York 10022.
Take Kerr (130), Galloping Gourmet (585), Swiss Family Robinson (26), The Adventures of Black Beauty (52). **Personnel:** Paul Talbot.

Funco Corp.
9046 Sunset Blvd., Los Angeles 90069.
New Zoo Revue (260), 32d Annual Golden Globe Awards (1). **Personnel:** Stephen W. Jahn, Maurie Gresham, Kitty Pritchard, Dennis Gresham.

Gateway Films
Valley Forge, Pa. 19481.
Packages of specials and feature film. **Personnel:** Ken Curtis, Ed Rapp.

Gold Key Entertainment
711 Fifth Avenue, New York 10022.
Outdoor Adventure Package I and II (10 each), World Premieres Package (13), Gold Key Sci-Fi Package (20), Scream Theater (20), Zodiac Feature Package (12), Action-Adventure Features (150), Abbott & Costello Cartoons (156). **Personnel:** Jerome Kurtz, Robert B. Muller, Stephen Brockelman.

Golden Phoenix Communication Corp.
405 Park Avenue, New York 10022.
Safari to Adventure (26), Country Hall of Fame (26), Virginia Slims Women's Tennis (12), The Judy Garland Show (13) and children's special, The Night Before Christmas. **Personnel:** Philip J. Leopold, Harry B. Mulford and Edward P. Noyes.

Samuel Goldwyn Television
1041 North Formosa Avenue, Los Angeles 90046.

Samuel Goldwyn Library of Feature Films (53), The Best of Goldwyn (34 features), Hollywood: The Goldwyn Years (one-shot special). **Personnel:** Tom Seehof.

Gottlieb/Taffner Programs
1370 Avenue of the Americas, New York 10019.

The World At War (52), The World At War Specials (10), A Nation of Immigrants (8), Special Branch (26), Sweeney (26), The Rivals of Sherlock Holmes (26). **Personnel:** Ira Gottlieb, Donald L. Taffner, Muir Sutherland.

Granada Television International
1221 Avenue of the Americas, Suite 3468, New York 10020.

Production and distribution of documentaries, dramas, light entertainment, school programs and sports. **Personnel:** Haidee Granger.

Gray-Schwartz Enterprises Inc. (Teleflex division)
425 South Beverly Drive, Beverly Hills, Calif. 90212.

Jeff's Collie (103), Timmy and Lassie (232), Lone Ranger (182), Treasure Unlimited (13), Wally's Workshop (117), various feature film packages. **Personnel:** Marv Gray, Enid A. Schwartz.

Grey Advertising
777 Third Avenue, New York 10017.
The Spirit of '76 (104), The Spirit of Independence (104). **Personnel:** Sanford Reisenbach, Jim Levey, Henry Seigel, Bob Archer.

Group W Productions
90 Park Avenue, New York 10016.

The Mike Douglas Show (5 weekly), Call It Macaroni (12), The Hilarious House of Frightenstein (130), The Coral Jungle (26), Doctor in the House (90), Norman Corwin Presents (26), Earth Lab (52). **Personnel:** Chet Collier, Jack Reilly, George L. Back, Ralph V. Cunningham, Dick Perin, Joe Goldfarb, Jack Swindell, Jack Foley, Owen S. Simon, Joseph M. D'Amico, Terence Lynch.

Larry Harmon Pictures
649 N. Bronson, Hollywood 90004.
Bozo the Clown (156), Laurel & Hardy (156), Laurel & Hardy cartoons (39). **Personnel:** Larry Harmon, Gustave Nathan.

Hemisphere Pictures Inc.
445 Park Avenue, New York 10022.
Shock Feature Package (10), Cisco Kid (156), Carnival of Terror Features (28). **Personnel:** (represented by BBDO Syndication).

Heritage Enterprises
445 Park Avenue, New York 10022.
Lorne Greene's Last of the Wild (52), Adventure I features (12), Eerie Series of features (10). **Personnel:** Robert B. Morin, Andrew Beach, Arthur (Skip) Steloff.

Home International Television
6290 Sunset Boulevard, Hollywood 90028.
Jabberwocky (52), House Call (26), Haunted (26), Bicentennial (52), Big Battles (15), Fractured Flickers (26), Faces of Asia (8), various specials (8), Churchill the Man (1). **Personnel:** Richard Dinsmore, Don Colapinto.

Hughes Television Network
1133 Avenue of the Americas, New York 10036.

Hanna-Barbera's Funtastic World of Comedy (52), prime-time specials (7), various sports events coverage. **Personnel:** Arthur Mortensen, Roy Sharp, Ralph MacFarland, Jay Moran.

Independent Television Corp.
555 Madison Avenue, New York 10022.

Space: 1999 (24), Crimes of Passion (30), Jason King (26), My Partner the Ghost (26), The Protectors (52), Department S (28), UFO (26), The Persuaders (24), The Adventurer (26), The Saint (114), The Champions (30), The Baron (26), Man in a Suitcase (28), The Prisoner (17), Secret Agent (45), Dangerman (39), The Gale Storm Show (125), Fury (114), various features and specials. **Personnel:** Abe Mandell, Pierre Weis, Cy Kaplan, James C. Stern, Carl Miller, Al Lanken, S. Allen Ash, Joseph Fusco Jr.

Independent Television Network
2775 Mount Ephraim Avenue, Camden, N.J. 08104.

National Hot Rod Association specials (3), High School Bowl (local). **Personnel:** Tommy Roberts, George L. Walsh.

JWT Syndication
420 Lexington Avenue, New York 10017.
World of Survival (21), Today's Woman (1), For a Better World (13), I Am Joe's (various), Newsweek Broadcasting Services, Take Kerr With Graham Kerr, Three Women Alone (1). **Personnel:** Thornton B. Wierum, Marie Luisi, William Cameron, Colgan Schlank, John Sisk, Norm Varney.



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L.A.

can be translated into "Lottsa Audio"; it has 58 stations. The top "All News" stations are 1st and 6th in average audience... and tops—1 and 2—in cumulative audience.

Station proliferation in

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But the "All News" station is number 3 in the Windy City—up since its format change.

The City of Brotherly Love must love radio; there are 34 stations.

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"All News" station is the leader. It was a follower when it was a music station.

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even more popular in cumulative audience.

SAN FRANCISCO

has lost its heart to its "All News" station: number 2 in average audience, number 1 in cum.

BOSTON

is famous for beans, cod... and 28 radio stations. How to rise above the crowd? "All News". The "All News" station is a strong number 4. Doesn't that tell you something?

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Not just features on Health but everything from Medicine Men to Medicare... from acupuncture to nursing home abuses.

Not just American history but a celebration of it. Like "The Americans"—A Bicentennial series.

Not just the blood, sweat and weeds of suburbia but "Stop Hassling in Your Garden."

Anybody can make a psychic prediction—but who keeps score on the predictors? We will.

Sex is a three letter word. Not everybody thinks so. Our features will feature its beauty and its dignity. The difference between lust and loving. The Pill will be put in perspective. So will our listeners.

Sound good? Well, this is just a preview!

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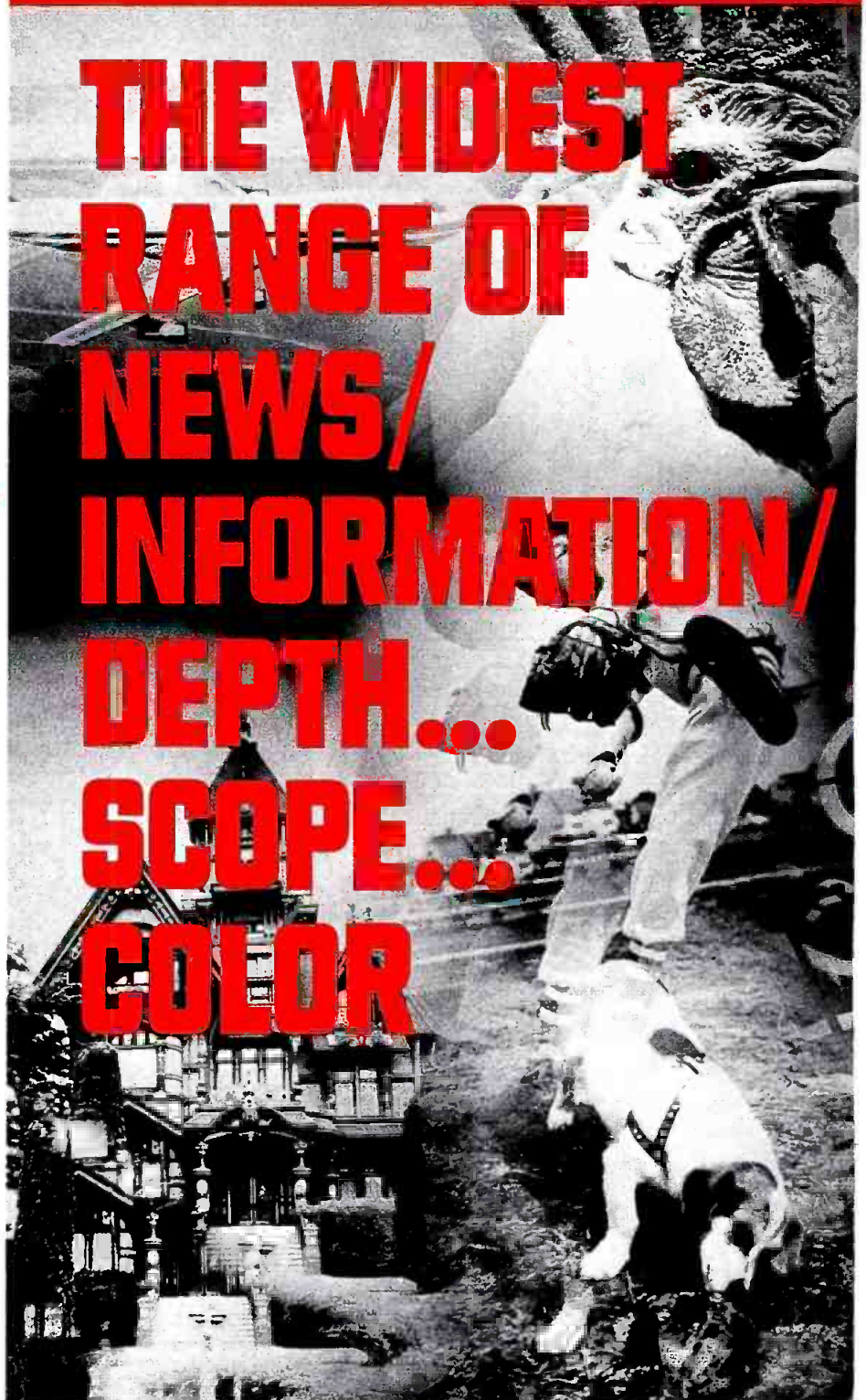
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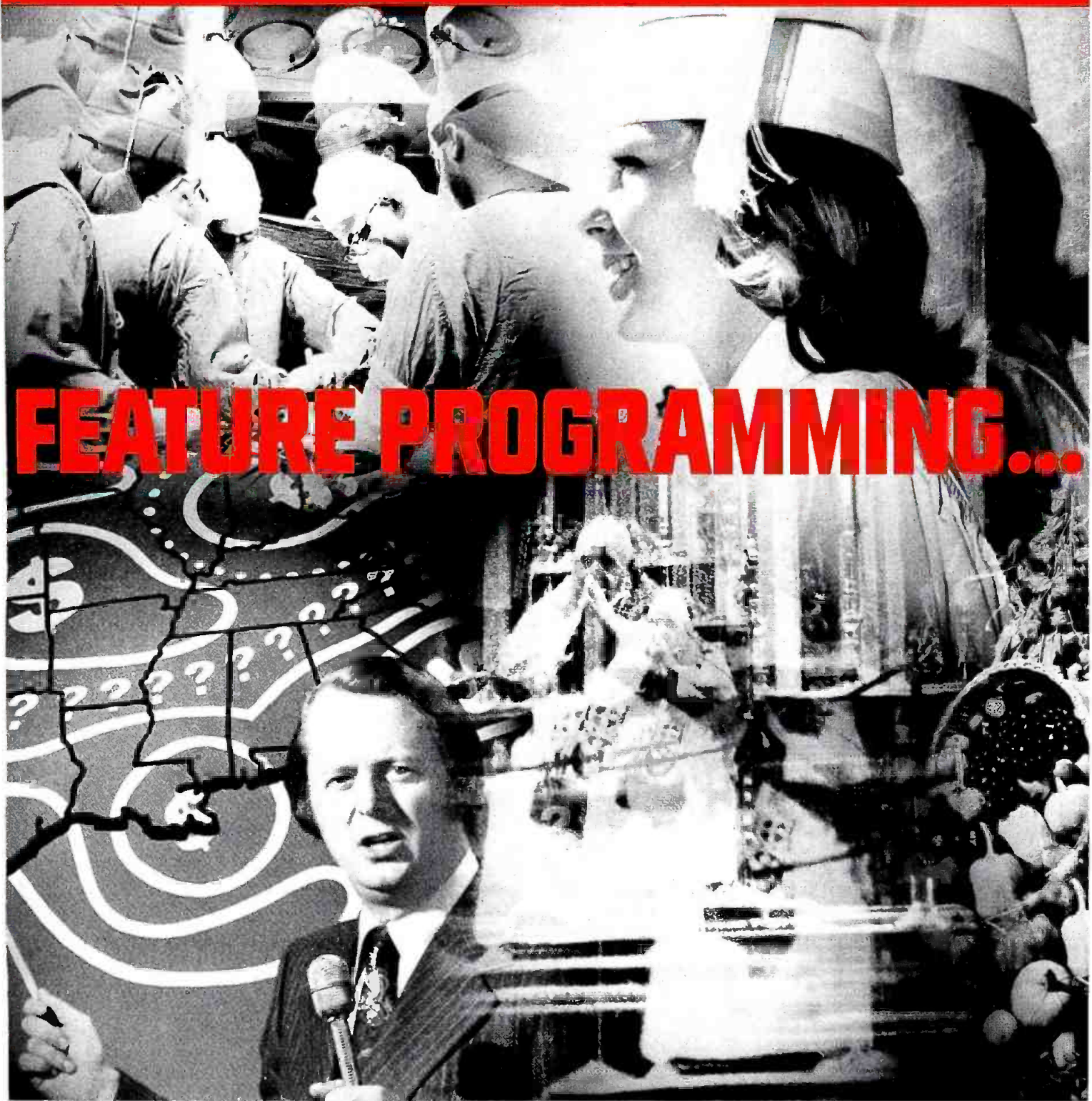
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Action-adventure series; science fiction/horror series (120), Happy Birthday U.S.A. (731), Nostalgia-Vision (26), Jane Chastain Show (195). **Personnel:** Marvin A. Kempner, Richard H. Ullman, Herb Berman, Bruce Genter, Brad Marks, Paul Sciandra, Jane Chastain.

King Features Television & Motion Pictures

253 East 45th Street, New York 10010.

Popeye (220), Flash Gordon (40), Beatles (39), Blondie (28), Beetle Bailey (50), Barney Google & Snuffy Smith (50), Crazy Kat (50), Cool McCool (20). **Personnel:** J. F. D'Angelo, Jerome Berger, Sherman Saiger, Joe Dowling.

Lexington House Ltd.

545 Madison Avenue, New York 10022.

Madison Avenue on TV (26), The Barry Farber Show (39), entertainment specials (12). **Personnel:** Charles Mandel.

Lutheran Television

500 North Broadway, St. Louis 63102.

This Is the Life (20), specials: Easter Is (1), Christmas Is (1), The City That Forgot About Christmas (1). **Personnel:** Martin J. Neeb Jr., J. Michael Vincent.

MCA TV

445 Park Avenue, New York 10022.

Adam-12 (175), Marcus Welby, M.D. (148), Ironside (198), Rod Serling's Night Gallery (97), The Bold Ones (98), The Name of the Game (76), Universal Premiere (35), Universal Select List (260), Universal 40 (40), Universal 53 (53), Universal 50 (50), Universal 123 (121), Universal 102 (100), Horror Greats (77), Abbott & Costello (29), Comedy Festival I & II (26 feature films each), Boris Karloff Presents Thriller (67), Alfred Hitchcock Presents (268), Dragnet (98), It Takes a Thief (65), The Virginian (225), Run For Your Life (85), Suspense Theater (53), The Jack Benny Show (104), The Munsters (70). **Personnel:** Lou Friedland, Keith Godfrey, Hal Cranton, Bob Davis, Bert Herbert, DeArv Barton, Bob Greenberg, Carl Runge, Carl Russell, Layton Bailey, Phil Conway, Jack Robertson, Marc Grayson, Ernest Goodman.

Media Five

1011 North Cole Avenue, Hollywood 90028.

Teaching Children to Read (12), Human Relations and School Discipline (12), Designing Success Strategies (12). **Personnel:** John Cosgrove, David Bell.

Mediavision Inc.

17 Haxelton Avenue, Toronto M5R 2E1, Ontario.

Friends Of Man (45), Gentle Art Of Makeup (13), Element Of The Unknown: The Sea (1), Professor Moffett's Science Workshop (26), Invisible Influences (1), Talk of the Devil (1), Room 312 (1), Freeky (1). **Personnel:** Brian Shaw, Tom Patterson, Ted Bunta, Jo-Ellen Frostad.

Metromedia Producers Corp.

485 Lexington Avenue, New York 10017.

The Merv Griffin Show (260), Vaudeville (13), Jeopardy (39), Truth or Consequences (260), Untamed World (156), Elephant Boy (26), That Girl (136), The National Geographic Specials (24), Mayberry R.F.D. (78),

My Favorite Martian (107), various feature-film packages. **Personnel:** A. Frank Reel, Kenneth Joseph, Jim Weathers, Jack Garrison, Tony Brown, Harvey Reinstein, John Davidson, Reavis Winckler, Annette C. Campbell, Lynne Dowling, Jan Carlson.

MG Films Inc.

141 East 56th Street, New York 10022.

Professor Kitzel (104), Hilarious House of Frightenstein (130), Spirit of '76 (104); Spirit of Independence (104). **Personnel:** Marvin Grieve, John C. Ranck.

MGM-TV

10202 West Washington Blvd., Culver City, Calif. 90230.

Medical Center (146), MGM Documentaries (7), Rise and Fall of the Third Reich (3), Courtship of Eddie's Father (73), Flipper (88), Daktari (89), Man From U.N.C.L.E. (128), Then Came Bronson (26). **Personnel:** Edward A. Montanus, Gail Mueller, Ben Wickham, Paul J. Hoffman, Virgil B. Wolff, Joseph D. Indelli, Al Newman, Les Friends.

Charles Michelson Inc.

45 West 45th Street, New York 10036.

Buying of programs for overseas TV stations. **Personnel:** Charles Michelson.

Mizlou Productions

211 East 53rd Street, New York 10002.

The New Kreskin Series (13), The John Scarne Show (13), Live from Las Vegas (6 hours), Video Album (26). **Personnel:** Claude Piano, Vic Piano.

Modern Talking Pictures Service

1212 Avenue of the Americas, New York 10034.

The Fisherman (13). **Personnel:** Fontaine Kincheloe, Eugene Dodge.

National Telefilm Associates Inc.

12636 Beatrice Street, Los Angeles 90066.

Feature film packages: Best of NTA (135), Fabulous 44 Drama (44), Americana '76 (50), These Are the Films That Were (43), Musicals of the Century (33), Science fiction (36), horror features (48), prime time westerns (120), Shirley Temple (18), Mystery-suspense (367), Great Detectives (27), nostalgic musicals (47), TV Hour of Stars (49), award winning features (51), Betty Boop cartoons (100), Republic serials (47), nostalgic westerns (462). Also Great Movie Cowboys (26), Tennis for Everyone (5 and/or 13), Arthur of the Britons (24), George (26), Theatre Macabre (26), Golden Tee (90-minute sports special), Verdi Requiem (97-minute special), And Bonanza (260), Cameo Theater (26), 87th Precinct (30), High Chaparral (96 plus 1), I Spy (82), Laramie (124); Laredo (56), Outlaws (50), Profiles in Courage (26), Richard Boone Show (25), Seven Greatest (7), Theater of Stars (53), Blue Angels (39), Boots and Saddles (39), Californians (69), Captured (26), Car 54, Where Are You? (60), Challenging Sea (26), Continental Classroom (160), David Cash Show (14), Divorce Court (260 half hours, 130 one-hours), Deputy (76), Falcon (39), Goldiggers (22), Great Geldersleeve (39), It's Your Bet (390), Jim Backus Show (39), Kimba, the White Lion (52), Not for Hire (39), Panic (31), People Are Funny (150), Pony Express (39), Real McCoy's (224), Silent Service (78), Steve Donovan, Western Marshal (39), Union Pacific (39),

Victory at Sea (26 plus one 90-minute special), Loretta Young Theater (255), Funny Manns (130), Get Smart (138). **Personnel:** W. Robert Rich, Burton Rosenburgh, S. L. Brooks, Marvin M. Levine, Barry Bernard, Robert S. Mitchell, Rex Waggoner.

Newsweek Broadcasting Service

444 Madison Avenue, New York 10022.

Weekly news feature service (human interest telecasts), Today's Woman (104). **Personnel:** S. Arthur Dembner, Bernard Shusman.

NFL Films

410 Park Avenue, New York 10022.

This Week in the NFL, NFL Game of the Week, NFL Action. **Personnel:** Ed Sabol, Ken Flower, Inez Aimee Gensheimer.

Official Films

776 Grand Avenue, Ridgefield, N.J. 07657.

Colonel March of Scotland Yard (26), Decoy (39), Foreign Intrigue: Cross Current (39), Dateline Europe (78), Overseas Adventure (39), The Hunter (26), International Detective (39), Invisible Man (26), Mr. Lucky (34), Peter Gunn (114), Police Station (39), Wire Service (39), Adventures of Sir Lancelot (30), The Buccaneers (39), My Hero (33), Robin Hood (143), Sword of Freedom (39), Yancey Derringer (34), Almanac Newsreel (377), Biography (65), Big Story (39), Star & Story (26), Star Performance (153), various specials. **Personnel:** Kenneth Palmer, Cyndy Wynne.

Paramount Television Sales

1 Gull & Western Plaza, New York 10023.

The Brady Bunch (117), Love, American Style (224), Star Trek (79), Mission: Impossible (171), The Lucy Show (156), The Untouchables (114) and various Portfolio feature-film packages. **Personnel:** Barry Diller, Dick Lawrence, Joseph Ceslik, Mike Policare, Jerry Kaufer, Len Sherman, Louis Israel, Robert Peyton, Charles Keys, Robert J. Horen, Robert F. Neece, Jim Ricks.

Prime TV Films

527 Madison Avenue, New York 10022.

Charlie Chaplin Comedy Theater (26), The Goldbergs (39), Sherlock Holmes (39), Drugs A to Z (30), Nutrition A to Z (30), feature films (29). **Personnel:** Alec Campbell Jr., Iola Medd, Frank Stone, Frank Parton, Millard Segal, Art Greenfield, Jerry Weisfeldt.

Program Syndication Services

347 Madison Avenue, New York 10017.

Inner Space (13), Sale of the Century (39), various specials, including rock n' roll revival. **Personnel:** Andrew L. Spitzer, James J. Ducey.

Rapid Film Technique

37-02 27th Street, Long Island City, N.Y. 11101.

Provides film rejuvenation, shipping and storage services. **Personnel:** Shelley Sachs, Jerome Gober.

Rhodes Productions Inc.

6535 Wilshire Boulevard, Los Angeles 90048.

Hollywood Squares (104), Everything Goes (100), Wait Till Your Father Gets Home (48), Dating Game (195), Green Acres (170), Banana Splits and Friends (125), High and Wild (52), Worldwide Sportsman (67), Lucky Jim (26), Ed Allen Time (195), Plants Are

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**Lutheran
Television**
500 North Broadway
St. Louis, Missouri 63102

Like People (52), It's Your Bet (260), Keystone Comedy Klassics (79), High Rollers (52). **Personnel:** Jack E. Rhodes, William Rhodes, Roger B. Read, Susan Scofield, Willis R. Tomlinson, Dick Deitsch, David Sifford.

The Rosen/Colbert Company
c/o General Services Studio, 1040 Las Palmas, Hollywood, Calif. 90038.

Celebrity Sweepstakes (52), Lassie (9 and 216), Story Theater (26). **Personnel:** Dick Colbert, Burt Rosen, Tom Keegan.

Semit Corp.
Box 1121 St. Petersburg, Fla. 33731.

Looking Ahead (52), documentaries produced for Congressional Quarterly, Washington. **Personnel:** Rich Steck, Robert Gilbert, Wayne Kelley.

Sesac Inc.
10 Columbus Circle, New York 10019.

Sesac Recordings (LP program service). **Personnel:** Alice H. Prager, Salvatore B. Candilora, Sidney Guber.

SFM Media Service Corp.
6 East 43d Street, New York 10017.

Mickey Mouse Club (390 half hours), David Susskind (115 hours). **Personnel:** Stanley Moger, George Hankoff.

Show Biz Inc.
Baker Building, 110 21st Avenue South, Nashville 37203.

Bobby Goldsboro Show (26), Pop! Goes The Country (26), Porter Wagoner Show (52), Wilburn Brothers (52), Country Place (52), Country Carnival (52), Billy Walker (52), Music Place (52), Gospel Singing Jubilee (26), various country music specials. **Personnel:** Jane Dowden, Gary Jones.

Marvin H. Sugarman Productions Inc.
444 Madison Avenue, New York 10022.
The Champions (52), The World of Skiing (20). **Personnel:** Steven Konow.

Syndicable
666 Fifth Avenue, New York 10019.

Greatest Sports Legends, NFL Championship Games, Super Bowl Package, Marvel Superheroes Package, Spiderman, Rocket Robin Hood. **Personnel:** Jay J. Merkle, Conrad Roth, Larry Reiley, Robert Marcella, John Murphy.

Syndicast Services
919 Third Avenue, New York 10022.

Not For Women Only, Water World (13), Sammy And Company (24), Travelin' On (52), Medix (52), Wonderama (52), Ebony Affair (26), Celebrity Bowling (26), Celebrity Tennis (26). **Personnel:** Mitchell Johnson, Sheldon Boden, Leonard V. Koch, Wayne Baruch, William Finkeldey.

Telcom Associates
215 East 51st Street, New York 10022.

Personnel: Herb Jacobs, John O. Gilbert, Jim Sieger.

Telecaters Inc.
9229 Sunset Boulevard, Los Angeles 90069.
World of the Sea (26). **Personnel:** Harvey Miller, Philip Gore.

Television News Inc.
10 Columbus Circle, New York 10019.

Will demonstrate satellite/ground station transmission for its independent news service. **Personnel:** Jack G. Wilson, Maurice W. Schonfeld, John R. Vrbs, Frank Beazley, Don Quinn, Karl von Schallern.

Teleworld Inc.
10 Columbus Circle, New York 10019.

Tele-20 Package (20), Teleworld Chiller Package (27), Bergman Festival (20), Adventure Classics (78), Simon Sanctorum (26), The Funniest Man in the World, special starring Charlie Chaplin (1). **Personnel:** Robert Seidelman, Dalton Dannon.

Time-Life Television (Division of Time-Life Films).
Time-Life Building, Rockefeller Center, New York 10020.

Wild, Wild World of Animals (78), America (13), Play of the Month (16), Monty Python's Flying Circus (26), Vision On (42), Dad's Army (26), One Man's China (7), Great Zoos and Great Parks of the World (14), The Six Wives of Henry VIII (6), Search for the Nile (6), Family Classic Drama Serials (46), Elizabeth R (6), Civilisation (14), Life Around Us (26), Dr. Who (72), Roads To Freedom (13), Nana (5), The First Churchills (12) Window on the World (6), various specials and documentaries (28). **Personnel:** Bruce Paisner, Wynn Nathan, Bill Miller.

TV Log Inc.
200 Park Avenue, New York 10017.

Available in 353 newspapers and TV supplements in 62 major markets locally or nationally. **Personnel:** Aubrey H. Ison, Bert Moss, Abbott Tessman, Harry Bekkar, Eddie Chase.

20th Century-Fox Television
P.O. Box 900, Beverly Hills, Calif. 90213.

Dinah! (5 weekly, 90-minutes each), ABC News and Documentary, Masquerade Party (30), Sally (20), Karen (13), Run Joe Run (13), Khan (13), Feature films: Century 8 (25), Century 7 (25), Century 6 (32), Century 5 (39), Mark I (11), Golden Century (50), plus 17 made-for-television feature films, Adventures in Rainbow Country (26), Circus! (52), Dirty Sally (13), MASH (72), Orson Welles Great Mysteries (26), Roll Out! (13), Room 222 (113), Fortunes of Nigel (5), Jack the Ripper (6), A Little Princess (3), Moonbase Three (6), New Perry Mason (15), Pathfinder (5), Planet of the Apes (14), Seven Little Wolcots (5), Starlost (16), Medical Center (120), Adam's Rib (13), plus seven specials (Darryl F. Zanuck, Filmmaker, Dream Girls of Hollywood, Evening with Pearl, Fred Astaire Salutes the Fox Musicals, Piaf, Twentieth Century-Fox Presents, Adams of Eagle Lake). **Personnel:** Alan Silverbach, William L. Clark, Richard A. Harper, Robert D. Kline, Allan B. Schwartz, Len Friedlander, Marshall Karp, Fifi Booth, Stan DeCovnick, Gerald Feifer, Donald Joannes, Joseph Greene, John P. Rohrs, Tom Maples, Donald Krintzman.

United Artists Television
729 Seventh Avenue, New York 10019.

Various feature films including United Artists features, MGM features, cartoons and shorts, Warner Brothers features-Superstars, RKO features, Warner Brothers cartoons (Bugs Bunny and Friends), Popeye Cartoons, Gilligan's Island and other series. **Personnel:** Erwin H. Ezzes, Martin J. Robinson, Lester

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You can join us. On March 31, 1975, we will air the first 2½-minute newscast that starts the only authentic, day-by-day account of the Revolutionary War. Prepared by a team of British and American experts, it covers events as they occurred with reports from the Colonies, England and key foreign cities.

Now your station can bring its listeners the gripping, continuing story of America and England at war. Not only military and diplomatic news of the day, but fascinating human interest stories as well—all are reported in the format of a modern newscast. As if radio existed in 1775!

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Bicentennial's most historically researched program. The only program scheduled to run through the entire celebration.

The colonists' version of the news will be recorded by American broadcasters, while the English version will be written, produced and recorded in London with the technical cooperation of the British Broadcasting Corporation.

For sponsors, a comprehensive merchandising program is available, as well as publicity assistance. To learn how your station can participate, write for audio cassettes and a detailed brochure: Thomas P. Chisman or Harrol A. Brauer, Jr., Bicentennial Radio Network, 1930 East Pembroke Avenue, Hampton, Virginia 23663. Phone (804) 722-6331.



Furman, Stephen Elsky, Sully Ginsler, Paul Calvin, Lloyd Krause, Murray Oken, Fred A. Watkins.

Viacom Enterprises

345 Park Avenue, New York 10022.

Andy Griffith (249), Beverly Hillbillies (216), Rock Concert (52) Dick Van Dyke (158), Family Affair (138), Gentle Ben (56), Gomer Pyle (150), Hogan's Heroes (168), I Love Lucy (179), Perry Mason (245), Petticoat Junction (148), The Most Important Person (66), The Price Is Right (52), The \$25,000 Pyramid (52), Twilight Zone (17), What's My Line? (260), Wild Wild West (104), Hawaii Five-O (214), Wild Life In Crisis (52), Dan August (52). **Personnel:** Lawrence Hilford, Henry A. Gillespie, William P. Andrews, Elliott Abrams, Todd Gaulocher, Mort Slakoff.

Jim Victory Television

Suite 209, East 45 Street, New York 10017.

Concentration (260). **Personnel:** James T. Victory, Robert J. Kolb.

Vidistrib

6380 Wilshire Blvd., Suite 1515, Los Angeles 90048.

Various specials (6), Holiday on Wheels (13), Trick and Treat (130), Funny Company (65), Three Passports to Adventure (52), Wonders of the World (120). **Personnel:** John P. Ballinger, Rita Cross, Frederick E. Espy, Kenneth W. Hoffman.

The Vidronics Company

855 North Cahuenga Blvd., Hollywood, Calif. 90038.

Attention Program Directors

Dr. Hie Rei Ting,
the internationally noted
programming consultant, will
interrupt his schedule of
advisory sessions with major
American broadcasters
to be in attendance at the
NATPE, 8-11 February 1975.

Dr. Ting will be available
for meaningful consultation
to certified Program Directors
as a special gratuitous service
on the above specified dates
in the Spanish Suite of the
Hyatt Regency Atlanta.

Video-tape production, remote, film to tape transfer, tape to film transfer and video-tape distribution of syndicated programs. **Personnel:** Ted Raynor, Michael Weisbarth, Hugh Hole, Tom Mann, Marilyn Davis.

Vipro Inc.

645 N. Michigan Avenue, Chicago 60611.

Paul Harvey Comments (260), Kup's Show (52), Sports Action Pro-file (34), Carol Mann Celebrity Golf Challenge (24). **Personnel:** Howard Christensen, Edward Broman, Donald J. Frehe.

Les Wallwork & Associates

6255 Sunset Boulevard, Hollywood 90028.

Animal World (154), Safari to Adventure (104), Touch of Gold (one-hour special), Death Valley Days, Professor Julius Sumner Miller: The Wonder of Things, Great American Adventure Bicentennial (one hour special plus six half-hours). **Personnel:** Les Wallwork, Dick Hasbrook.

Warner Bros. Television

4000 Warner Boulevard, Burbank, Calif. 91522.

The FBI (234), Tarzan (57), Journey! (26), Superman (104), F Troop (65), Superman-Batman-Aquaman (69), Porky Pig and Friends (156), Bugs Bunny and Friends (100), feature film packages, including Volumes 10-19 (28-39 films each), Volume 1-A (24), Volume 2-A (22), Tarzan features (32), Starline 1-5 (29-46 films each). **Personnel:** Charles McGregor, Edgar Donaldson, Alvin Unger, Peter Affe, Sid Cohen, James Delaney, John Louis, Bill Seiler.

Adrian Weiss Productions

186 North Canon Drive, Beverly Hills, Calif. 90210.

Select first runs (16), Golden Showmanship Group (9), Parade Pictures (14), Impact Group (120), English Classics (63), westerns (60), Vintage Flicks (24), one-hour documentaries (3), Custer's Last Stand (15), Black Coin (15), Clutching Hand (15), The Traveler/Northwest Traveler (184), Ski West (43), Craig Kennedy, Criminologist (26), Thrill of Your Life (13), Canine Comments (13), Chuckle Heads (150), cartoons (Alice [10], Crazy Kid Kartunes [4], Nursery Rhymes [6]). **Personnel:** Adrian Weiss, Steven A. Weiss, Priscilla Villarica, Crenshaw Bonner, Tom Corradine, Ruth Denmark, A. R. Nunes, Ken Weldon, Robert I. Kronenberg.

Western International Syndication

8732 Sunset Blvd., Los Angeles 90069.

Take Me Home Again (1), School For Speed (1), Motor Trend, 75 (26), The Music Machine. **Personnel:** Wally Sherwin, Dan Miller, Bill Gargan, Robert Delgadillo.

WGN Continental Productions Co.

2501 Bradley Place, Chicago 60618.

An Evening With Pearl Bailey (1), Phyllis Diller Is A Circus (1), National Farm Digest (13). **Personnel:** Bradley R. Eidmann, Harry B. Miller, Dale Juhlin, Sheldon Cooper, Jack Jacobson, Don Knautz.

With This Ring

210 West Main, Manchester, Mich. 48158.

With This Ring (52), Families Must Teach Justice, Our American Heritage (14). **Personnel:** the Rev. Raymond R. Schlinkert.

Worldvision Enterprises

660 Madison Avenue, New York 10021.

The Rookies (115), Ski Boy (39), Wonders of the Wild (26), The Mod Squad (124), Ben Casey (153), The Fugitive (120), The Invaders (43), Combat (152), The Great Adventure (39), Curiosity Shop (17), Breaking Point (30), New Breed (36), Come Along (13), Let's Make A Deal, It Pays to Be Ignorant (39), The Irish Rovers (39), FDR (27), The Jackson Five (23), Wonderful Stories of Professor Kitzel (104), Discovery (103), Anything You Can Do, Dark Shadows, N.Y.P.D. (49), Twenty-Six Men (87), One Step Beyond (94), The Rebel (76), Anniversary Game, One Man Show (26), The People's Choice (104) Beany & Cecil (78), Fantastic Four (19), George of the Jungle (17), Harvey Cartoons (170), Jerry Lewis Show (17), King Kong (78), Lancelot Link, Secret Chimp, Show (34), Magic Clown (60), Milton The Monster (26), New Casper Cartoons (26), The Reluctant Dragon and Mr. Toad (17), Smokey The Bear Show (17), various features and specials. **Personnel:** Kevin O'Sullivan, Neil Delman, Jerry Smith, Colin Campbell, Howard Lloyd, Charles Atkins, Ben Okulski, John Ryan, Jim Thomson, Scott Moger, Al Hartigan, Scott Towle, Monte Lounsbury, Kevin Tannehill.

Yongestreet Program Services

357 North Canon Drive, Beverly Hills, Calif. 90210.

Hee Haw (26), Off Ramp 20 (26). **Personnel:** Alan D. Courtney, Nick Vanoff, Sam Lovullo, Jerry Franken.

Young & Rubicam

285 Madison Avenue, New York 10017.

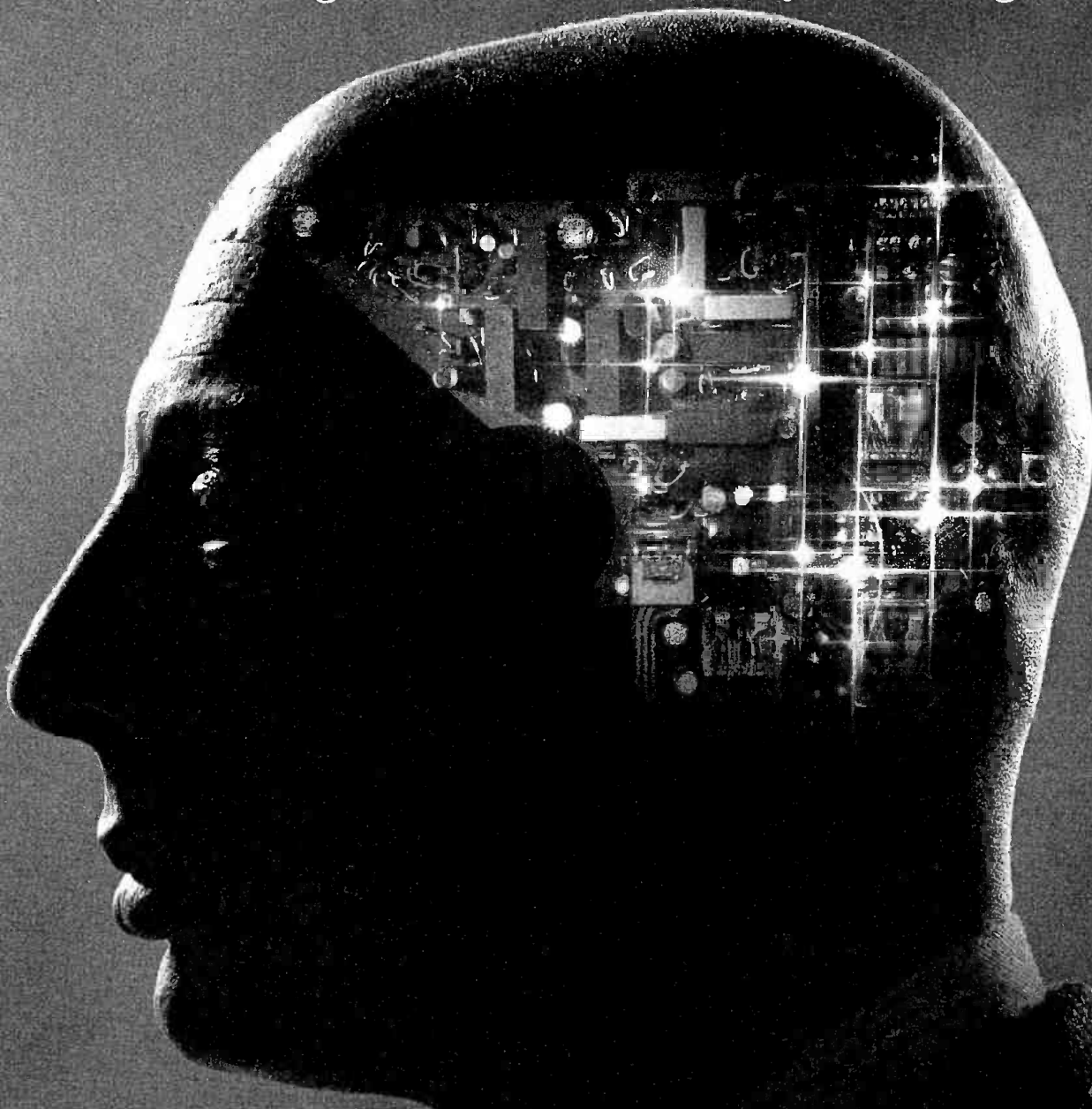
Lorne Greene's Last of the Wild (26). **Personnel:** John White.

Program Briefs

Friedland to head west. MCA-TV has announced that President Lou Friedland's base of operations will be moved from New York to Universal City Studios in Los Angeles about midyear in recognition of "the importance of the participation of our top television sales management in activities occurring in the Hollywood area." Remaining in New York will be Keith Godfrey, executive vice president, MCA-TV domestic, and Ralph C. Franklin, executive vice president, MCA-TV international.

Twenty for 20. Warner Bros. Television, Burbank, Calif. announces new Volume 20 feature film package of 30 motion pictures that have been run on networks has already been sold in 20 TV markets after only one week in distribution. Package contains such features as "The Candidate," "Deliverance," "Jeremiah Johnson" and "McCabe & Mrs. Miller." Package had been bought by all five ABC-owned stations (WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WXYZ-TV Detroit, KGO-TV San Francisco) and KTVI(TV) St. Louis; KTRK-TV Houston; WXIA-TV Atlanta; KCMO-TV Kansas City, Mo.; KBTU(TV) Denver; KPHO-TV Phoenix; WLKY-TV Louisville, Ky.; KGTU(TV) San Diego; WSyr-TV Syracuse, N.Y.; WOW-TV Omaha, Neb.; KARK-TV Little Rock, Ark.; WNEM-TV Flint-

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But it doesn't seem to be the only thing anymore.

Today, more and more chief engineers are thinking more and more like station managers.

They have to. They've got staff meetings to go to, they've got equipment to buy, they've got cameramen to keep happy, they've got program directors to keep happy.

Now they've got this whole new thing of electronic journalism to think about. How can their station adapt.

Most agree the way to do that is with one of those little portable color videotape systems. The ones they also agree don't quite stack up to film.

Well, we agree too. They don't. Not on a studio monitor anyway.

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front of his TV set? He doesn't know how many scanning lines a studio monitor has or how many his TV set has.

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If there was a fire downtown at 4 o'clock and he hears about it on the radio driving home, he wants to see it at 6 o'clock. Instead of hearing about it. Again.

And if one station can get that kind of news on the air consistently, chances are the guy at home will be watching that one station. Consistently.

And chances are that station will be using the Akai VTS-150, the portable color videotape system that's being used by more stations in more states than any other system.

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On their own. Formation of Rosen/Colbert Co. as new production-distribution firm in TV syndication was announced last week by principals Burt Rosen and Richard Colbert. Mr. Rosen most recently was associated with David Wolper in number of TV projects. Mr. Colbert was president of Four Star Enterprises. Offices will be in New York at 7 West 47th Street, in Hollywood at General Services Studios, 1040 North Las Palmas. Company's first market activity will be at this week's National Association of Television Program Executives conference in Atlanta. Initial distribution properties: *Celebrity Sweepstakes*, 216 half-hours of Wrather Corp.'s *Lassie* and 26 *Story Theaters*.

Thematic duo. Vidistrib Inc., Los Angeles, has combined two documentaries that have similar themes into TV special under title: *The Onrush of Civilization*. One part is "Big Sur—The Dream and the Enigma," produced by Robert Blaisdell and narrated by Doug McClure. Second part is "Some of My Best Friends Are Cannibals," produced by Harry Rivlin. Stations may use package as one two-hour special, or as two one-hour parts.

Released for rerun. Warner Bros. Television, Hollywood, announces release of "Starlite 6," group of 30 motion pictures

that played as first-run features in the early 1960's. Included are two starring Burt Lancaster ("The Crimson Pirate," and "The Flame and the Arrow"), two starring Paul Newman ("The Helen Morgan Story" and "The Left Handed Gun") and two starring Natalie Wood ("Bombers B-52" and "The Burning Hills"). Among others starring in the group are Clark Gable, Sidney Poitier, Leslie Caron, Maurice Chevalier, Charles Boyer, Spencer Tracy, Doris Day, Kirk Douglas, Ingrid Berman, Clint Eastwood, Peter Falk and Errol Flynn.

'Love' adds. Paramount Television's *Love American Style* has been licensed in six more markets: WNEW-TV New York, KPLR-TV St. Louis, KTVU(TV) San Francisco, WTAE-TV Pittsburgh, WTCG(TV) Atlanta and WLVI(TV) Boston.

More overnights. A. C. Nielsen Co. will start meter-based TV rating service in Chicago this fall, presumably with start of new television season in September, offering overnight household ratings reports in addition to regular demographic reports monthly. It will be third market meter-measured by Nielsen, which has been operating similar service in New York since 1959 and in Los Angeles since 1970. Nielsen officials declined to say how many homes would be metered (New York and Los Angeles samples total about 400 each), what rates might be or whether any subscribers have been pre-signed.

Ford inches up FCC allowance \$2.6 million for fiscal 1976

Proposed budget would give commission \$49,820,000; Broadcast Bureau gets bit more, Cable Bureau loses a little; OTP slated for \$8 million, public broadcasting \$84 million

For the FCC, the \$349 billion budget that President Ford sent to Congress last week means that the fiscal year beginning July 1 will be one of little growth—the \$49,820,000 being requested is only \$2,620,000 more than it is expected to spend in the fiscal year ending June 30. Increases are provided for some bureaus, including Broadcast and Field Operations, but the Cable Television Bureau, the youngest and fastest-growing of the bureaus, would actually level off.

The budget would earmark \$10,265,000 for the Broadcast Bureau, up from \$9,600,000 in fiscal year 1975, and provide for an increase in the number of positions to 425, up from 408. The biggest increase, though, would be in the Field Operations Bureau, for which the budget would provide \$12.5 million, up



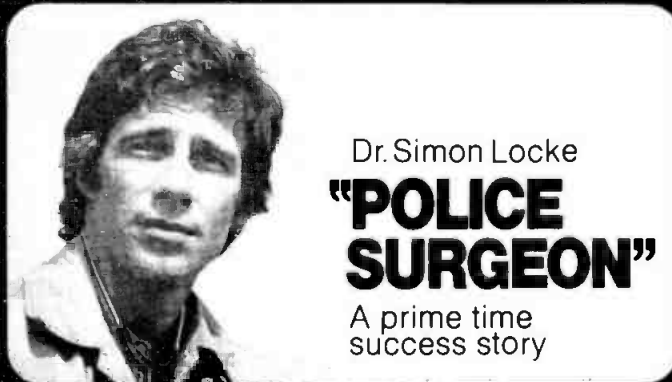
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KYW	WHBQ	WJKS	KX		POLICE SURGEON...	TVK	WVNY	KIMA	WHAG
WNAC	WSM	WTVD	W		BOOK HIM FOR	MTV	KOAA	WRBN	WLX
CKLW	WTVN	WROC	W		1975-1976 SEASON	HO	KVOA	WJCL	WCJB
KRON	XETV	WTVK	W		IN 25 OF THE TOP	SLS	WCEE	WICU	KTVA
WEWS	WCCB	KMTV	KOA		25 MARKETS...	RG	WTRF	KXMC	KTVF
WRC	WBRC	WHO	KVO		IN 47 OF THE TOP	BAY	KCEN	WOAY	WHFV
KDKA	WLKY	WSLS	WCEE		50 MARKETS...	C	KNOE	KOSA	WHMA
KTVT	WLOS	WKRG	WTRF		IN 81 OF THE TOP	JNL	WDIC	KRBC	WLFI
DTVI	WZZM	WBAY	KCEN		100 MARKETS...	J	KELP	KCOY	WOWL
KSTP	KWTV	WOC	KNC		IN 103 PRIME ACCESS	XR	WTWO	WBOY	WSLA
KHOU	WTEN	WJNL	WDK		TIME PERIODS...	UB	KFDX	KCMT	WBBJ
KIRO	WKEF	KMJ	KEL		FAVORITE WITH WOMEN	Y	KTBC	KTVN	KPLM
WAGA	WHEN	WDXR	WTV		18-49...	DB	KGNC	WINK	WTVN
WTVJ	WSAZ	KDUB	KFD		POLICE SURGEON...	S	WKAB	KIFI	XETV
WRTV	WGAL	KXLY	KTBC		NEW PRODUCTION	T	KDAM	WTAP	WCCB
WBAL	WNEP	WRCB	KGNC		FOR 4TH YEAR...	B	KMEG	KTEN	WBRC
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The FCC budget in brief

Following are the major items involved in the FCC budget for fiscal year 1976 submitted to Congress:

<u>Appropriations:</u>	<u>1974 actual</u>	<u>1975 est.</u>	<u>1976 est.</u>	<u>Increase</u>
Congressional appropriation	\$39,860,000	\$46,900,000	\$49,820,000	\$2,920,000
Add, pay supplemental	+ 295,000	—	—	—
Add, available from prior year	+ 650,000	+ 300,000	—	- 300,000
Add, FY 1974 retroactive pay raise	+ 361,379	—	—	—
Less, carry over to subsequent year	- 300,000	—	—	—
Available for obligation	40,866,379	47,200,000	49,820,000	2,620,000
<i>Distribution of obligations:</i>				
Personnel compensation	29,220,404	33,158,964	34,503,464	1,344,500
Personnel benefits	2,577,603	3,023,546	3,148,000	124,454
Other obligations	9,042,045	11,017,490	12,168,536	1,151,046
Total	40,840,052	47,200,000	49,820,000	2,620,000
<i>Positions and man-years:</i>	<u>2023/1835.1</u>	<u>2020/1951</u>	<u>2111/2010</u>	<u>91/59</u>

Personnel Estimates:

Following shows the distribution by activity of manpower proposed (pos—positions; MY—man-years) for fiscal year 1976:

<u>Activity:</u>	<u>1974 actual</u>		<u>1975 est.</u>		<u>1976 est.</u>		<u>Increase</u>	
	<u>Pos</u>	<u>FY</u>	<u>Pos</u>	<u>FY</u>	<u>Pos</u>	<u>FY</u>	<u>Pos</u>	<u>FY</u>
I. Commissioners	48	42.8	48	48	48	47	-	-1
II. Broadcast	401	357.4	408	387	425	398	17	11
III. Common Carrier	243	225.4	257	252	260	254	3	2
IV. Safety & special	212	194.2	244	233	267	249	23	16
V. Field operations	475	457.3	470	459	497	477	27	18
VI. Research and planning	193	158.4	178	170	190	177	12	7
VII. Cable television	102	78.0	107	104	107	104	-	-
VIII. Support	349	321.6	308	298	317	304	9	6
Total	2023	1835.1	2020	1951	2111	2010	91	59

from about \$11 million. And its roster of permanent positions would increase from 470 to 497.

The Cable Television Bureau, which has experienced a dramatic growth since its creation in 1970, would be held to a total 107 jobs; in terms of dollars, there would be a slight drop, from \$2,352,000 to \$2,320,000.

In recent years, Congress has been generous to the commission, even on occasion insisting on appropriating more for the agency than the President requested. But in those days, the commission, in response to congressional prodding, was seeking to recover, through the fees charged those it regulates, whatever it spent.

Those days are over. The Supreme Court has ruled that the commission cannot legally recover 100% of its expenditures; it can charge fees reflecting only the direct value to those paying them. With that as its guidance, the commission last month adopted a new fee schedule that would recover about 35.3% of its fiscal 1975 budget, or \$16.5 million (BROADCASTING, Jan. 20).

The commission's budget, furthermore, may become entangled in congressional concern about sex and violence on television. Last year, that concern led the House and Senate Appropriations Committees to direct the commission to report on steps it has taken or plans to take to protect children from "excessive

programming of violence and obscenity."

The original deadline was Dec. 31, 1974. However, FCC Chairman Richard E. Wiley obtained an extension to mid-February. And he hopes that the broadcasting industry—which he has been urging to adopt self-regulatory measures—will provide him with something meaningful to report to the appropriations committees, because the House committee inserted threatening language in its report. "The committee is reluctant to take punitive action to require the commission to heed the views of the Congress and to carry out its responsibilities," it said, "but if this is what is required to achieve the desired objectives, such action may be considered." That was taken as a threat to cut the commission's budget.

The FCC is not the only government agency of interest to broadcasters getting additional funds next year.

The Federal Trade Commission would receive \$45,649,000 under the new budget, about \$7 million more than the \$38,998,000 that it is expected to spend in the year ending June 30. And consumer protection will command almost \$20 million of the FTC budget, up from \$17.7 million in the current year.

The Office of Telecommunications Policy—which last month was tentatively marked for extinction (BROADCASTING, Jan. 20)—would receive \$8,962,000 under the President's budget, \$512,000 more than Congress appropriated for it

for fiscal 1975. (Some \$5.4 million is earmarked for spectrum-management work and technical studies that will be done by the Department of Commerce's Office of Telecommunications.) Despite the slight increase, however, OTP will have 12 fewer positions next year—48 compared to 60.

And for public broadcasting, the President has requested a total of \$84 million. Of that amount, \$70 million (including \$5 million in matching funds) would be allocated to the Corporation for Public Broadcasting, which redistributes its funds to stations for operating expenses and for program production. Congress appropriated \$62 million for CPB in the current year.

But if the President is ready to increase the funds for CPB, he is seeking to cut back the amount appropriated for educational broadcasting facilities. Former President Nixon last year had requested \$7 million in matching grants to help provide equipment for noncommercial stations, but Congress appropriated \$12 million instead. Two weeks ago, President Ford, in a number of proposed "recisions" sent to Congress, asked that the appropriation be reduced to \$7 million, and his budget request for the Office of Education calls for appropriation in that amount for 1976.

Another \$7 million item in the OE budget is to support "innovative" children's television programming. Funds from that appropriation help in the production of *Sesame Street* and *The Electric Co.*

The Department of Justice's Antitrust Division, which has played an increasingly active role in FCC affairs, particularly in its effort to break up multimedia combinations, would also be strengthened under the budget. The President is seeking \$18,812,000 for Antitrust, \$1,437,000 more than it received in the current fiscal year—enough to increase the number of positions in the division from 712 to 748.

President Ford is not asking for any more funds next year than Congress provided this year for the U.S. Information Agency's broadcast service, the Voice of America—\$55 million. USIA's motion picture and television service would also receive the same amount as this year—\$45 million. But, the radio services, whose mission it is to broadcast into Eastern Europe would be strengthened. The Board for International Broadcasting, which oversees the operations of Radio Free Europe and Radio Liberty, would receive \$65,640,000, an increase of almost \$16 million.

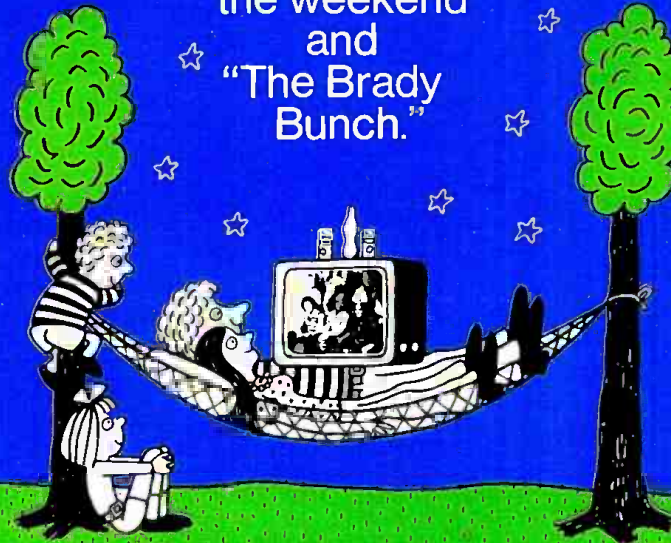
ABC O&O's join the refund ranks

ABC has petitioned the FCC for refunds of all fees paid by its owned-and-operated stations under the 1970 fee schedule, despite the commission's recent decision that only cable fees would be refunded (BROADCASTING, Jan. 27).

Following the FCC's decision not to refund broadcast fees, several broadcast-

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SOURCE: NIELSEN NATIONAL AUDIENCE DEMOGRAPHICS Reports for 5 season survey (November and February from 1969-1972) and for the 1973-1974 season (October, November, December and February). Audience and related data based on estimates provided by ABR and subject to qualifications issued by them. Copies of qualifications available on request.

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ers filed suits in the U.S. Court of Claims, and the National Association of Broadcasters filed with the appeals court (BROADCASTING, Feb. 3).

The ABC petition reiterated other broadcasters' views that the FCC's decision to refund only cable fees was not in accord with the more fundamental decision handed down by the Supreme Court in overturning the 1970 fee schedule. ABC also pointed to a refund case brought by New England Power against the Federal Power Commission, in which all fees encompassed by the court's decision were "fully and promptly" returned.

What's Justice to do now on crossownership?

Though not happy with FCC's order, department faces several complexities in decision on tactics to use

The big question left hanging last week in the wake of the FCC's decision in the media-crossownership proceeding was what the Justice Department would do in response.

The National Citizens Committee for Broadcasting, which feels the commission did not go far enough in what it did, and two newspaper-broadcast combines and one newspaper group that feel it went too far, have already raced—literally—to various courthouses with notices of appeals.

Whether Justice, where Antitrust Division officials have expressed disappointment over the commission's order, will follow suit remains to be seen. But it is unlikely that the department will do nothing.

The commission's decision to ban the formation of new newspaper-television and newspaper-radio combinations in the same market and to require the breakup of only 16 crossownership situations that amount to local monopolies falls far short of the department's proposal that all existing newspaper-television combinations in the same market be broken up.

But appealing from the commission order is not the only option available. The department, in an effort to prod an apparently reluctant commission to act in the rulemaking proceeding, which was initiated in 1970, filed a series of petitions to deny—eight in all—against the renewal of stations affiliated with newspapers in the same market. And the department might simply try to change the commission's course through those petitions—either at the commission or in court if the commission rejects the petitions.

However, as one department official explained it last week, Justice lawyers and officials have a number of interlocking questions to consider. Appealing a regulatory agency's rulemaking would present the department with a more difficult task than would an adjudicatory matter, he indicated. So the department

might choose to bypass that route and base its fight on one or another of the individual cases.

But, he added, if the rulemaking were to be upheld in court, and the commission applied the court's decision to the cases the department has brought, its chances of winning, at the commission or in court on appeal, would be less likely. "It would work out that if we don't appeal the rulemaking, we'll have more trouble," he said.

Private attorneys and other observers believe the commission will use the cross-ownership decision as a basis for rejecting most, if not all, of the petitions Justice has filed. The commission's new policy requires the breakup only of "egregious" cases of local media monopoly. And the commission in its order says it will consider designating renewal applications for hearing on concentration of control of media grounds only "on a showing of economic monopolization that might warrant actions under the Sherman Act."

One other option available to Justice is the antitrust suit it could file against one or more of the combinations it is seeking to break up. However, as one official put it, that would require "an enormous amount of the division's resources." That cost, he noted, is the reason the department prefers to appear before regulatory agencies.

As for the race to the courthouse—spurred by a desire to have a particular court hear the appeal—that appears to have been won by NCCB. Indeed, it seems to have won two races that were run, both by a total of less than 10 minutes.

NCCB's attorney, Frank Lloyd, filed a notice of appeal in the U.S. Court of Appeals in Washington on Jan. 28, shortly after the commission issued its news release announcing the action. The court clerk stamped the appeal 4:14 p.m.

Meanwhile, in Richmond, Va., an attorney for Ogden Newspapers of Wheeling, W. Va., which owns no stations but feels aggrieved by an order that prevents it from acquiring any in cities where it operates newspapers, was also filing a notice of appeal. The clerk of the appeals court for the fourth circuit stamped the document in at 4:15 p.m.

The next day, an attorney for one of the nine companies affected by the commission's order aimed at newspaper-radio monopolies—it owns the Norfolk (Neb.) *Daily News* and WJAG-AM-FM Norfolk—filed a notice of appeal in the appeals court for the eighth circuit, in St. Louis.

Meanwhile, however, commission attorneys told the parties their pleadings were premature; that the time for filing notices of appeal did not begin to run until the text of the order in question was released. So on Friday, when the order was issued, NCCB and Ogden attorneys raced back to the courts of their respective choices, with amendments to their appeals. This time, a notice of appeal by a new entrant was filed along with Ogden's papers; it was in behalf of the company owning WHIS-AM-FM-TV Bluefield, W.Va., and the *Daily Telegraph*

there, another of the companies affected by the divestiture order.

However, NCCB apparently won again; its papers were stamped in at 2:48 p.m.; the papers in the fourth circuit, a few minutes after 3 p.m. Then, for insurance, NCCB's Mr. Lloyd filed again, when he actually obtained a copy of the document and was able to attach it to his filing. That was at 3:53 p.m.

President takes a two-way chop at educational broadcasting funds

Ford offers FY '76 budget that is \$5 million under '75's \$12 million, adds request that same amount be canceled out in current year

The White House and Congress may be headed for a confrontation over the funds the government will make available to educational broadcasting for facilities.

President Ford in the budget for fiscal 1976 that he sent to Congress last week asked it to appropriate \$7 million in matching funds for the acquisition and installation of equipment for educational stations (see page 66).

This would be a drop of \$5 million from the amount Congress appropriated for the program for fiscal 1975. But what was causing concern in some corners of Washington was a message the President had sent to Congress on Jan. 30 asking a "rescission" of \$5 million of that \$12-million appropriation.

Nor was that all. As part of his explanation for the request—which must be approved by both Houses of Congress—the President said "the reduced level is a step toward phasing out Office of Education support of broadcast facilities."

The congressional reaction was prompt and came from Representative Torbert H. Macdonald (D-Mass.), chairman of the Communications Subcommittee. He wrote Representative George H. Mahon (D-Tex.), chairman of the House Appropriations Committee, expressing the hope that the committee will reject the requested rescission "unless a more detailed justification" for it is submitted and indicating he might feel it necessary for his subcommittee to hold hearings on the matter.

He also wrote to Roy Ash, director of the Office of Management and Budget, requesting information on the administration's plans for the facilities program and demanding to know why Congress had not been notified of what "is apparently a major change of policy on the part of the administration."

The proposed rescission and the reference to a phase out of the facilities grants program apparently had their genesis in OMB. A spokesman for the Office of Telecommunications Policy, which is usually involved in White House decisions on public broadcasting matters, said OTP was caught by surprise and was

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"dismayed at not being consulted." An official at the Office of Education said OE was not consulted.

President Ford, in his recision message, justified the request for a \$5 million reduction in the appropriation on the ground that the facilities program already provides more than 80% of the nation with television coverage and more than 65% with full-service public radio coverage. "At a \$7-million level," he said, "an emphasis on the replacement or updating of equipment will be made while coverage goals are achieved."

OE had originally set 90% of the country as a coverage goal. However, the OE official last week said 80% is now regarded as "a more realistic figure."

Representative Macdonald's contention that the administration has apparently changed its policy on facilities grants is based on legislation the Ford White House endorsed late in the last session. The bill, which died in committee but was expected to be reintroduced in the new Congress, provided for a five-year authorization for the facilities program.

"If the administration has in fact changed its position on this program," he said in his letter to Representative Mahon, "I feel it is the responsibility of our committee to review this matter thoroughly before any final action is taken."

And in his letter to Mr. Ash, Representative Macdonald asked three questions:

- Does the administration plan to

eliminate the facilities program and, if so, how does OMB propose that the "phasing out" take place?

▪ Why wasn't Congress notified about "what is apparently a major change of policy?"

▪ Has OMB, OTP, OE or any other executive agency made a determination as to whether the federal responsibilities under the program will be assumed by the states, the localities or the stations involved?

Representative Macdonald also noted, in his letter to Representative Mahon, that the recision would leave the appropriation for 1975 at a far lower level than that the Communications subcommittee had originally approved in an authorization bill. The subcommittee had approved a measure providing for \$30 million; but Congress later appropriated \$12 million.

"It is my feeling that the educational broadcasting facilities program will have to be drastically curtailed, resulting in the loss of support for many fine, non-commercial educational broadcast stations throughout the country," he said.

According to the President's budget for fiscal 1976, the \$7 million being requested for facilities in that year would provide for activating three new educational television and six new educational radio stations and upgrading and expanding 10 educational television and seven educational radio stations.

The House appropriations subcommittee with jurisdiction over Office of Edu-

cation has tentatively scheduled a hearing on several recision requests concerning it during the week of Feb. 17. The Senate appropriations subcommittee has not yet set a date for its hearing.

Changing Hands

Announced

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

▪ **WHLW(AM)** Lakewood, N.J.: Sold by Mid State Broadcasting Co. to Rodio Mid-State Inc. for \$410,000. Principals in seller, Seymour Abramson, Del Sharbutt and Mel Lieberman, have no other broadcast interests. Mr. Sharbutt is announcer with Mutual Broadcasting Co.; Mr. Abramson has retail business in Lakewood, and Mr. Lieberman is with RCA in Cherry Hill, N.J. Buyer, Jim Rodio (100%), owns WRDI(AM) Hammononton and WRDR(FM) Egg Harbor, both New Jersey. WHLW is daytimer on 1170 khz with 5 kw. Broker: Blackburn & Co.

▪ **WDKD-AM-FM** Kingstree, S.C.: Sold by Santee Broadcasting Co. to John Davidson for \$300,000. Principals in seller are W. H. Cox, C. G. Bass, David E. McCutchen and Charles Walker (25% each). Messrs. Cox and Bass have interests in local oil distribution firm. Mr. McCutchen is general manager at WDKD-AM-FM; Mr. Walker is sales manager. (Santee took over ownership of WDKD in 1964 after FCC stripped former owner, E. J. Robinson Jr., of license [BROADCASTING, March 23, 1964] on grounds of inadequate supervision of broadcasts by Mr. Walker, who in 1963 was convicted of broadcasting indecent language and put on five years probation. In 1970 Mr. Walker returned to WDKD as salesman, later acquired his 25% equity. He will remain as sales manager under new ownership.) Mr. Davidson, the buyer, has interest in WLOP(AM)-WIFO-FM Jesup, Ga. WDKD is full time on 1310 khz with 5 kw; WIFO is on 100.1 mhz with 3 kw and antenna 205 feet above average terrain. Broker: Chapman Associates.

▪ **WARV(AM)** Warwick, R.I.: Sold by Sconnix Group Broadcasting Inc. to Three East Communications Co. for \$140,000. Principals in seller are Scott R. McQueen and Randall T. Odeneal, who also own WCVR(AM) Randolph and WCFR-AM-FM Springfield, both Vermont. Principals in buyer are Donald A. Brown, former program director at WRNL(AM) Richmond, Va., and James B. Bocock, general manager, WRNL(AM)-WRXL(FM) Richmond. WARV is daytimer on 1590 khz with 1 kw. Broker: Keith W. Horton Co.

▪ **KAWT(AM)** Douglas, Ariz.: Sold by Hillcrest Broadcasting Co. to Mr. and Mrs. A. Russel Walker for \$137,600. Sellers, Herb and Jacqueline Newcomb, have no other broadcast interests. Mr. Walker is vice president of Savalli-Gates, New York, radio and TV rep firm. Mrs. Walker was formerly announcer with WMBH(AM) Joplin, Mo. KAWT is on

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75-9

1450 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis Associates.

Approved

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

▪ **WYLD(AM)** New Orleans: Sold by Rounsaville of New Orleans Inc. to Peterson Broadcasting Corp. for \$970,000. Principal in seller, Robert W. Rounsaville (100%), owns **WFUN(AM)** South Miami, **WDAE-AM-FM** Tampa, **WBJW(AM)** Winter Park, **WBJW-FM** Orlando and **WMBR(AM)** Jacksonville, all Florida, **WCIN(AM)** Cincinnati and **wvol(AM)** Berry Hill, Tenn. Principal in buyer is Jon C. Peterson who has interests in outdoor advertising, electric sign manufacturing and a camp ground in Orlando, Fla. **WYLD** is on 940 khz with 10 kw day and 500 w night.

▪ **WNLK(AM)-WDRN-FM** Norwalk, Conn.: Sold by Norwalk Broadcasting Co. to Hanson Communications Inc. for \$700,050. Principal in seller is estate of late James C. Stolcz, which also owns **WBUX(AM)** Doylestown, Pa. Principal in buyer is Michael F. Hanson II, former director of news and public affairs for **WRVR(FM)** New York. **WNLK** is on 1350 khz with 1 kw day and 500 w night. **WDRN-FM** is on 95.9 mhz with 3 kw and antenna 130 feet above average terrain. Consultant to buyer: George Romano. Broker: Hamilton-Landis Associates.

▪ Other sales approved by the FCC include: **KATY(AM)** San Luis Obispo and **KZON(AM)** Santa Maria, both California; **WGTX(AM)-WQUH(FM)** DeFuniak Springs and **WTNT(AM)-WOMA(FM)** Tallahassee, both Florida; **KRCB(AM)-KQKQ-FM** Council Bluffs, Iowa; **WFLY(FM)** Troy, N.Y.; **KSDN(AM)** Aberdeen, S.D., and **KRAY(AM)** Amarillo, Tex.

A delay for Allbritton

Opponents of proposed transfer get extension to Feb. 27 for FCC filings

Washington Star Communications Inc. and Texas banker Joe L. Allbritton suffered a setback last week in their effort to obtain swift FCC approval of Mr. Allbritton's proposal to acquire de facto control of the company. The commission staff granted a delay—until Feb. 27—to opponents of the transfer to file additional pleadings in the proceeding. The sale would include the *Washington Star-News*, **WMAL-AM-FM-TV** Washington; **WLVA-TV** Lynchburg, Va.; and **WCIV(TV)** Charleston, S.C.

John McGoff, the Midwest newspaper publisher who wants to acquire the *Star-News*, and a local group, in one petition, and three citizen groups in another, said they needed additional time to review the answer to their initial petitions to deny.

Star Communications and Mr. Allbritton said that swift approval of the transfer is essential in view of the heavy losses the newspaper is suffering—\$7.7 million last year—resulting in a need for an infusion of the capital that Mr. Allbritton has said he will provide.

A sudden shift of ownerships in Chicago radio

Globetrotter turns in license for station it bought for \$9 million to clear move to better facility

At 4:30 p.m. last Wednesday, **wvon(AM)** Cicero, Ill., went silent. But listeners twisting the knob would have picked up the **wvon** black-oriented programming—and indeed would have heard the station identified as **wvon**—at that point on the dial where they had normally heard the good music of **wnus(AM)**.

The emergence of **wvon** on **wnus**'s frequency was the result of a license switch, the likes of which have seldom if ever been recorded at the FCC.

For openers, the switch involved Globetrotter Communications' surrender to the FCC of a perfectly good license for **wvon** and Globetrotter's closing with McLendon Corp. of a deal to buy **wnus-AM-FM** for a price that was \$900,000 less than the \$4,450,000 that an original contract between the parties called for.

The unorthodox behavior was the means hit upon to resolve a dilemma growing out of Globetrotter's inability to sell **wvon** to a purchaser it had found, Latino American Broadcast Systems Inc.

The sale would have removed the barrier to Globetrotter's plans to buy **wnus** and its FM affiliate, and to move the black-oriented format which had been successful on the 1 kw day, 250 w night **wvon** in Cicero (so successful that Globetrotter paid \$9 million for the station four years ago) to **wnus**, which operates with 5 kw day and night on 1390 khz. FCC rules prohibit the ownership of two stations in the same service in the same market. The FCC last October had approved the transfer of **wnus-AM-FM** subject to Globetrotter's disposing of **wvon**. But the commission last month said it could not approve the **wvon** sale without a hearing on a host of issues—including alleged misrepresentations and lack of candor—involving Latino American ("Closed Circuit," Feb. 3).

By then, time had become a factor. The Globetrotter-McLendon contract permitted either party to cancel after Jan. 31. The Globetrotter-Latino American contract was already subject to cancellation. And McLendon was making it clear it was anxious to close soon; in fact, the corporation was in no mood to extend the contract long enough for Globetrotter to find another buyer for **wvon**.

So the new arrangement was arrived at. Globetrotter notified Latino American their contract was canceled, then turned in its license for the station. And, to make it easier for Globetrotter to absorb the \$1.2 million lost in the scuttled sale,

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McLendon lowered the price for its AM and FM from \$4,450,000 to \$3,550,000.

Globetrotter would even receive additional balm if the commission accepts a suggestion the company offered along with its surrendered license. It asked for permission to hold on to the surrendered license—although without operating the station—until a new application for the 1450 khz facility can be processed. And Globetrotter has a prospective buyer—multiple owner Lotus Communications Corp., which has offered \$850,000 for the station.

Spokesmen for Globetrotter noted that the commission has been faced with long and costly comparative hearings when frequencies in major markets became vacant. The fight over KRLA(AM) Los Angeles, for instance, is still under way, more than 10 years after the owner was denied a renewal of license.

CBS won't sell time to Republicans, NBC will, ABC unsure

Network answers vary to GOP requests for prime-time image-building effort

The differences in policies at the three television networks are pointed up by the varying responses they made to the Republican National Committee for the purchase of three half-hours of prime time.

The committee had sought time for telecasts in May, June and July as part of an effort to rebuild the party's image following the Watergate scandal. CBS-TV rejected the request, saying it is a form of "ideas" advertising and adding that the network sells time only for goods, services, political candidates and issues that are on the ballot. The network, for example, sold five minutes of time last Thursday (Feb. 6) from 10:55 to 11 p.m., to Senator Henry M. Jackson (D-Wash.) because he intended to announce his candidacy for the Presidency in 1976.

In contrast, NBC-TV offered to sell the Republican committee a single half-hour period on July 1 (10:30-11 p.m.). ABC-TV has not yet made a decision and a spokesman said the network plans to discuss the committee's proposal with its members.

Both ABC and NBC said they considered political advertising acceptable under their rules, but stressed the availability of time in evening hours was a main drawback. An ABC official said also that the network would have to sell an equal number of half hours to the Democratic Party, if it should request it, and that would add up to a total of six half-hours for political time.

Fresno AM sale cleared

The FCC has granted the \$147,500 assignment of KIRV(AM) Fresno, Calif., from KIRV Radio Inc. to New Life Enterprises Inc., and dismissed a petition by Cascade Broadcasting Corp. that

opposed the assignment (BROADCASTING, Oct. 28, 1974).

Cascade's opposition to the transfer was as a "party-in-interest," based on its proposed purchase of KBIF(AM) Fresno. Cascade charged that N. James Patterson Jr., one of New Life's principals, had concealed his interests and associations with other broadcast stations. Cascade also alleged that New Life had failed to disclose fully its format proposal, failed to properly ascertain the community's needs, and failed to demonstrate its financial ability to acquire and operate KIRV.

The commission said that Cascade was not a party in interest since it had not filed an FCC application to acquire KBIF, but merely had signed a purchase contract with the receiver of the station. Any claim of potential economic injury by Cascade was too "remote and speculative" for the commission to consider as a formal opposition, according to the FCC. The commission, however, said it would consider the merits of Cascade's arguments as an informal objection.

On the allegations, the commission said that Mr. Patterson's explanation of omissions from the assignment application were "reasonable" and required no further hearing. With regard to the format-ascertainment-financial issues raised by Cascade, the FCC found no substantial question that would require additional investigation.

KIRV is being sold by Henry Nagel Jr. New Life's principals in addition to Mr. Patterson are Dan W. Jantz and Dennis L. Klassen (BROADCASTING, Aug. 26, 1974).

NAB Las Vegas quickly taking shape

Working sessions to be emphasized; FCC panel will once again appear

This year's National Association of Broadcasters convention in Las Vegas April 6-9 will feature less "formal" programming and focus more on "nuts-and-bolts operational problems," according to an NAB spokesman.

Plans for the convention program were beginning to jell last week, and prominent among them was a revival of the FCC panel discussion, which is scheduled for Wednesday morning, April 9. The panel, missing from the convention program for the past several years, will feature FCC Chairman Richard E. Wiley and Commissioners Benjamin Hooks, Robert E. Lee, James Quello and Abbott Washburn. Mr. Wiley also will be the featured speaker at the joint management-engineering luncheon Tuesday.

The convention will open Monday, April 7, with a "state of the industry" address from NAB President Vincent Wasilowski, to be followed by presentations of the 1975 Distinguished Service Award to George B. Storer Sr., chairman of Storer Broadcasting Co., and a special award to the late Jack Benny. To accept Mr. Benny's award, the NAB is trying to get Don Wilson, long-time announcer

for Mr. Benny. Mr. Wilson is still in the business, doing a daily half-hour TV talk show for KMIR-TV Palm Springs, Calif., produced, incidentally, by his wife.

Plans for Monday afternoon at the convention call for a presentation on the future of television programming. Its participants are yet unannounced. President Ford has been invited to speak Wednesday, but the NAB spokesman said the schedule can be reworked to accommodate the President at any time.

A new detail at this year's convention is the dropping of the 8 a.m. "early bird" sessions. These traditional workshops are being moved up into the body of the morning's program.

The Broadcast Engineering Conference, which will run concurrently with the NAB convention in Las Vegas, has booked Hans M. Mark as its Monday luncheon speaker. Dr. Mark, as director of the National Aeronautics and Space Administration's Ames Research Center at Moffett Field, Calif., directed the Pioneer 10 space probe which sent the first pictures of Jupiter back to earth, and the Pioneer 11, which also photographed Jupiter.

The NAB has signed a record 173 exhibitors, who will occupy a record 72,000 square feet of floor space at the convention.

Sponsor-ID rule stays lifted for nonprofits' spots

The FCC has postponed until July 1 the effective date for cancellation of waivers of its sponsorship identification requirements granted to several state broadcaster associations.

The waivers permit stations to log as noncommercial those spots that associations process and distribute for nonprofit organizations even though the associations receive contributions from some of the organizations involved. The commission, in originally granting the waivers, said the public interest did not require that the public service announcements be logged as commercial, but warned the associations not to discriminate between organizations making donations and those that did not. An FCC inquiry into how the waivers were being used found that contributors in some states were being given preferential treatment and that much of the money received by the associations was used for their general operating expenses, rather than in assisting nonprofit groups. The commission therefore ordered last year that waivers would be rescinded next March 1.

The FCC's recent action to postpone the cancellation for four months came in response to petitions filed by 13 state broadcaster associations which requested permission to continue to accept contributions under specified conditions. Basically, the petitions sought a return to the waivers, as long as the associations abide by the standards initially set down by the FCC. Most of the associations suggested that they themselves would

police member stations to make sure no further abridgements of the commission's order take place.

The FCC said it chose to delay canceling the present waivers so that it might have time to consider fully the petitions submitted by the state associations.

The siege guns again are trained on WQIV

Citizen group that lost battle over format at transfer time wants to get in early licks on renewal

A citizen group that opposes Starr Broadcasting's format switch at WQIV(FM) (formerly WNCN) New York from classical music to rock returned to the attack last week, with a petition to deny the station's renewal application.

The petition reflected considerable eagerness. New York stations filed their renewal applications only last week, and the deadline for petitions to deny is not until May 1.

However, the group—the WNCN Listeners Guild—had previously asked the commission either to revoke the station's license or direct Starr to file an early renewal application so that the group's complaints against the station could be examined.

The guild began its fight in September when Starr announced its plans. The change occurred on Nov. 7, 1974, after the guild failed in an effort to obtain a court injunction.

The guild, as it did in its earlier peti-

tion to revoke, last week accused Starr of "acts of bad faith" and "failure to serve public needs and interests." It also charged that Starr apparently never intended to honor a pledge, made at the time it acquired the station in 1973, to retain its classical music format.

Starr has contended that heavy losses, incurred despite intense efforts to increase the station's profitability, forced it to abandon classical music for rock. The guild, however, says that Starr intended from the beginning to retain the classical music format for one year "and then change to a more profitable format."

The guild, in a related action last week, asked the commission to prevent Starr and the WNCN advisory committee from destroying a list of 20,000 citizens who pledged and donated \$500,000 to the "Save WNCN" campaign. The funds were received in response to what Starr said was an effort to continue the WNCN format on another station in New York.

The guild, which has charged that the effort was not sincere, said it wants to contact those on the list. "We think they'd be interested in our efforts," said Robert Schack, president of the guild.

Starr has notified contributors that it will return all contributions and pledges. And the Listeners Guild says it fears Starr will destroy the list once the contributions have been returned.

The guild's petition to deny is probably not the only one WQIV is likely to face. Another citizen group that opposed the format change—Classical Radio for Connecticut—is also expected to file.

Media Briefs

Complaints up. FCC received 7,365 complaints from public during December—increase of 3,561 over previous month. Over 4,000 complaints, all preprinted postcards though variously signed, were addressed to "liberal bias" in TV network news and networks' "news monopoly." Effort was attributed to organization, Young Americans for Freedom. Other individual complaints on TV news suggested too much doom and gloom on network newscasts.

More Parks papers. Park Newspapers of Florida Inc. has purchased *Brooksville* (Fla.) *Sun-Journal* for about \$550,000. Roy H. Park owns Park Newspapers chain: *Daily Sun* (Warner Robins, Ga.); *Journal Messenger* (Manassas, Va.), and *Union Sun & Journal* (Rockport, N.Y.). Mr. Park also owns through his broadcasting subsidiary WBMG(TV) Birmingham, Ala.; WERC(AM) Duluth and KRSI-AM-FM St. Louis Park, both Minnesota; WUTR(TV) Utica, N.Y.; WNCR-AM-FM-TV Greenville, N.C.; KWJJ(AM)-KJIB(FM) Portland, Ore.; WNAX(AM) Yankton, S.D.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-AM-FM-TV Richmond and WLS-TV Roanoke, both Virginia. Seller, publicly traded Gannett Co., publishes 50 daily newspapers in 17 states and owns WHEC-TV Rochester, N.Y., and WBJR(AM) Marietta and WMWM(AM) Wilmington, both Ohio.

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Schweiker again attempts to end discrimination against radio-TV recruitment ads

Senator introduces bill allowing armed forces to use all media; chances in House improve since deposition of powerful Hebert

Legislation to permit the military to use radio and television for recruitment advertising was introduced in the Senate last week by Senator Richard Schweiker (R-Pa.).

The Schweiker bill (S. 518) is a re-statement of legislation that passed the Senate but died in a conference with the House in 1972. The senator said in a statement accompanying the new bill that he revived it because "to deny the Department of Defense the flexibility of paid radio and TV advertising to seek recruits is shortsighted and discriminatory against broadcasters."

There is no law that prohibits the Defense Department from using radio and television for its recruitment advertising. But observers say it has been reluctant to request funds for radio and TV because of vehement opposition from former House Armed Services Chairman F. Edward Hebert (D-La.). But Mr. Hebert was deposed as chairman of that committee by the House Democratic caucus in January.

Representative Melvin Price (D-Ill.), newly elected chairman of the House Armed Services Committee, told BROADCASTING last week that if legislation is introduced in the House to permit the armed services to use radio and TV, he

would follow the recommendation of the Military Personnel Subcommittee, which he said would have jurisdiction. Mr. Hebert is a member of that subcommittee; Representative Lucien Nedzi (D-Mich.) is its chairman. Although Representative Hebert has been removed from his powerful station as chairman of Armed Services, some broadcasters still anticipate a fight to win a portion of the military's funds for military recruitment advertising. A spokesman for the National Association of Broadcasters voiced concern about a "lingering influence" Mr. Hebert might have with the Pentagon.

Senator Schweiker's bill says that nothing in any act of Congress shall be construed as prohibiting the armed forces from using any particular medium for recruitment advertising.

An aide to the senator said Mr. Schweiker intends to amend the 1976 military procurement authorization bill with the same language, if the issue is not taken up as separate legislation. Similar efforts in the past have always come from the Senate and have never been taken up in House committees or on the House floor.

FTC gives more time

The Federal Trade Commission has extended the closing date for accepting written comments on the proposed nutritional advertising rule for an "indefinite period," pending promulgation of new rules of procedure for trade regulation proceedings.

The new rules are necessary because of the FTC Improvement Act, signed into law in January, which among other things permits limited rebuttal submissions and cross-examination by participants in rule proceedings, heretofore not permitted.

The decision to extend the comment deadline on the proposed food ad rule was in response to "numerous" requests

(BROADCASTING, Feb. 3), the FTC said. The comment record is expected to remain open at least another 60 days beyond the original Feb. 5 deadline.

Radio-TV carry a new load

Infusion of advertising from air freighters is noted

Air freight companies are taking to broadcast in increasing numbers, hopping aboard radio and television to build up higher visibility for their services.

Emery Air Freight Corp., New York, regarded as the largest company of its kind, has started its first regular use of broadcast with a spot TV campaign in New York, Chicago and Los Angeles, and spot radio in Boston, Cleveland, Atlanta, San Francisco, St. Louis, Kansas City, Detroit, Milwaukee, Indianapolis, Houston and Hartford, Conn., and in the spot-radio cities, a spot TV schedule is set to begin in March.

Emery and its agency, Della Femina, Travisano & Partners, New York, tested broadcast last fall with a spot TV effort in Denver, Minneapolis and Charlotte, N.C. Surveys conducted before and after the test showed that awareness of Emery had increased from 35% to 59%. Emery's TV and radio campaign is designed to reach occasional users of air freight rather than regular shippers reached by the business and trade press.

Another first-time flier with TV is Federal Express Corp., Memphis, which launched a spot effort two weeks ago in 27 markets including Chicago, St. Louis, New Orleans and Kansas City, Mo. Through Carl Ally Inc., New York, Federal has budgeted about \$1.2 million for a campaign (including newspapers), of which about 65% is in TV.

Ally has created a campaign tailored to each market ("Kansas City, You've Got a New Airline"). Its thrust is to build up awareness of Federal among air freight prospects and to convert them to use of the company's services.

A newcomer to the field, Butler International Corp., Paramus, N.J., has been advertising the "Butler Avpak" since November on New York AM stations—WCBS, WNBC, WINS, WOR—and on WPAT-(AM) Paterson, N.J. Its agency, Friedlich, Fearon & Strohmeier, New York, has developed an aggressive copy theme, stressing the financial advantage of using "Avpak" and naming its competitors.

BAR reports television-network sales as of Jan. 26

ABC \$49,947,100 (29.6%); CBS \$58,641,000 (34.7%); NBC \$60,338,600 (35.7%)

Day parts	Total minutes week ended Jan. 26	Total dollars week ended Jan. 26	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on-10 a.m.	103	\$ 628,200	317	\$ 1,992,200	\$ 1,291,400
Monday-Friday 10 a.m.-6 p.m.	974	9,816,100	3,377	37,764,000	33,398,900
Saturday-Sunday Sign-on-6 p.m.	272	3,972,600	1,066	19,263,600	17,596,700
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,395,600	363	9,614,700	9,084,500
Sunday 6 p.m.-7:30 p.m.	22	615,500	67	2,017,700	2,298,600
Monday-Sunday 7:30 p.m.-11 p.m.	391	24,054,400	1,467	86,949,400	91,374,200
Monday-Sunday 11 p.m.-Sign-off	175	3,500,300	637	11,325,100	7,446,200
Total	2,035	\$44,982,700	7,288	\$168,926,700	\$162,490,500

Source: Broadcast Advertisers Reports

Business Briefs

Rep appointments. WJIB(FM) Boston: The Christal Co., New York ■ KNAC(FM) Long Beach, Calif.: Walton Broadcasting Sales, Chicago.

In the family. J. Walter Thompson, agency for Ford cars, has established \$100 rebate program for all its U.S. employees who buy Fords this year. Leo Burnett, agency for Oldsmobile, is offering same deal in that line for cars purchased before Feb. 28.

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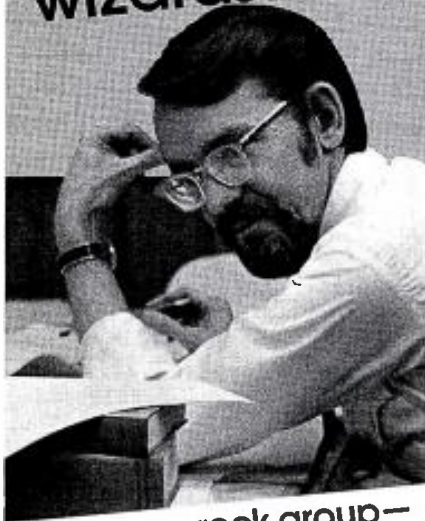
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Broadcast Journalism

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**With target of 75 of top-100 markets
at outset, Thayer sets out to sell
cash-barter service for June 1 start**

A new, round-the-clock radio news service to help stations convert to all-news or all-news and talk operations is being announced by NBC Radio today (Feb. 10) ("Closed Circuit," Feb. 3).

Jack G. Thayer, president of the NBC Radio Division said the new service will be in addition to—and totally separate from—the conventional radio network service provided by NBC. It will consist of 49½ minutes of news per hour, seven days a week, will be produced by NBC News, and will be exclusive to one station per market on a combination cash and barter basis.

In cash it will cost a subscribing station from \$750 to \$15,000 per month, depending upon the station's market size. The barter envisions that NBC will retain six commercial minutes per hour and keep the revenues they produce. Subscribing stations will have 12 commercial minutes per hour for sale to local, national or regional advertisers.

The 10½ minutes of nonservice in each hour will be used by subscribing stations for local news: five and a half minutes on the hour and five minutes on the half-hour. NBC officials said these periods coincide with the times when NBC will be feeding news and commentary to its conventional network affiliates. Consequently NBC will not be feeding to two stations in the same market simultaneously—though it may do so, officials said, in the case of news bulletins and coverage of major special events such as political conventions and elections where such service is not forbidden by the FCC.

Mr. Thayer said June 1 has been set as target date for commencement of the new operation, titled NBC National News and Information Service (NNIS). To be effective, he said, NNIS needs subscriber commitments from approximately 75 of the top-100 markets, and he hoped to have those by around April 15—shortly after the end of the National Association of Broadcasters' April 6-9 convention, where NBC expects to wind up the first stage of a major NNIS sales effort that starts today.

Mr. Thayer estimated NNIS's first-year costs, including start-up expenses, at about \$10 million. He said NNIS and the NBC Radio network would have "completely separate staffs, right down the line," including completely different on-air anchor men and women.

He and Russell C. Tornabene, vice president and general manager of the NBC Radio network, estimated that ap-

proximately 250 people would be working on NNIS. Of those, Mr. Tornabene estimated that perhaps about 50—including all the top people—would be drawn from existing NBC personnel, with the rest to be hired from outside.

Officials disclosed later that Roy Wetzel, an executive in the NBC News election unit who has had extensive background in local radio and TV news, and who they said helped design NNIS, will be director of the service. He was in news at WTOP-AM-TV Washington when he moved in the mid-1960's to NBC's WRC(AM) Washington as radio news manager. Subsequently he was radio news manager at NBC's WMAQ(AM) Chicago and TV news director at NBC's WKYC-TV Cleveland, before moving to the election unit in New York last year.

Choice of other top executives of NNIS will probably be deferred, as will the hiring of new people, until about mid-April when station acceptance of the new service can be better judged, officials said.

Mr. Tornabene and Mr. Thayer made clear that NBC News would be responsible for the news service's content, while NBC Radio would be responsible for scheduling it.

That scheduling, they emphasized, will provide easy opportunity for subscribing stations to break into the NNIS service for local inserts during each hour of service in addition to the two local news blocks per hour (and additional local times on Sundays). But those insert points will be carefully specified, they said, and although some NNIS time may be pre-emptible, it will be pre-emptible only with NNIS approval and pre-emptions may not in any case exceed 30 minutes per hour.

Moreover, NBC officials said they expect station subscribers to devote their own efforts to all-news or at least a combination of news and other talk programming. "We won't even talk to any station that wants to play any kind of music," Mr. Tornabene said.

Mr. Thayer said present NBC Radio



Thayer

How NBC splits up its news hour

00:00-05:30	Local time
05:30-08:00	Hard news
08:00-10:00	Two minutes local commercial
10:00-11:00	News features, soft features
11:00-11:10	Local gate
11:10-14:45	News features, soft features
14:45-15:00	Local gate
15:00-19:00	Hard news with one minute commercial
19:00-20:50	Hard news
20:50-21:00	Local gate
21:00-23:00	Two minutes local commercial
23:00-25:50	News features, soft features
25:50-26:00	Local gate
26:00-28:00	Two minutes local commercial
28:00-30:00	News features, soft features
30:00-35:00	Local time
35:00-38:00	Hard news
38:00-40:00	Two minutes local commercial
40:00-40:10	Local gate
40:10-44:45	News features, soft features
44:45-45:00	Local gate
45:00-49:00	Hard news with one minute commercial
49:00-50:50	News features, soft features
50:50-51:00	Local gate
51:00-53:00	Two minutes local commercial
53:00-55:50	News features, soft features
55:50-56:00	Local gate
56:00-58:00	Two minutes network commercial
58:00-59:00	News features, soft features
59:00-00:00	One minute local commercial

affiliates would get first refusal on the new service but that he expected most would stay with their present formats which are doing well. He envisioned NNIS's appeal to "a secondary tier of stations"—outlets that are number two in their formats in their markets—and others that, for various reasons, may wish to switch to all-news. He did not rule out the possibility that one or more NBC O&O's may switch to NNIS: Some may want to use it on FM, he said, adding that "we have no aversion to FM."

In fact, he continued, NNIS can fill a special gap in FM, where historically the format has been heavy on music and light on news.

He emphasized the importance of news and information to listeners—and the ratings records that all-news radio stations have scored. In New York, Los Angeles, Chicago, Washington, Philadelphia, San Francisco and Boston, he said, all-news stations rank at or near the top in local audience. With its price structure, he

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said, NNIS is an opportunity for a station in any size market to become an all-news station.

"The widespread success of all-news radio in this country is testimony to the information explosion we are experiencing," he said. "The NBC National News and Information Service offers local radio stations the unique opportunity to go all-news — practically overnight — backed by the manpower and resources of the world's largest broadcast news organization. It combines the scope to cover worldwide events when and where they happen with the depth to go behind the headlines for penetrating analysis and feature reports."

NNIS's program mix, Mr. Thayer said, will include national and international news, regional news, mini-documentaries, sports news and sports features and a wide range of features developed by a special unit called "Information Center of the Mind." The special unit's output, he said, will include features dealing with health, medicine and science; consumerism; energy; inflation; gardening; pollution; sex and marriage; developments in Washington and a Bicentennial series called *The Americans*.

He said he found the concept of all-news radio networking as exciting in its way as the first NBC network service must have been at its inception, and that members of the NBC Radio affiliates executive committee, who figured in the changes in the existing network service that led to the development of NNIS, shared his enthusiasm. He went to Washington last Wednesday for courtesy calls to brief FCC members individually on plans for the service.

He emphasized that the existing NBC Radio network service is neither being curtailed nor in any way phased out. It is losing money, he indicated, as radio networking generally has lost money for 10 years or so, and NBC officials hope that NNIS will take up some of the financial slack, but the conventional service will continue.

With the dropping of the weekend *Monitor* service last month, the conventional network service consists of five and a half minutes of news on the hour, 24 hours a day, plus daily commentaries by Joe Garagiola, Gene Shalit, John Chancellor (alternating sometimes with Edwin Newman) and David Brinkley (alternating sometimes with Douglas Kiker), plus a weekend line-up that includes *Update* news reports, sports commentary and, on Sundays, religious programming, *Meet the Press* and other information programs.

All existing NBC Radio network programming will continue. The only change, an official said, is that effective June 1, when NNIS starts, the transmission of programs other than news on the hour will be moved to the half-hour. The weekend feeds will also permit NNIS subscribers to have additional time for local programming within the 9 a.m. to noon and 9-10 p.m. NYT blocks each Sunday.

"NNIS will offer the flexibility enabling each subscribing station to provide its own local community news and in-

formation service." Mr. Thayer said. "Station managers, in the best tradition of local radio programming, will be able to continue their local involvement in public affairs, editorials, community relations, religious programs and locally oriented interviews—in short, whatever variety of community interests they believe should be served. The new service should benefit the listening public by bringing more news and information to many more communities, and in the process should strengthen the position and potential of many radio stations throughout the country."

Mr. Tornabene said that his "most pessimistic" forecast anticipates that more than 100 stations will subscribe to the new service, but that NNIS's goals are defined less by numbers of stations than in terms of projected audience—which he would not disclose. He said commercial rates had not been set.

News Council airs charges against NBC documentary

Margaret Mead testifies against segment of 'Weekend' on Samoa; dicker continues over IAS complaints over CBS News balance

Members of the National News Council last week heard an NBC News program on Samoa denounced by Margaret Mead, the anthropologist, as "grossly inaccurate and unfair—propaganda for giving Samoans their freedom whether they want it or not."

Dr. Mead, who said she was "offended by almost everything in the film," was joined in her criticism of it by Michael Bales, a retired official of the Department of Interior's Office of Territorial Affairs.

NBC had no representative at the

hearing, which was based on a complaint by John M. Haydon, former governor of American Samoa. Instead NBC sent word that NBC News is "interested in maintaining standards of fairness and objectivity" but "does not believe that any purpose is served by debating comments such as those made by Mr. Haydon except before the FCC, to which NBC as a licensee is accountable."

Mr. Bales told the council that "99% of Haydon's claims [against the Samoa film] are accurate, so far as I know." Several council members appeared to agree with him—and none to disagree—that the film seemed to have been "purposely slanted" against Mr. Haydon and the Samoan people.

The council took no immediate action on the complaint, however. Sources there said that, in line with council procedures, a copy of the transcript of last week's session would be sent to both NBC and Mr. Haydon with invitations to comment, and that the case would then come up for action at a subsequent meeting.

NBC, though it did not appear at the session, provided transcripts of the program and a video tape for viewing by the council. The program was an approximately 20-minute segment in the Oct. 19, 1974, launching of NBC-TV's new late-evening *Weekend* series.

In another case the council seemed on the verge of getting into the Institute for American Strategy's charges of bias against CBS News (*BROADCASTING*, Nov. 4, 1974, et seq.), perhaps in terms of the broadcast media's obligations to the public, but then decided to examine all of its options more closely.

The council, in an open meeting, instructed its staff to make "a careful study" of various ways in which the council might consider the IAS complaint. The staff presumably will report back at the council's next meeting, scheduled in April.

Some members objected that taking the



Gubernatorial roundtable. On the eve of their Jan. 23 meeting with President Ford in Washington to discuss economic problems of their states, six New England governors gathered for a regional telecast on the special New England network that was set up last summer (*Broadcasting*, June 24, 1974). The hour prime-time program was simulcast on WCVB-TV Boston; WJAR-TV Providence, R.I.; WMTW-TV Portland-Poland Springs, Me.; WABI-TV Bangor, Me.; WAGM-TV Presque Isle, Me.; WEZF-TV Burlington, Vt.; WFSB-TV Hartford, Conn., and WVOI-FM Martha's Vineyard, Mass. Clockwise, from moderator John Willis (back to camera): Governors Phillip Noel (R.I.), Thomas Salmon (Vt.), Meldrim Thomson Jr. (N.H.), Michael Dukakis (Mass.), Ella Grasso (Conn.) and James Longley (Me.).

A live panel discussion was also transmitted from Washington, 6-6:30 p.m., by WBZ-TV Boston to four other New England stations: WWLP-TV Springfield, Mass., WJAR-TV Providence, R.I., WCSH-TV Portland, Me., and WLBZ-TV Bangor, Me. Massachusetts' two U.S. senators, three New England governors and White House aide Michael Duval, addressed themselves to President Ford's oil tariff proposal and its critical effect on the Northeast, which depends on oil for heating fuel.

case in terms of broadcast media obligations would require the council to treat electronic media differently from print media.

Members seemed agreed that broadcast and print media are equally protected by the First Amendment, but Joan Ganz Cooney, for one, insisted that "the broadcast media are different" because they, unlike print media, are subject to regulation by the FCC and thus may be subject to a form of muzzling. Mrs. Cooney, who is president of the Children's Television Workshop, also expressed reservations lest council consideration of the complaint prejudice CBS's position before some government body.

IAS has refused to sign a waiver stipulating that if the council considers its complaint, it will not take the case to FCC or any other official body. The council sometimes requires such waivers and sometimes does not.

In this case, council sources said, CBS News President Richard S. Salant appeared before the council in a closed session last week and made what one council member called an "eloquent" argument for insistence on the waiver.

He said afterward he had told the council that, as a member of the task force that created the council, he felt a waiver was mandatory and that unless the council insisted on waivers in broadcast cases he felt they would get no cooperation from the broadcasters involved. He said he told the council he didn't know what CBS management would decide to do in absence of a waiver.

News at 9 on NBC-TV

It will be in minute snippets in prime time; Exxon is sponsoring

NBC-TV will insert a one-minute "news update" into its prime-time programing each night beginning this summer, NBC president Herbert S. Schlosser has announced. The capsules, to run at approximately 9 p.m. NYT, will update and highlight principal national stories and be aimed at the viewer who has not seen early evening news programs.

Initial sponsorship for the capsules will be exclusively by Exxon Corp., which will receive approximately 10 seconds for product identification, but will not air any commercial messages during the broadcasts. NBC would not reveal the cost of Exxon's sponsorship, which will apparently extend indefinitely, but local stations will be compensated for the 10-second ID's proportionate to sums they receive for longer announcements.

Emphasis of the capsules will be on national stories, with no mention of local affiliates' 11 o'clock coverage to be included. The network reports initial local reaction to the plan as very favorable, with affiliates apparently feeling that any news summary in prime time will help boost audiences for more detailed coverage at 11 p.m. NBC does plan to continue allowing its affiliates a 10-second teaser for local news at approximately 10 p.m.

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Maurice H. Zouary, President

Foster quits NCTA presidency as policy disputes divide board

He says he'll serve out present term ending May 31; board negotiator calls it 'exit while he's up'

David H. Foster, president of the National Cable Television Association, resigned last week, apparently because he felt that internal dissension within the association over policy could only make his position increasingly tenuous.

Mr. Foster informed the NCTA board of directors of his decision at its quarterly meeting last week in Atlanta after he was offered a new two-year contract. He told the 26-member board he would serve until the expiration of his contract May 31 and would announce his future plans after the NCTA annual convention, April 13-16. The new contract called for a salary of \$80,000 in the first year and \$85,000 in the second.

In a public statement, Mr. Foster said,



Foster



New NCTA officers. Last week at the quarterly meeting of the board of directors of the National Cable Television Association, Rex A. Bradley, president of Telecable Corp. of Norfolk, Va., was elected chairman of the association. Other new officers are Burt I. Harris of Harris Cable Corp., Los Angeles, vice chairman; Barry Zorthian of Time Inc., secretary; Alfred R. Stern of Warner Cable, treasurer.

"I have thoroughly enjoyed my tenure with NCTA and take considerable pride in the professional competence and enthusiasm of the staff and the accomplishments we have made over the past three years. However, I feel it is time for me to move on to other challenges."

Mr. Foster refused, later to elaborate on the statement, contending that "it speaks for itself." However, Amos B. Hostetter Jr. of Continental Cablevision, a member of the NCTA board committee handling contract negotiations with Mr. Foster, said, "It's hard to keep a power base in that kind of a leadership job with 26 strong-minded bosses."

Mr. Hostetter declined to cite specifics, but he said: "David has enough judgment to exit while he's up. It's the kind of job where everyone peaks after a year or a year and a half. Rather than go on for another two years of general erosion, he's getting out now. If he became totally passive, he could take direction from 26 bosses, but David is stronger than that."

As the leader of an association that includes large corporations as well as operations small enough to be run out of one-man offices, Mr. Foster was often under considerable pressure to hold it all together.

One of the most recent difficulties was the dispute within the industry over copyright payments. As the economy deteriorated over the past few months, several smaller members of the association have become strident dissidents from the official association policy in support of copyright legislation containing compul-

sory licensing for carriage of broadcast signals. The dissidents want no copyright liability for broadcast carriage.

A full airing of the views of the different factions was given at the NCTA board meeting last fall and the resulting debate led to the withdrawal of several cable systems from the association. NCTA has refused to release the figures on membership changes, but the resignations apparently were significant enough to cause a slight reduction in the association's anticipated income, from \$1.2 million currently to \$1.18 million for next year.

In other action at last week's board meeting, Rex H. Bradley of the Telecable Corp., Norfolk, Va., was elected chairman of the board for the coming year. Burt I. Harris of Harris Cable Corp., Los Angeles, was elected vice chairman; Barry Zorthian of Time Inc., was elected secretary, and Alfred R. Stern of Warner Cable Corp., New York, was elected treasurer.

The board also voted to reorganize the association's staff so that Stuart Feldstein becomes vice president for legal and governmental affairs, Charles S. Walsh becomes general counsel, John V. Kenny becomes director of government relations and Charles Lipson becomes vice president for congressional relations.

Cable Briefs

NARUC vs. FCC. National Association of Regulatory Utility Commissioners has gone to court over FCC's decision to preempt all nonfederal regulation of leased access channels. NARUC had sought FCC reconsideration of pre-emption, as expressed in its April 1974 clarification of cable rules, but commission turned association down. NARUC contends Communications Act gives to states right to regulate leased-access channels.

More time. FCC has granted requests of several cable groups to extend deadline for comments on carriage of sports programs. New deadline is March 3 with reply comments due March 17.

Picayune to buy. Wometco Enterprises, Inc., of Miami, has purchased Picayune (Miss.) Cablevision, Inc., serving 500 subscribers, and plans to expand system to pass another 1,200 homes.

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AM's encourage FCC to relax power rules

Commission proposal to change requirements for increases in day and night power draws favorable reviews and not a few suggestions to let daytimers expand hours of operation

Comments from more than 30 AM broadcasters generally praised the FCC's proposed rule amendments that would permit daytime and nighttime power increases for existing AM stations (BROADCASTING, Dec. 2, 1974). Their only criticism was that the proposals excluded class IV stations (those authorized to operate at 250 w at night on certain reserved frequencies).

The FCC, in its rulemaking, had suggested a relaxation of its minimum power requirements for class II and class III AM's, as long as power changes could be accomplished without weakening the commission's interference prohibitions. The rulemaking did not address allocation of new daytime stations, new unlimited-time stations or changes in frequency or nighttime operation by existing daytimers, but it invited comments on those issues.

Tri-State Broadcasting Co., licensee of WGTB(AM) Summerville, Ga., answered that invitation by urging the commission to allow existing daytimers to add nighttime operation, using their existing antenna system. Tri-State claimed that the present power requirements and the associated need to build a second antenna would be financially prohibitive for Tri-State to expand into evening broadcasting. Tri-State suggested that the FCC allow any daytimer to add nighttime service with its present antenna system, if the station can demonstrate it is "infeasible" to operate with a directional antenna and accommodate the minimum power requirements.

Tri-State also suggested that in cases where at least 25% of a daytimer's audience (those living within the station's interference-free area) had no other aural service or where no FM channels were available an AM could be allowed to expand its hours of service.

KBMR Radio Inc., licensee of KBMR(AM) Bismarck, N.D., also favored allowing daytimers to expand into nighttime service. KBMR noted the commission's "rebuttal in advance" to such an argument, however. The commission stated in its notice of the proposed rule amendments: "With regard to new nighttime operations, we have particularly expressed our concern that each new assignment, regardless of the degree of protection offered pursuant to the existing rules, adds to the degree of interference and contributes to an over-all deterioration in the nighttime service provided by existing stations."

KBMR opposed this FCC view, saying

stations in Canada and Mexico that share KBMR's frequency (1130 khz) continue to gain new nighttime authorizations with less stringent protection requirements than those for U.S. stations. KBMR said that if it were permitted to operate at night on its present frequency, which it shares with WNEW(AM) New York and KWKH(AM) Shreveport, La., then it could afford protection to those stations from deterioration due to interference from new full-time foreign stations.

Contemporary Media Inc., licensee of KIRL(AM) St. Charles, Mo., expressed the view that AM daytimers wanting to expand into nighttime service should be able to "shift" their operation over to an FM signal, provided for by FM drop-ins.

Nighttime service was seen in a slightly different form by Northwestern Indiana Radio Co., licensee of WNWI(AM) Valparaiso, Ind., which urged provisions be made for a "post-sunset authorization," similar to current pre-sunrise authorizations. Northwestern argued that without such an authorization, it cannot adequately serve its community at evening drive time during the winter months, when weather alerts are most important.

The theme of providing better service to the community was one voiced by many licensees that favored relaxation of the rules for granting power increases. As KPOP Radio Inc., licensee of KPOP(AM) Roseville, Calif., said, "... too much emphasis is put on city of license and not enough upon communities of service."

The only unhappy group of broadcasters to respond to the commission's proposals were class IV stations. Community Broadcasters Association, representing various class IV licensees, sought the inclusion of class IV stations in any relaxation of power requirements that might evolve and urged the FCC to grant a 1 kw nighttime power authorization to all class IV stations.

According to KBW Associates Inc., owner of KVSL(AM) Show Low, Ariz., class IV service is "head and shoulders" better in greater listener appeal than many more powerful AM's, but cannot always reach those people if limited to 250 w at night.

The FCC, in initiating the debate over power increases, noted that less stringent acceptability standards might necessitate a modification of the commission's "suburban policy" which requires suburban stations, whose 5mV/m daytime contour (the signal strength the FCC feels is necessary to provide a good primary signal over a city) penetrates much larger towns, to prove they are not intending to serve the larger city.

National Enterprises Inc., licensee of KDRY(AM) Alamo Heights, Tex., said it was "unrealistic and absurd" to rule out an application simply because the 5mV/m contour intersected another boundary.

Southwestern Broadcasters Inc., licensee of KBRN(AM) Brighton, Colo., commented that the character of the county it is licensed to serve has been "totally altered" by suburban sprawl from neighboring Denver. In order to serve that altered community, KBRN said, it

needs a power increase. KBRN feels that the only restriction to such a power increase should be to prohibit interference with other signals.

Circle Corp., licensee of WYYY(AM) Kalamazoo, Mich., is on the other side of the suburban issue. Circle also appreciates the need for a relaxation of AM station assignment rules, since it says, its position has deteriorated as population growth has shifted from the core city without the ability of WYYY to expand its power. But Circle wants to see the suburban policy maintained in its present form as a "deterrent to an opportunistic few from coming through the back door and penetrating a market to an extent unavailable to a designated licensee in that same market."

Delay on drops-ins

FCC sends staff back to redraft notice of inquiry on United Church-OTP rulemaking; it wants more background, more citizen-oriented questions

The FCC is postponing for a week or two final decision on issuing a notice of inquiry based on the Office of Telecommunications Policy study indicating that as many as 62 VHF channels could be added to television allocations for the top-100 markets ("Closed Circuit," Jan. 27). The commission has asked the staff to rework its draft of the notice.

The draft notice presented for the commission's consideration last week was considered too skimpy. Some commissioners wanted it fleshed out with some history to make clear that it had considered similar proposals long before OTP made its study. And several commissioners, including Abbott Washburn and Glen O. Robinson, wanted more specific questions included on which interested parties might comment—what service losses might result, what the impact would be on UHF, what consumer benefits could be expected from a drop-in.

Some of these questions, at least, were said to be designed to elicit comment from individuals. Some commissioners felt the draft inquiry, which simply asked for comment on OTP's conclusions, would have attracted comment only from sources with access to highly competent engineers.

The OTP study is before the commission in the form of a petition for rulemaking filed by the United Church of Christ. UCC suggests in its petition that the commission reserve a new noncommercial VHF channel in each community that does not have one but where one can be added and that, in every comparative hearing involving a drop-in, the commission should consider local ownership and minority participation in management (BROADCASTING, April 1, 1974).

The commission staff feels those considerations are premature. And, as one official said last week, "to the extent the notice says you have to show us the technical feasibility of the OTP plan, it indicates the staff has its doubts about the engineering feasibility."

OTP seeks ramrod unit for agency satellite

Seven other branches at D.C. meeting back idea of interagency committee

The White House Office of Telecommunications Policy is seeking to form an interagency committee to coordinate new uses of communication satellites similar to the health and education experiments on ATS-6, but the future of the effort hinges on whether Congress agrees to go along with President Ford's plan to phase out support for educational broadcast facilities.

OTP, which was excluded from the deliberations that led up to President Ford's decision (see page 66), held a meeting on Jan. 20 with representatives from seven other federal departments and agencies to review the ATS-6 program and discuss possible future actions.

According to a Jan. 31 OTP memo, the meeting participants agreed that an interagency committee should be established to coordinate federal support of the Public Service Satellite Consortium (BROADCASTING, Jan. 13) which is currently attempting to bring together a large group of colleges and other educational and health institutions to use a satellite for distribution of educational programming.

The financial viability of the PSSC, however, is dependent on an OTP-sponsored bill that would supplement the Educational Broadcast Facilities Act of 1962 by authorizing the Department of Health, Education and Welfare to subsidize schools and colleges that want to buy programming distributed by satellite and cable systems.

President Ford indicated last week that not only does he want to reduce expenditures for the current fiscal year for educational broadcast facilities from \$12 million to \$7 million, but that he also wants to phase out such spending.

The federal agencies which have been invited by OTP to participate in the interagency committee are the National Science Foundation, Housing and Urban Development, Justice, HEW, Commerce, Veterans Administration, and NASA.

FCC spotlights interference in display at hi-fi show

The problem of broadcast audio and video interference from competing electrical signals was the theme of the FCC's exhibit at the Washington High Fidelity Music Show, held there last weekend. The exhibit, a first for the commission at the annual show, was intended to educate both consumers and sound equipment manufacturers of the steadily worsening interference problem. (Last year, the commission received close to 42,000 consumer complaints regarding such interference.)

Visitors to the exhibit were shown the effects of various transmitted signals on radio and television equipment. Interference from electrical appliances, auto ig-

niton, fluorescent lights and simulated high and low power broadcast signals were demonstrated.

Jules Deitz, chief of special projects for the FCC's chief engineer's office and Rose Colella, FCC supervisory applications examiner, hosted the exhibit and were on hand to suggest methods of alleviating the problem. Mr. Deitz acknowledged however, that relief essentially depends on the manufacturer.

The Electronics Industries Association has already issued engineering bulletins noting design techniques to combat interference problems. Various components can be built into a system to anticipate interference from other signals, although, Mrs. Colella acknowledged, any cost increase to consumers is difficult to bear at this time.

But a solution is very much needed, Mrs. Colella warned, or otherwise situations similar to that which recently took place in Arlington, Va., may occur. There, a church's newly installed electronic organ picked up the radio communications of the nearby police station, interspersing religious music with patrolmen's conversations.

UHF missionaries spread word in D.C.

Block contingent touches all bases; says it will seek rulemaking on sets

Members of a newly formed trade association of UHF broadcasters last week toured Congress, the White House and the regulatory agencies in Washington seeking support for technical upgrading of television sets to permit better reception of UHF signals.

In its presentations before the FCC, Senate and House Commerce Committee members, the Federal Trade Commission and the White House Office of Telecommunications Policy, the Council for UHF Broadcasting called for improved tuners, antennas, lead-ins and splitters.

Richard C. Block, interim chairman of the council, indicated at the FCC presentation that the group would soon petition the commission for a rulemaking requiring set manufacturers to upgrade UHF tuners to a level comparable to European television sets where the permissible signal to noise ratio is 9 db. FCC rules now call for 14 db or better.

Commissioner Robert E. Lee said the FCC has done "everything possible" to persuade the manufacturers to improve picture quality, but they always pleaded that voluntary improvements would destroy competition because customers would buy cheaper sets. Mr. Block answered that the commission should "lean like an elephant" on the manufacturers.

ITA converter offers 525-to-625 exchange

The Independent Television Authority in Great Britain has developed two-way digital standards conversion equipment that permits the 525-line color picture

used on American and Japanese television to be converted readily to the 625-line picture used in most of the rest of the world, and vice versa.

Called DICE (Digital Intercontinental Conversion Equipment), the system will be manufactured by Marconi Communications Systems Ltd. Its immediate applications are with satellite relays between nations using different standards and to enable broadcasters in one nation to transmit programs recorded on different standards.

Analogue converters have been in use for a number of years, but digital techniques eliminate the need for careful alignment and adjustment and permit picture conversion without perceptible impairment.

Technical Briefs

In-house. Agreement in principle for Goldmark Communications Corp. to acquire Warner Communications Corp.'s 80% of its stock has been announced by Peter C. Goldmark, president of Goldmark Communications and owner of 20%. He said Goldmark Communications and its employees would then own 100% of company. Terms of projected deal not disclosed. GCC's assets have been estimated to exceed \$1 million. Company, started in January 1972 as Warner subsidiary, is said to have become self-sufficient.

Call from AMST. Special meeting of engineering committee of Association of Maximum Service Telecasters has been set for Feb. 20-21 by Clyde Haehnle, Avco Broadcasting Corp., Cincinnati, chairman of AMST engineering committee. To be held at AMST Washington headquarters, agenda will include discussion of general proposals for reducing FCC minimum mileage separation requirements for VHF stations and recent studies and reports concerning needs for UHF service to achieve technical parity with VHF service. Meeting will also explore studies about UHF mileage separation requirements and related home TV receiver technical characteristics.

Bonneville buys. Ampex Corp., Redwood City, Calif., announces \$1.1-million contract with Bonneville International Corp., Salt Lake City, to supply five AVR-2 video-tape recorders to KSTV Salt Lake City, and four AVR-2's plus four BC-230B cameras to KIRO-TV Seattle.

Enjoined. CCA Electronics Corp., Gloucester, N.J., has obtained temporary injunction in state superior court against group of former employes who formed CSI Electronics Corp., blocking them from competing with CCA. Court order also forbids their disclosing, using or dealing with confidential information of CCA, or interfering with contractual relationships of CCA and its employes, dealers and customers. CCA has been in financial difficulty, but firm has obtained loan commitments and deferments on existing loan payments under plan announced several weeks ago (BROADCASTING, Jan. 20).

McKinnon stands back of gospel in San Diego

KSON-FM will try to prove format can make it in a major market; history of AM's success with C&W bolsters station's, Blair's confidence

In one of the larger risks to be taken in radio-format changes, KSON-FM San Diego will start an all-gospel format Feb. 23. Gospel music is currently receiving no major-market format attention, and KSON-FM will find itself in the position of having to convince listeners and sponsors simultaneously.

Not that Dan McKinnon, owner of KSON-FM and its AM counterpart, KSON, there, hasn't been in a similar position before. Twelve years ago KSON was among the first major-market stations to experiment with a country format and was, in Mr. McKinnon's words, "the first country-and-western station to crack the big national accounts." Looking back, he says: "I think gospel is where country was 10 years ago"—and has similar potentials.

KSON-FM's playlist will, by necessity, be mostly album cuts, at least at the outset. While his staff will have upwards of 7,000 musical selections to work with, almost none are singles—record labels simply don't make them. However, Mr. McKinnon is confident that if the format is a success and is copied elsewhere, gospel singles will become commonplace. For San Diego audiences, the new format will bring exposure to a variety of labels hitherto absent from most playlists: labels with names such as Canaan, Myrrh, Heart Warming, Impact, Light, Word, Truth, Tempo, and Chapel. Most of these albums are available only in bible bookstores, but representatives will be meeting with record-store owners in San Diego later this month to arrange for stock to be on their racks when KSON-FM's format change takes effect.

Part of the trailblazing the station has had to do has involved research. No one, so far, has a clear statistical picture of who would listen to a gospel station in San Diego or in any other city. Mr. McKinnon's initial efforts in this area have involved surveying audiences at gospel concerts in and around San Diego. That research, from a radio demographic point of view, has been highly positive. Income averages among those audiences were in the \$14,000 range; their occupations were mostly professional or technical; over one-third held college degrees; and only 7-8% did not have high school diplomas. Perhaps most promising for Mr. McKinnon was evidence that those concert goers listened to a variety of radio formats at home. KSON-FM will apparently not be drawing heavily on listeners already tuned to its AM country counterpart. The most repeated comment among those surveyed was a desire to

learn artist names and song titles of music heard at gospel concerts—a hopeful sign both for KSON-FM and for record labels.

The task of selling gospel to advertisers has already begun. Mr. McKinnon believes his gospel listeners "will be the most loyal audience, bar none, on radio," contrasting with the rock audience that the station's previous format was unable to hold. Blair Radio, the station's national rep, will be in San Diego later this month to devise sales strategies for Mr. McKinnon, who did much of his own rep work when KSON went country. A new air staff led by music chief Scott Campbell will bow with the format, which will feature no religious message aside from the music itself. Common programming techniques, such as featuring more upbeat music in drive periods and aiming for female listeners in midday, will be carried over into gospel.

Mr. McKinnon has already found many willing allies in record companies and in the Nashville-based Gospel Music Association. If all-gospel works for KSON-FM, stations looking for a change of format across the country may join that list.

Extras. *The following new releases, listed alphabetically by title, are making a mark in BROADCASTING'S "Playlist" reporting below the first 75:*

- BUTTER BOY, Fanny (Casablanca).
- CHANGES, Loggins & Messina (Columbia).
- DON'T TAKE YOUR LOVE FROM ME, Manhattans (Columbia).
- EMMA, Hot Chocolate (Big Tree).
- EMOTION, Helen Reddy (Capitol).
- HEY WON'T YOU PLAY ANOTHER SOMEBODY DONE SOMEBODY WRONG SONG, B. J. Thomas (ABC/Dunhill).
- I GET LIFTED, George McCrae (TK Records).
- I WON'T LAST A DAY WITHOUT YOU/LET ME BE THE ONE, Al Wilson (Rocky Road).
- I'LL STILL LOVE YOU, Jim Weatherly (Buddah).
- I'VE BEEN THIS WAY BEFORE, Neil Diamond (Columbia).

Tracking the 'Playlist.' Continued powerful showings by Barry Manilow and the Carpenters cap a week in which 14 of the top 20 improve on last week's positions, several in large jumps rare in the upper reaches of the "Playlist." The Eagles, Linda Ronstadt and the Average White Band continue their climb, and singles from the Doobie Brothers and Styx make their first top-10 appearances. It is within the second 10, however, that the most impressive moves are made: Grand Funk's *Some Kind of Wonderful* moves from 20 to 11; America once again shows strong MOR and pop appeal and moves to a bolted 13; Frankie Valli's *My Eyes Adored You*, also an MOR hit, rises to 16; Olivia Newton-John climbs to a bolted 18 with *Have You Never Been Mellow*, and Labelle's *Lady Marmalade* continues to be the hottest R&B release of recent weeks, soaring to 20 in only its third week on the chart. Along with Labelle's single, the B.T. Express's *Express* remains the disco favorite of the hour, climbing to a bolted 30 in its second week. Sugarloaf's *Don't Call Us, We'll Call You*, at 34, is returning that group to top-charted status after a six-year absence. And contemporary audiences continue to learn about Phoebe Snow, whose *Poetry Man* is bolted again this week, at 41. David Gate's lush *Never Let Her Go* is bolted at 45. The week's largest gain is made by Elvis Presley, in the midst of yet another resurgence of popularity, whose *My Boy* moves from 70 to 48. *Shame, Shame, Shame* from Shirley and Company is also bolted, at 54. Strongest among new additions to the "Playlist" are Minnie Riperton's *Lovin' You*, bolted at 51, and Ringo Starr's latest release from *Goodnight Vienna*, entitled *The No No Song*, bolted at 58.

Breaking In

The South's Gonna Do It—Charlie Daniels Band (Kama Sutra) — Pop music's most self-conscious sub-group may be the rapidly growing Southern rock movement: Lynyrd Skynyrd's *Sweet Home Alabama* of last year paid tribute to Southern rockers and sniped at Northern detractors like Neil Young, and this second charted release from Mr. Daniels carries the practice even further. He had good success in 1973 with a lengthy hippie-vs.-redneck saga entitled *Uneasy Rider*, and with this single turns his attention to an encyclopedic listing of every major name in Southern rock. The point, set forth in a style which blends a steady rock beat with elements of country swing, is that Southern performers have arrived, and collectively they should do for Mr. Daniels what black stars did for Spider Turner's *Stand By Me* and Arthur Conley's *Sweet Soul Music* in the late sixties. Stations adding *The South's Gonna Do It* include WQXI(AM) Atlanta, WCOL(AM) Columbus, Ohio, WCFL(AM) Chicago, WHBQ(AM) Memphis and KOIL(AM) Omaha.

Lovin' You—Minnie Riperton (Epic) — Minnie Riperton is the latest success among a group of agile-voiced singers who are pleasing audiences in a range of formats, a group which includes RCA's Cleo Laine and Warner Brother's Linda Lewis. Here she applies her multi-octave range to a restrained, lightly orchestrated ballad quite out of the mainstream of female vocal material. Stations already convinced of its audience appeal include WFIL(AM) Philadelphia, WXLO(FM) New York, WSAI(AM) Cincinnati and WKDA-FM Nashville.

The Broadcasting Playlist™ Feb 10

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

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	Mandy (3:15) Barry Manilow—Arista	1	1	1	1
2	2	Please Mr. Postman (2:48) Carpenters—A&M	2	2	2	2
5	3	Best of My Love (3:25) Eagles—Asylum	3	4	3	3
7	4	You're No Good (3:35) Linda Ronstadt—Capitol	4	3	7	4
4	5	Laughter in the Rain (2:50) Neil Sedaka—Rocket	5	7	5	11
10	6	Pick Up the Pieces (3:00) Average White Band—Atlantic	7	9	4	5
8	7	Doctor's Orders (2:56) Carol Douglas—RCA	8	6	8	6
3	8	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	6	12	6	8
12	9	Black Water (3:53) Doobie Brothers—Warner Brothers	9	5	12	9
14	10	Lady (2:58) Styx—Wooden Nickel	10	8	9	7
20	11	Some Kind of Wonderful (3:16) Grand Funk—Capitol	12	13	13	10
6	12	Kung Fu Fighting (3:18) Carl Douglas—20th Century	16	11	11	12
26	▲13	Lonely People (2:27) America—Warner Brothers	14	15	14	13
17	14	Fire (3:12) Ohio Players—Mercury	13	19	10	14
9	15	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	15	10	15	15
23	16	My Eyes Adored You (3:28) Frankie Valli—Private Stock	11	14	16	18
18	17	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	17	16	19	21
30	▲18	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	20	20	17	20
22	19	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	22	21	20	16
41	▲20	Lady Marmalade (3:57) Labelle—Epic	21	28	18	19
27	21	Sweet Surrender (2:50) John Denver—RCA	19	18	24	25
16	22	Boogie on Reggae Woman (4:05) Stevie Wonder—Tania	23	22	22	22
19	23	You're the First, the Last, My Everything (3:25) Barry White—20th Century	18	24	23	23
28	24	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	32	26	21	17
21	25	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	26	17	25	24
11	26	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	25	23	26	27
15	27	Cats in the Hat (3:29) Harry Chapin—Elektra	24	25	27	26
13	28	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	29	27	29	28
36	29	I'm a Woman (3:26) Maria Muldaur—Warner Brothers	27	29	30	33
40	▲30	Express (3:25) B. T. Express—Roadshow	31	38	28	29
29	31	I Can Help (2:57) Billy Swan—Monument	33	30	32	31
32	32	Sally G (3:25) Paul McCartney & Wings—Apple	30	31	36	32
33	33	Look in My Eyes Pretty Woman (3:40) Tony Orlando & Dawn—Arista	28	34	35	36
42	34	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	37	35	33	30
31	35	Junior's Farm (4:20) Paul McCartney & Wings—Apple	36	36	31	37
39	36	#9 Dream (2:58) John Lennon—Apple	34	40	34	34
25	37	Angle Baby (3:29) Helen Reddy—Capitol	38	32	43	35
35	38	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	35	37	37	40
38	39	Big Yellow Taxi (3:10) Joni Mitchell—Asylum	39	33	39	38
43	40	Nightingale (3:32) Carole King—Ode	40	41	38	41

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
51	▲41	Poetry Man (3:15) Phoebe Snow—Shelter	42	45	41	43
44	42	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	49	46	40	42
45	43	You Are So Beautiful (2:39) Joe Cocker—A&M	45	49	44	48
53	44	Movin' On (3:21) Bad Company—Swan Song	52	53	41	39
56	▲45	Never Let Her Go (2:58) David Gates—Elektra	43	48	47	55
34	46	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	47	43	53	45
47	47	Ready (3:14) Cat Stevens—A&M	51	44	49	44
70	▲48	My Boy (3:25) Elvis Presley—RCA	46	47	48	50
54	49	I Fought the Law (2:15) Sam Neely—A&M	44	51	45	57
58	50	To the Door of the Sun (3:20) Al Martino—Capitol	41	52	56	47
—	▲51	Lovin' You (3:20) Minnie Riperton—Epic	55	39	59	46
57	52	Please Mr. President (3:37) Paula Webb—Westbound	53	50	61	49
24	53	Only You (3:16) Ringo Starr—Apple	67	42	55	56
72	▲54	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	59	55	50	51
60	55	Up in a Puff of Smoke (3:20) Polly Brown—GTO	54	57	46	53
49	56	Changes (2:32) David Bowie—RCA	56	58	52	52
66	57	Sad Sweet Dreamer (3:10) Sweet Sensation—Fye	50	56	60	65
—	▲58	The No-No Song (2:30) Ringo Starr—Apple	60	60	51	54
46	59	Ride 'Em Cowboy (3:52) Paul Davis—Bang	48	54	70	79
61	60	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	58	63	58	62
50	61	Free Bird (4:41) Lynyrd Skynyrd—MCA	68	72	54	58
52	62	Struttin' (2:38) Billy Preston—A&M	66	64	57	59
55	63	When a Child Is Born (3:29) Michael Holm—Mercury	64	61	65	61
69	64	I Belong to You (3:12) Love Unlimited—20th Century	61	59	73	64
67	65	Your Bulldog Drinks Champagne (3:29) Jim Stafford—MGM	57	62	67	78
62	66	Ain't That Peculiar (2:45) Diamond Reo—Big Tree	75	68	62	60
74	67	Part of the Plan (3:18) Dan Fogelberg—Epic	65	67	63	67
48	68	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	62	65	66	66
65	69	Thanks for the Smiles (2:35) Charlie Ross—Big Tree	63	69	64	72
75	70	Future Shock (3:14) Hello People—ABC/Dunhill	72	66	74	70
—	71	Good Times Rock 'n Roll (2:40) Flash Cadillac—Private Stock	* 70	69	69	
73	72	The Entertainer (3:05) Billy Joel—Columbia	70	75	* 73	
71	73	I Am Love (5:30) Jackson Five—Motown	74	73	* 70	
—	74	Chevy Van (2:54) Sammy Johns—GRC	69	* 75		
—	75	Ding Dong Ding Dong (3:12) George Harrison—Apple	* 74	72	68	

Alphabetical list (with this week's over-all rank): Ain't That Peculiar (66), Angle Baby (37), Best of My Love (3), Big Yellow Taxi (39), Black Water (9), Boogie on Reggae Woman (22), Bungle in the Jungle (25), Can't Get It Out of My Head (42), Cats in the Hat (27), Changes (56), Chevy Van (74), Ding Dong Ding Dong (75), Do It Till You're Satisfied (60), Doctor's Orders (7), Don't Call Us, We'll Call You (34), The Entertainer (72), Express (30), Fire (14), Free Bird (61), Future Shock (70), Get Dancin' (19), Good Times Rock 'n Roll (71), Have You Never Been Mellow (18), I Am Love (73), I Belong to You (64), I Can Help (31), I Fought the Law (49), I'm a Woman (29), Junior's Farm (35), Kung Fu Fighting (12), Lady (10), Lady Marmalade (20), Laughter in the Rain (5), Lonely People (13), Look in My Eyes Pretty Woman (33), Lovin' You (51), Lucy in the Sky with Diamonds (8), Mandy (1), Morning Side of the Mountain (26), Movin' On (44), My Boy (48), My Eyes Adored You (16), My Melody of Love (46), Never Can Say Goodbye (15), Never Let Her Go (45), Nightingale (40), The No-No Song (58), #9 Dream (36), One Man Woman, One Woman Man (17), Only You (53), Part of the Plan (67), Pick Up the Pieces (6), Please Mr. Postman (2), Please Mr. President (52), Poetry Man (41), Ready (47), Ride 'Em Cowboy (59), Rock & Roll (I Gave You the Best Years of My Life (38), Roll on Down the Highway (24), Sad Sweet Dreamer (57), Sally G (32), Shame, Shame, Shame (54), Some Kind of Wonderful (11), Struttin' (62), Sweet Surrender (21), Thanks for the Smiles (69), To the Door of the Sun (50), Up in a Puff of Smoke (55), When Will I See You Again (28), When a Child Is Born (63), You Are So Beautiful (43), You Ain't Seen Nothin' Yet (68), You're No Good (4), You're the First, the Last, My Everything (23), Your Bulldog Drinks Champagne (65).

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

Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell	3 mo. 12/29	3,309,000	- 0.4%	46,000	- 58.2%	.04	3,321,000	110,000	.08
Cox Cable Communications	year 12/31	23,233,468	+ 27.5%	2,121,324	+ 13.1%	.60	18,227,583	1,876,817	.53
Kaiser Industries	year 12/31	1,097,008,000	+ 0.2%	34,993,000	- 22.6%	1.22	903,054,000 ¹	45,121,000	1.60
Liberty Corp.	year 12/31	14,907,000	- 4.0%	12,916,000	- 20.8%	1.87	15,517,000	16,315,000	2.34
Meredith Corp.	6 mo. 12/31	79,597,000	+ 11.7%	3,640,000	+ 22.2%	1.22	71,247,000	2,979,000	1.03
RCA	year 12/31	4,626,900,000	+ 8.1%	113,300,000	- 38.3%	1.45	4,280,700,000	183,700,000	2.39
Rollins Inc.	6 mo. 12/31	105,293,918	+ 16.6%	7,145,313	+ 15.3%	.53	90,273,012	6,197,959	.47
UA-Columbia Cablevision	3 mo. 12/31	3,752,000	+ 19.2%	310,000	+ 63.2%	.18	3,147,000	190,000	.11
United Cable Television Corp.	6 mo. 11/30	5,449,000	+ 23.1%	18,000	- 88.3%	.01	4,427,000	154,000	.08

¹ Restated to reflect consolidation of 58%-owned Kaiser Steel Corp.

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Feb. 5	Closing Wed. Jan. 29	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ARC	ARC	N	18 3/4	19	- 1/4	- 1.31	28 3/8	12 3/8	6	17,186	322,237
CAPITAL CITIES	CCB	N	30	27 1/4	+ 2 3/4	+ 10.09	39 1/4	19 1/2	11	7,164	214,920
CBS	CRS	N	36 3/4	36 3/4	.00	40	25	10	28,092	1,032,381	
CONCERT NETWORK*	O		1/8	1/8	.00	7/8	1/8		2,200	275	
COX	COX	N	15 1/8	14 3/4	+ 3/8	+ 2.54	19 3/8	9 3/8	8	5,831	88,193
GROSS TELECASTING	GGG	A	8 5/8	8 1/8	+ 1/2	+ 6.15	13 5/8	6 3/8	6	800	6,900
LIN	LINB	O	5 1/8	4 1/8	+ 1	+ 24.24	6 3/4	2	5	2,297	11,772
MOONEY*	MOON	O	1 5/8	1 5/8	.00	3 5/8	1		4	385	625
RAHALL	RAHL	O	3 1/8	3 1/4	- 1/8	- 3.84	6	1 3/4	7	1,297	4,053
SCRIPPS-HOWARD	SCRP	O	17 1/2	17 1/2	.00	17 1/2	13 1/2	7	2,589	45,307	
STARR	SRG	M	4 1/4	4	+ 1/4	+ 6.25	9	3 1/4	4	1,096	4,658
STORER	SBK	N	15 1/8	14 7/8	+ 1/4	+ 1.68	17 3/8	10 7/8	5	4,725	71,465
TAFT	TFB	N	16 7/8	17 1/4	- 3/8	- 2.17	23 3/8	10 3/4	5	4,011	67,685
WOODS COMM.*	O		1/2	1/2	.00	1	1/4	4	292	146	
TOTAL									77,965	1,870,617	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 1/4	1	+ 1/4	+ 25.00	2 1/2	3/4	5	1,259	1,573
AVCO	AV	N	4 1/8	4 3/8	- 1/4	- 5.71	8 7/8	2 1/8	11	11,481	47,359
BARTELL MEDIA	BMC	A	1 1/2	1 5/8	- 1/8	- 7.69	2 3/8	5/8	2	2,257	3,385
JOHN BLAIR	BJ	N	5	4 7/8	+ 1/8	+ 2.56	7 1/2	3 1/2	5	2,403	12,015
CAMPDOWN IND.**	O		1/8	1/8	.00	7/8	1/8	2	1,138	142	
CHRIS-CRAFT	CCN	N	2 1/2	2 7/8	- 3/8	- 13.04	4 1/4	1 1/2	6	4,162	10,405
COMBINED COMM.**	CCA	A	5 1/8	5 1/8	.00	13	5 1/8	3	4,603	23,590	
COWLES	CWL	N	6 3/8	5 5/8	+ 3/4	+ 13.33	7 1/8	3 7/8	8	3,969	25,302
DUN & BRADSTREET	ONB	N	24	23 7/8	+ 1/8	+ .52	36	14 5/8	16	26,555	637,320
FAIRCHILD IND.	FEN	N	5 1/2	5 5/8	- 1/8	- 2.22	6 3/4	3 3/4	7	4,550	25,025
FUQUA	FQA	N	5 3/8	5 1/8	+ 1/4	+ 4.87	10 3/4	3 1/8	5	7,273	39,092
GANNETT CO.	GCI	N	29 1/2	27 1/2	+ 2	+ 7.27	38 1/4	20 1/2	19	21,080	621,860
GENERAL TIRE	GY	N	13 3/8	13 5/8	- 1/4	- 1.83	18 1/4	10 1/4	4	21,096	282,159
GLOBETROTTER	GLBTA	O	1 1/4	1 1/4	.00	4 3/4	7/8	3	2,731	3,413	
GRAY COMMUN.*	O		6	6	.00	8 1/2	5	4	4,75	2,850	
HARTE-HANKS	HHN	N	10	8	+ 2	+ 25.00	14 1/4	6	7	4,340	43,400
JEFFERSON-PILOT	JP	N	32 1/2	30 1/4	+ 2 1/4	+ 7.43	38 1/4	20 1/2	14	24,188	786,110
KAISER INDUSTRIES*	KI	A	6 3/8	6 1/2	- 1/8	- 1.92	8 1/2	4 1/4	3	27,487	175,229
KANSAS STATE NET.*	KSN	O	3 7/8	3 7/8	.00	3 7/8	2 3/4	7	1,741	6,746	
KINGSTIP	KTP	A	3	3	.00	6 3/4	1 1/2	9	1,154	3,462	
LAMB COMMUN.***	P		1 1/4	1 1/4	.00	1 1/4	1 1/8	25	475	593	
LEE ENTERPRISES	LNT	A	14	13 5/8	+ 3/8	+ 2.75	16 1/4	10 3/4	8	3,352	46,928
LIBERTY	LC	N	9 7/8	9 7/8	.00	15 5/8	7 1/8	4	6,632	65,491	
MCGRAW-HILL	MHP	N	8 3/8	8 1/8	+ 1/4	+ 3.07	9	5 1/2	7	23,291	195,062
MEDIA GENERAL	MEG	A	24 1/8	22 3/4	+ 1 3/8	+ 6.04	26 1/2	15 1/2	11	3,552	85,692
MEREDITH	MDP	N	9 5/8	9 5/8	.00	11 3/8	8	4	2,978	28,663	
METROMEDIA	MET	N	7 7/8	7 3/4	+ 1/8	+ 1.61	10 5/8	4 1/2	7	6,447	50,770
MULTIMEDIA	MMED	O	11 1/4	10 1/2	+ 3/4	+ 7.14	14 1/4	8 3/4	7	4,388	49,365
NEW YORK TIMES CO.	NYKA	A	9 7/8	10	- 1/8	- 1.25	13 3/4	6 7/8	6	10,231	101,031
OUTLET CO.	OTU	N	9 1/4	9 1/2	- 1/4	- 2.63	10	7	4	1,379	12,755
POST CORP.	POST	O	6	7 1/4	- 1 1/4	- 17.24	16 1/2	4 3/4	4	882	5,292
PSA	PSA	N	5 1/2	5 1/2	.00	10	3 3/4	6	3,181	17,495	
REEVES TELECOM	RBT	A	1 1/8	1 1/8	.00	1 3/4	5/8	19	2,376	2,673	
RIDDER PUBLICATIONS	RPI	N	10 1/2	10 1/2	.00	16 5/8	9 1/4	7	8,305	87,202	
ROLLINS	ROL	N	13 7/8	13 1/2	+ 3/8	+ 2.77	19 3/4	6 1/2	11	13,341	185,106
RUST CRAFT	RUS	A	6 1/4	6	+ 1/4	+ 4.16	10 1/4	5 1/8	5	2,341	14,631
SAN JUAN RACING	SJR	N	9 1/2	8 3/4	+ 3/4	+ 8.57	13 3/8	5 1/2	7	2,509	23,835
SCHERING-PLOUGH	SGP	N	54 3/8	52 3/4	+ 1 5/8	+ 3.08	74 3/8	44 3/4	25	53,823	2,926,625
SONDERLING	SDB	A	6	5 5/8	+ 3/8	+ 6.66	10	3 1/2	4	747	4,482
TECHNICAL OPERATIONS	TO	A	5	3 5/8	+ 1 3/8	+ 37.93	6 3/4	2 3/8	5	1,344	6,720
TIMES MIRROR CO.	TMC	N	14 5/8	14 1/4	+ 3/8	+ 2.63	17 5/8	9 1/4	8	31,385	459,005
WASHINGTON POST CO.	WPO	A	20 3/4	20 3/8	+ 3/8	+ 1.84	24 3/8	14 3/4	7	4,750	98,562
WOMETCO	WOM	N	8	8 1/4	- 1/4	- 3.03	10 1/4	6 1/4	6	5,985	47,880
TOTAL									367,636	7,266,295	

	Stock symbol	Exch.	Closing Wed. Feb. 5	Closing Wed. Jan. 29	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
							High	Low			
Cablecasting											
AMECO**	ACO	D	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	D	3/4	7/8	- 1/8	- 14.28	2 1/8	1/2	2	1,672	1,254
AMERICAN TV & COMM.	AMTV	D	9 1/2	9 3/4	- 1/4	- 2.56	19 1/4	5 1/2	19	3,292	31,274
ATHENA COMM.**		D	1/8	1/8		.00	1 1/4	1/8		2,374	296
BURNUP & SIMS	BSIM	D	5	5		.00	24 1/8	2 1/2	6	7,933	39,665
CABLECOM-GENERAL	CCG	A	3 1/2	2 3/4	+ 3/4	+ 27.27	4 1/2	1 1/2	13	2,560	8,960
CABLE FUNDING*	CFUN	D	6	6 1/2	- 1/2	- 7.69	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.++		D	1/4	1/4		.00	1 1/4	1/4	1	663	165
CITIZENS FIN.**	CPN	A	1 3/4	1 3/8	+ 3/8	+ 27.27	4 1/4	7/8	1	2,697	4,719
COMCAST*		D	1 3/4	1 1/2	+ 1/4	+ 16.66	2 1/2	3/4	7	1,705	2,983
COMMUNICATIONS PROP.	COMU	O	1 1/4	1 3/8	- 1/8	- 9.09	3 3/8	1	25	4,761	5,951
COX CABLE	CXC	A	8 1/8	6	+ 2 1/8	+ 35.41	15 1/4	3 3/4	14	3,560	28,925
ENTRON*	ENT	D	1/2	1/2		.00	7/8	3/8	4	1,358	679
GENERAL INSTRUMENT	GRL	N	8 1/4	7 1/2	+ 3/4	+ 10.00	17 1/8	5/8	4	7,060	58,245
GENERAL TV*		O	3/8	3/8		.00	1 1/2	3/8	19	1,000	375
SCIENTIFIC-ATLANTA	SFA	A	7 3/8	7 1/8	+ 1/4	+ 3.50	9 1/2	4	7	963	7,102
TELE-COMMUNICATION	TCOM	O	2 1/4	2	+ 1/4	+ 12.50	5 3/4	7/8	1	5,181	11,657
TELEPROMPTER	TP	N	4 1/8	3 1/4	+ 7/8	+ 26.92	8 1/4	1 3/8	2	16,013	66,053
TIME INC.	TL	N	30 1/2	30 3/4	- 1/4	- .81	40 1/4	24 7/8	6	9,957	303,688
TOCOM*	TOCM	O	2 1/8	2	+ 1/8	+ 6.25	4 7/8	1 3/4	5	634	1,347
UA-COLUMBIA CABLE	UACC	D	6 1/8	5 5/8	+ 1/2	+ 8.88	6 1/8	3 3/4	10	1,795	10,994
UNITED CABLE TV CORP	UCTV	O	1 3/4	1 3/8	+ 3/8	+ 27.27	4 5/8	1/4	15	1,879	3,288
VIACOM	VIA	N	5	4 1/4	+ 3/4	+ 17.64	7 1/2	2 5/8	7	3,850	19,250
VIKOA**	VIK	A	1 3/4	1 1/8	+ 5/8	+ 55.55	4	1/2	2	2,534	4,434
TOTAL										85,762	618,330
Programming											
COLUMBIA PICTURES	CPS	N	4 1/4	4	+ 1/4	+ 6.25	4 3/4	1 5/8	18	6,748	28,679
DISNEY	OIS	N	31 3/8	29 1/2	+ 1 7/8	+ 6.35	54 1/2	18 3/4	19	29,738	933,029
FILMWAYS	FWY	A	3 7/8	3 5/8	+ 1/4	+ 6.89	6	2 1/8	5	1,812	7,021
FOUR STAR			1/8	1/8		.00	1 3/8	1/8		666	83
GULF + WESTERN	GW	N	27 1/8	26 7/8	+ 1/4	+ .93	29 1/8	18 3/8	4	15,553	421,875
MCA	MCA	N	33	33 3/8	- 3/8	- 1.12	33 3/8	19 1/4	6	8,465	279,345
MGM	MGM	N	25 1/2	26 3/4	- 1 1/4	- 4.67	26 3/4	9 1/4	6	5,854	149,277
TELE-TAPE**		O	1/4	1/8	+ 1/8	+ 100.00	3/4	1/8		2,190	547
TELETRONICS INTL.*		D	1 7/8	1 5/8	+ 1/4	+ 15.38	4 1/8	1 1/4	4	943	1,768
TRANSAMERICA	TA	N	7 5/8	8	- 3/8	- 4.68	10 3/8	5 1/2	8	65,025	495,815
20TH CENTURY-FOX	TF	N	7 3/8	7 1/2	- 1/8	- 1.66	9 1/8	4 1/2	19	7,532	55,548
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	12	11 1/8	+ 7/8	+ 7.86	18 1/2	6 7/8	4	16,317	195,804
WRATHER	WCO	A	3 1/4	2 3/4	+ 1/2	+ 18.18	8 1/8	1 1/4	41	2,229	7,244
TOTAL										167,539	2,577,151
Service											
B8DD INC.		D	13 1/2	13 3/4	- 1/4	- 1.81	14 1/4	10	6	2,513	33,925
COMSAT	CO	N	33 3/4	32	+ 1 3/4	+ 5.46	40 3/8	23 3/4	8	10,000	337,500
CREATIVE MGMT.++	CMA	A	5 7/8	5 7/8		.00	7 1/4	3	6	1,016	5,969
DOYLE DANE BERNBACH	DOYL	O	6 3/4	7 1/8	- 3/8	- 5.26	11 1/2	5 5/8	4	1,796	12,123
ELKINS INSTITUTE**	ELKN	D	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	6 3/4	6 7/8	- 1/8	- 1.81	11 1/4	5 3/8	5	2,046	13,810
GREY ADVERTISING	GREY	O	6 5/8	6 1/4	+ 3/8	+ 6.00	8 3/8	5 5/8	3	1,255	8,314
INTERPUBLIC GROUP	IPG	N	10 3/4	11	- 1/4	- 2.27	13	8 1/8	4	2,319	24,929
MARVIN JOSEPHSON*	MRVN	D	6 1/2	6 1/4	+ 1/4	+ 4.00	8 1/2	3 1/4	4	802	5,213
MCI COMMUNICATIONS	MCIC	D	2 1/2	2 3/4	- 1/4	- 9.09	6 1/2	1		13,309	33,272
MOVIELAB	MOV	A	7/8	1	- 1/8	- 12.50	1 5/8	1 1/2	5	1,407	1,231
MPD VIDEOTRONICS	MPO	A	1 5/8	1 1/8	+ 1/2	+ 44.44	2 5/8	1		539	875
NEEDHAM, HARPER	NDHMA	O	5	5		.00	7 1/2	3 5/8	3	918	4,590
A. C. NIELSEN	NIELB	O	15 3/8	13 5/8	+ 1 3/4	+ 12.84	28	7 3/8	15	10,598	162,944
OGILVY & MATHER	OGIL	D	14 3/4	12 3/4	+ 2	+ 15.68	17 1/4	10	5	1,807	26,653
J. WALTER THOMPSON	JWT	N	6 1/8	6	+ 1/8	+ 2.08	12	4 1/4	18	2,624	16,072
UNIVERSAL COMM.***		D	1/8	1/8		.00	3/4	1/8		715	89
TOTAL										55,561	687,746
Electronics											
AMPEX	APX	N	4 3/8	3 3/8	+ 1	+ 29.62	4 7/8	2 1/4	4	10,885	47,621
CCA ELECTRONICS*	CCAE	D	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC++	CEC	A	1 5/8	1 5/8		.00	2 1/8	1	7	2,324	3,776
COHU, INC.	COH	A	2 1/8	1 7/8	+ 1/4	+ 13.33	3 7/8	1 1/4	9	1,619	3,440
CONRAC	CAX	N	15 5/8	15 5/8		.00	21	10	7	1,261	19,703
GENERAL ELECTRIC	GE	N	39 3/4	39 1/8	+ 5/8	+ 1.59	65	30	12	181,988	7,234,023
HARRIS CORP.	HRS	N	18 1/4	17 1/2	+ 3/4	+ 4.28	33 1/2	13 1/8	6	6,204	113,223
INTERNATIONAL VIDED	IVCP	D	2 1/4	1 3/4	+ 1/2	+ 28.57	7 1/2	1 1/4	28	2,730	6,142
MAGNAVOX	MAG	N	6 1/8	5	+ 1 1/8	+ 22.50	9 7/8	3 3/4	18	17,799	109,018
3M	MMM	N	49 5/8	46 3/8	+ 3 1/4	+ 7.00	80 1/2	44 1/8	18	113,729	5,643,801
MOTOROLA	MDT	N	44	40 1/4	+ 3 3/4	+ 9.31	61 7/8	34 1/8	14	28,053	1,234,332
DAK INDUSTRIES	DEN	N	9 1/8	7 3/4	+ 1 3/8	+ 17.74	12 7/8	5 1/4	3	1,639	14,955
RCA	RCA	N	13 7/8	13 1/4	+ 5/8	+ 4.71	21 1/2	9 7/8	7	74,463	1,033,174
ROCKWELL INTL.	RDK	N	20 3/8	20 7/8	- 1/2	- 2.39	28 3/8	18 3/8	5	30,768	626,898
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	8	6 1/4	+ 1 3/4	+ 28.00	29 7/8	4 3/4	15	165,625	1,325,000
TEKTRONIX	TEK	N	24 1/4	23 1/2	+ 3/4	+ 3.19	47 3/4	18 1/2	9	8,651	209,786
TELEMATION	TIMT	D	1	1		.00	2 3/4	1	6	1,050	1,050
TELEPRD IND.***		D	6	6		.00	8	2 1/2	38	475	2,850

Stock symbol	Exch.	Closing Wed. Feb. 5	Closing Wed. Jan. 29	Net change In week	% change In week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
						High	Low						
VARIAN ASSOCIATES	VAR	N	R 1/2	7 5/8	+	7/8	+	11.47	13 1/4	6	8	6,617	56,244
WESTINGHOUSE	WX	N	11 3/4	11 7/8	-	1/8	-	1.05	26	8 1/2	8	87,876	1,032,543
ZENITH	ZE	N	14 1/4	13	+	1 1/4	+	9.61	31 5/8	10	11	18,797	267,857
TOTAL									766,892	18,992,462			
GRAND TOTAL									1,521,355	32,012,601			

Standard & Poor's Industrial Average 87.9 85.9 +2.0

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday; closing price shown is last traded price.

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly highs and 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.
†††Stock split.

* P/E ratio computed with earnings figures for last 12 months published by company.
† No annual earnings figures are available.
** No P/E ratio is computed; company registered net losses.

Fates & Fortunes®

Media

Richard J. Janssen, general manager, WGAR(AM) Cleveland, named general manager of radio operations, new executive post, for Nationwide Communications Inc. stations: WGAR-WNCR(FM) Cleveland; WNCI(FM) Columbus, Ohio; WLEE(AM) Richmond, Va., and WPOC(FM) Baltimore. He will be at NCI headquarters in Columbus.

Nancy Mead, manager, nighttime program research, NBC-TV New York, appointed to newly created post of manager, audience measurement. Succeeding her is **Timothy Brooks**, manager, daytime research. **Earle F. Marsh**, sales-development administrator, appointed manager, broadcast ratings. **Charles Schneider**, manager, research projects, appointed manager, daytime program research.

Gordon Towne, sales manager, WCOA(AM)-WJLQ(FM) Pensacola, Fla., named general manager, succeeding **Al Brooks**, named general manager of affiliated WREC-AM-FM Memphis (BROADCASTING, Feb. 3).

Leonard S. Davey, Jr., general sales manager, WDBO-TV Orlando, Fla., named general manager, WJAR-TV Providence, R.I. Both are Outlet Co. stations.

J. Bruce Johansen, operations manager, KBSC-TV Los Angeles, named general manager.

Larry A. Duke, VP and sales manager, KARN(AM) Little Rock, Ark., named VP-station manager.

Ken Dowe, formerly executive VP of McLendon Broadcasting Corp., Dallas, joins Waterman Broadcasting Corp. (KTSA[AM] and KTFM[FM] San Antonio, Tex.) as executive VP.

Alan Goodman, general sales manager, KRIZ(AM) Phoenix, named VP-general manager, KRUX(AM) Phoenix.

Jerry Bretey, manager of WMT-AM-FM Cedar Rapids, Iowa, elected VP of parent WMT Inc.

Rick Bacon, general manager, WCSL(AM) Cherryville, N.C., named general manager, WKYK(AM) Burnsville, N.C.; succeeded by **Garry Jarrett**. **Robert Wyatt** named assistant manager, WKYK; and **Calvin Hastings** named assistant manager and sales manager, WCSL. Both are Mark Media Group stations.



Brown in bronze. Walter J. Brown, veteran of 35 years in broadcasting, was inducted into South Carolina Broadcasting Association's Hall of Fame last Wednesday (Feb. 5) during annual convention in Columbia. Mr. Brown was presented bronze, sculptured likeness of himself which in turn was given to University of South Carolina journalism school. Mr. Brown, president of WSPA-AM-FM-TV Spartanburg, is third South Carolina broadcaster to receive citation. Others were G. Richard Shafto, retired president of Cosmos Broadcasting Co., Columbia, and John M. Rivers Sr., owner of WCSC-AM-TV and WXTG-FM Charleston.

Helene Hollander, director of advertising and promotion, WXIX-TV Cincinnati, named director of information services, KPLR-TV St. Louis.

Andrea McVey, public affairs show hostess and producer, WEYI-TV Saginaw, Mich., named public service director.

Carole A. Parsons, community development director and producer-hostess, non-commercial WFSU-TV Tallahassee, Fla., named associate director of information services, noncommercial WJCT-TV Jacksonville, Fla.

Robert Homan Craft, director, chairman of finance committee and member of executive committees of Mississippi River Corp., Missouri Pacific Railroad Co., Missouri Improvement Co., American Refrigerator Transit Co., and others, named a director of Combined Communications Corp., Phoenix.

Marietta Schoenherz, advertising manager, Phone-Mate, Torrance, Calif. (automatic telephone answering device), named assistant promotion director, KMPC(AM) Los Angeles.

Broadcast Advertising

John W. Doscher, account executive, WNEW-TV New York, named VP-sales manager of New York office of Metro Radio Sales, succeeding **Dom Fioravanti**, who has been appointed to new post of general sales manager, WNEW-FM New York (BROADCASTING, Jan. 27). All are Metromedia-owned.

Charles D. Schwartz, retail sales manager, WCBS(AM) New York, rejoins CBS Radio Spot Sales as New York sales manager, succeeding **Jeffrey Lawenda**, named general sales manager, WCBS, (BROADCASTING, Feb. 3).

Cal Coleman, national sales manager, WAND(TV) Decatur, Ill., named general sales manager.

Dorothy Schwartz, manager, sales, Eastern office, NBC Radio network, New York, appointed manager, daytime sales, NBC-TV, succeeding **Tom Winner**, who was appointed manager, children's program sales (BROADCASTING, Jan. 6).

Ed Argow, executive VP and national sales manager, McGavren-Guild, Chicago, elected executive VP and general sales manager, KFAC-AM-FM Los Angeles. Both McGavren-Guild and station are subsidiaries of ASI Communications. **Larry Chambers**, sales representative, Blair Radio, Los Angeles, named local sales manager, KFAC-AM-FM.

Michael J. Plumstead, senior account executive, WRCP-AM-FM Philadelphia, named sales manager.

O. W. (Bill) Myers, national sales manager, WHTN-TV Huntington, W.Va., named local sales manager.

Neil Sargent, Western regional manager, media brokerage division, Doubleday Media, named general sales manager of company's KRIZ(AM) Phoenix.

Gerald R. Gilles, sales manager, WIXY(AM) Cleveland, joins WNCR(FM) Cleveland, in same capacity.

Shelly Schwab, on local sales staff, WAGA-TV Atlanta, named local sales manager.

Robert I. Zschunke, vice president, Henderson Advertising, Greenville, S.C., elected president, Abbott Advertising Agency, Lexington, Ky.

Armando Sarmiento, vice chairman of Interpublic Group of Companies Inc., New York, in charge of international business, will retire at 62 on June 30 after 40 years with organization. He will be succeeded by **Philip H. Feier**, 40, who is vice chairman-international of McCann-Erickson Worldwide, largest agency in Interpublic Group.

Ruth Ziff, VP-manager of research, Benton & Bowles, New York, named senior VP-director of research and marketing services for agency.

Thomas L. Fenton, VP and director of broadcast production at Rosenfeld, Sirowitz & Lawson, New York, appointed senior VP-director of broadcasting production, Doyle Dane Bernbach, New York.

Thornton B. Wierum, VP and director of media services and legal administration, J. Walter Thompson Co., New York, elected senior VP.

Radford Stone, senior VP and producer, McCaffrey & McCall, New York, elected director.

Donald L. Patrick, VP and management supervisor, Doyle Dane Bernbach, New York, named VP and account supervisor, Kelly, Nason Inc., New York.

Edwin W. Hamowy, president and chief operating officer, Helena Rubinstein Inc., New York, elected senior VP for marketing, Mattel Toys, Hawthorne, Calif., with responsibilities that include advertising.

James R. Barker, VP and media director, Honig-Cooper & Harrington, San Francisco, named general manager of media and market planning, National BankAmericard Inc., San Francisco.

Mary A. Hickey, with Webb & Athey Inc., Richmond, Va., joins newly formed Tom Webb Advertising, Richmond, as media director.

Glenn Wright, account executive, KIRO-TV Seattle, named marketing unit manager.

Karin Mahlberg Mills, public relations associate and editor of in-house newsletter, Benton & Bowles, New York, named to newly created position of manager of public relations.

Programing

Roy E. Nilson, formerly with Rahall Communications Corp.'s WLCY-AM-FM St. Petersburg, Fla., as operations manager, named RCC national program director for radio, based in St. Petersburg.

Jerry Bernstein, production manager, EUE/Screen Gems, West Coast, named VP-production.

Edward Cooper, promoted from director to VP of Filmways International Ltd., Filmways Syndication, and Heatter-Quigley Distribution Corp., Los Angeles.

Jeff Ryder, announcer, WJBQ-AM-FM Portland, Me., named program director.

Jerry Dilts, announcer, WMIN(AM) Minneapolis-St. Paul, joins WVIM(AM) Vicksburg, Miss., as program director.

Phil Crow, production supervisor, KTVT-TV Fort Worth-Dallas, named production manager.

Harry Camp, senior producer-director, WGTE-TV Toledo, Ohio, named production manager.

Jerry West, former Los Angeles Lakers player, joins CBS Television Sports as National Basketball Association basketball announcer.

Michael D. Hayes, sports announcer, KGMC(AM) Englewood, Colo., and public relations director for Denver Boxing Club and Daniels and Associates, Denver, named weekend sportscaster for KWGN-TV Denver.

Kay Wyman, sports interviewer, and "flagperson" for American Race Car Association, named sports director, WEYI-TV Saginaw, Mich.

Mark A. Copper, music director and acting program director, KUDL-FM Kansas City, Kan., named program director. **Jim Turner**, announcer, KUDL-FM, named music director.

Jim Collins, announcer, WPGC-AM-FM Morningside, Md., named program director. **Jim Elliott**, former program director, WEAM(AM) Arlington, Va., named music director, WPGC-AM-FM.

Nancy Wessels, with KPLR-TV St. Louis, named art director.

Broadcast Journalism

Thomas F. Pendergast, director of personnel and labor relations, Associated Press, New York, elected VP and assistant general manager. **Louis D. Boccardi**, executive editor, AP, New York, elected VP and assistant general manager, in addition to duties as chief news executive.

Jerry Lamprecht, acting foreign editor, Television News Inc., New York, named foreign editor.

Austin Bridgman, news director, KSD-TV St. Louis, named director of news administration. **Pete Vesey**, newsman, KSD-TV, named director of news and operations.

Griff Godwin, with WTVM(TV) Columbus, Ga., named news director.

Dennis Deninger, on news staff, WFBL(AM) Syracuse, N.Y., named news director, WMBO(AM) Auburn, N.Y.

Collin Dougherty, news director, KJEO-TV Fresno, Calif., named director of public affairs, succeeded by **Dan Cullen**, KJEO news anchorman.

Nancy Herr, KGO-TV San Francisco reporter, joins WABC-TV New York, as correspondent. Both are ABC-owned.

Eldridge Spearman, co-anchorman and reporter, WTTG(TV) Washington, joins WTOP-TV Washington as news correspondent.

Gene Gleeson, reporter at KFMB-TV San Diego, named special investigative reporter and special program producer.

Robert Roblin, news reporter and anchorman, WLBT-TV Jackson, Miss., joins WBAL-TV Baltimore as news and sports reporter.

Kirstie Wilde, reporter, KCST(TV) San Diego, joins KGTV(TV) San Diego as general assignment reporter.

Jennie L. Paul, sports reporter, WCPO-TV Cincinnati, joins WLWT(TV) there as general assignment reporter.

Gloria Gibson, anchorwoman, WWDC-AM-FM Washington, joins WCVB-TV Boston as reporter.

Jamie Robinson, intern with WPLG-TV Miami, joins WJXT(TV) Jacksonville, Fla., as news cinematographer.

Phil Lauter, news photographer, KPRC-TV Houston, named producer, replacing **Clarence Renshaw**, who resigned. **Bob Brandon**, news photographer, named assistant chief news photographer. **Alan Parcell**, with WGN Continental Washington bureau, joins KPRC-TV as reporter. **Steve Long**, with WICD(TV) Champaign, Ill., joins KPRC-TV as news photographer.

Cable

James A. Wand, operations manager, Continental Cablevision affiliates in Quincy, Lincoln, Kewanee, Carthage, Hamilton, Freeport and Pekin, all Illinois, and Keokuk, Iowa, named general manager of company's operations in those states.

Robert K. Schwartz, marketing and advertising director for land development corporation in Los Angeles, named VP of development, Channel 100 of Northern California, subsidiary of Optical Systems Corp. **Sharon L. Crum**, public relations director for Host International hotel chain, named public relations and programming coordinator, Channel 100 payable operations.

Equipment & Engineering

Andrew Szegda, president of Broadcast

Electronics Inc., Silver Spring, Md., elected president of newly combined Filmways Inc. division, Broadcast and Sound Services Group, comprising Broadcast Electronics and Wally Heider Recording Studios, Hollywood and San Francisco.

David G. Cowden, operations manager, GTE Sylvania, El Paso, named general manager, company's CATV equipment and installation operation. He succeeds **P. Kim Packard**, now VP, electrical equipment group. **Richard M. Porter**, advertising/sales promotion supervisor, GTE Sylvania, named advertising manager, electronic components group.

Elmar Stetter, technical sales manager, Dolby Laboratories, New York, named European sales manager. **Steve Katz**, applications engineer, Dolby, New York, heads film industry activities, Hollywood. **Adrian Horne**, licensing manager, Dolby, named head of advertising and information, succeeding **Bob Berkovitz**, who returns to Acoustic Research. **Ian Hardcastle**, engineering liaison, succeeds Mr. Horne.

H. N. Larkin, director of operations of Control Design Corp., Alexandria, Va., named to newly created position of VP-marketing, Ampro Corp., Willow Grove, Pa. **Edward N. Mullin**, director of engineering for Ampro, elected VP.

Harold A. Sheaks, communications con-

sultant, General Telephone of California, named Western regional sales manager, Blonder-Tongue Laboratories, based in Los Angeles area.

Marshall Rice, formerly national sales manager, Javelin Electronics, named sales manager for Los Angeles area, Cohu Inc., electronics division.

Allied Fields



Petrillo in 1948

James C. Petrillo, president of American Federation of Musicians from 1940 through 1958 and head of union's civil rights department since 1965, has retired from that post at 82 years of age. **Stanley Ballard**, secretary-treasurer of AFM since 1965, has retired for reasons of health. **J. Martin Emerson**, secretary of union's Washington local, has been named by union's executive board to succeed Mr. Ballard.

Former Senator **J. William Fulbright** (D-Ark.) has joined Washington law firm, Hogan & Hartson, as counsel.

Sylvester L. (Pat) Weaver Jr., former agency, network and pay-TV executive, elected president of Muscular Dystrophy

Association, New York. He succeeds **Henry M. Watts Jr.**, Philadelphia stockbroker, who assumes new post of executive committee chairman.

David A. Irwin, counsel on regulatory matters to American Satellite Corp. and attorney with Western Union Telegraph Co., and **Stanford B. Weinstein**, attorney with FCC's Common Carrier Bureau, Washington, named to Common Carrier Bureau's special counsel staff.

Shreeniwars R. Tamhane, librarian and administrative assistant, Council on International Nontheatrical Events, Washington, appointed executive director. CINE selects films of merit to represent U.S. in TV and motion-picture competitions and exhibitions around world.

Deaths

Howard Whitman, 60, writer and commentator, died of stroke on Jan. 29 in Palm Beach, Fla. From 1953 to 1970, Mr. Whitman served NBC as commentator on radio and TV broadcasts dealing primarily with medicine. He is survived by his wife, Sue, and two children, Constance Baker and Kenneth.

William Peters, 51, executive producer, WBEN-TV Buffalo, N.Y., died Jan. 31 in his Amherst, N.Y., home of heart attack. He is survived by son, William, and daughter, Merry Ann Peters.

For the Record®

As compiled by BROADCASTING, Jan. 27 through Jan. 31 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. 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

FM applications

■ Jefferson City, Tenn.—Coffman Broadcasting Co., seeks 99.3 mhz, 1 kw., HAAT 480 ft. P.O. address: Box 1248, Morristown, Tenn. 37814. Estimated construction cost \$40,500; first-year operating cost \$40,000; revenue \$50,000. Format: C&W. Principal: Dallas C. Coffman (100%) is applicant for new AM at White Pine, Tenn. Ann. Jan. 20.

■ Jefferson City, Tenn.—Morgan Broadcasting Co., seeks 99.3 mhz, 3 kw., HAAT 475 ft. P.O. address: Box 2310, Knoxville, Tenn. 37901. Estimated construction cost \$5,100; first-year operating cost \$47,267; revenue \$72,000. Format: C&W. Principal: Harry J. Morgan (100%) owns WSKT(AM) Knoxville and WSEB(AM)-WSKP-FM Sebring, Fla. Ann. Jan. 20.

FM actions

■ Susanville, Calif.—Radio Lassen. Broadcast Bureau granted 92.7 mhz, 2.75 kw., HAAT minus 750 ft. P.O. address: Box 501, Susanville 96130. Estimated construction cost \$16,135; first-year operating cost \$17,915; revenue \$18,250. Format: beautiful music. Principal: H. Cecil Webb Jr. owns KSUE(AM) Susanville (PPH-9241). Action Jan. 21.

■ *Longmont, Colo.—St. Vrain Valley School District Re-1-J. Broadcast Bureau granted 90.7 mhz, 14 w., HAAT 118 ft. P.O. address: 1200 S. Sunset St., Longmont 80501. Estimated construction cost

\$8,134; first-year operating cost \$1,600. Principal: George N. Baskos, communications instructor (BPED-1853). Action Jan. 17.

■ Jenkins, Ky.—Cardinal Broadcasting Co. Broadcast Bureau granted 94.3 mhz, 125 w., HAAT 1,340 ft. P.O. address: Box 868, Jenkins 41537. Estimated construction cost \$16,095; first-year operating cost \$3,650; revenue \$25,000. Format: C&W/MOR. Principals: H. Gene Sturhill (49%) and James G. Hobbs (51%) own WKEM(AM) Jenkins (BPH-9147). Action Jan. 24.

■ Springhill, La.—Springhill Broadcasting Co. Broadcast Bureau granted 92.7 mhz, 3 kw., HAAT 185 ft. P.O. address: Box 127, Springhill 71075. Estimated construction cost \$3,600; first-year operating cost \$3,490; revenue \$12,000. Principal: Johnnie K. Hill (100%) owns KBSF(AM) Springhill (BPH-8941). Action Jan. 21.

■ Jackson, Miss.—Jackson State University. Broadcast Bureau granted 90.7 mhz, 10 w., HAAT 98 ft. P.O. address: 1325 Lynch, Jackson 39203. Estimated construction cost \$5527; first-year operating cost \$14,000. Principal: Dr. James A. Peoples, president (BPED-1863). Action Jan. 24.

■ Bowling Green, Mo.—Pike County Broadcasting Co. Broadcast Bureau granted 100.9 mhz, 3 kw., HAAT 295 ft. P.O. address: Box 1, Bowling Green 63334. Estimated construction cost \$30,893; first-year operating cost \$14,500; revenue \$25,000. Format: C&W. Principals: Betty A. Salois (30%), J. Paul Salois (29.7%), et al. own KPCR(AM) Bowling Green (BPH-9128). Action Jan. 24.

■ Princeton Junction, N.J.—West Windsor Plainsboro Regional School District. Broadcast Bureau granted 90.3 mhz, 10 w. P.O. address: Box 248, 89 Washington Rd., Princeton Junction 08550. Estimated construction cost \$4,000; first-year operating cost \$1,000. Principal: Dr. John Hadden, superintendent (BPED-1860). Action Jan. 24.

■ Chapel Hill, N.C.—Student Government of University of North Carolina at Chapel Hill. Broadcast Bureau granted 89.3 mhz, 10 kw, HAAT 270 ft. P.O. address: Carolina Union, Box 40, Chapel Hill 27514. Estimated construction cost \$30,520; first-year operating cost \$12,500. Principal: Marcus W. Williams, president (BPED-1898). Action Jan. 24.

■ Cody, Wyo.—Park County School District, No. 6, State of Wyoming. Broadcast Bureau granted 90.1 mhz, 10 w. P.O. address: 1225-10th St., Cody 82414. Estimated construction cost \$8,284; first-

year operating cost \$1,000. Principal: Glenn D. Gilberison, superintendent of schools (BPED-1910). Action Jan. 21.

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WOOA Gouls, Fla.—To Aug. 6 (BMPH-14384); WPEN, Pascagoula, Miss.—To Aug. 6 (BMPH-14386); KCAP-FM Helena, Mont.—To March 30 (BMPH-14382).

FM start

■ KBSO Espanola, N.M.—Authorized program operation on 102.3 mhz, ERP 1.1 kw, HAAT 460 ft. Action Jan. 16.

FM license

Broadcast Bureau granted following licenses covering new stations:

■ WKMZ Enterprise, Ala., Jones Wallace Miller (BLH-6500). Action Jan. 28.

■ KAAM Berryville, Ark., KTHS Inc. (BLH-6515). Action Jan. 28.

■ KVRE-FM, Santa Rosa, Calif., KVRE Inc. (BLH-6518). Action Jan. 28.

■ *WKGC-FM Panama City, Fla., Gulf Coast Community College (BLED-1328). Action Jan. 28.

■ WKZM Sarasota, Fla., Christian Fellowship Mission (BLH-6432). Action Jan. 28.

■ *KSLU Hammond, La., Southeastern Louisiana University (BLED-1324). Action Jan. 28.

■ KBED Lake Providence, La., Lake Providence Broadcasting Service (BLH-6445). Action Jan. 28.

■ WRJH Brandon, Miss., Radio Station WRJH Inc. (BLH-6482). Action Jan. 28.

■ WHJT Clinton, Miss., Mississippi College (BLH-6496). Action Jan. 28.

■ KMTN Jackson, Wyo., Teewinot Broadcasting (BLH-6484). Action Jan. 28.

Ownership changes

Applications

■ WGMW(FM) Riviera Beach, Fla. (94.3 mhz, 3

kw)—Seeks assignment of license from WGMW Radio Inc. to Warfall Broadcasting for \$453,804. Seller: Thomas C. Kegel, president. Buyers: William J. Hall and Hall Engineering Co. (50% each). William Hall owns oil and gas investment firm, Hall Engineering Co. (Harold J. Hall Jr., president) is electrical contracting and real estate investment company. Ann. Jan. 31.

■ WRNB(AM) New Bern, N.C. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Jelfery Broadcasting Corp. from William J. Jeffery (52% before; none after) to 1st Capital Radio (none before; 52% after). Consideration: \$273,000. Principal: Theodore J. Gray Jr., 100% owner of 1st Capital, owns WCRE(AM) Cheraw, S.C., and WTTX(AM) Appomattox, Va., and is major stockholder of WKDE-AM-FM Altavista, Va. Ann. Jan. 28.

■ WNRI(AM) Woonsocket, R.I. (1380 khz, 1 kw-D)—Seeks assignment of license from Friendly Broadcasting Co. to K. S. Broadcasting for \$195,000 plus other considerations. Seller: Joseph Britt (100%) is retiring. Buyers: Paul P. Katsafanas and Norman J. Slemenda (100% jointly). Mr. Katsafanas is salesman at WYDD(FM) Pittsburgh; Mr. Slemenda is in sales at WTAE(TV) Pittsburgh. Ann. Jan. 28.

■ KYAC(AM) Kirkland, Wash (1460 khz, 5 kw-D)—Seeks assignment of license from Carl-Dek Inc. to Glo-Lee Broadcasting Co. for \$225,000. Seller: Carl-Dek, owner of KYAC-FM Seattle has applied to buy KTW(AM) Seattle. Buyer: Howard Slobodin, Portland, Ore., physician. Sale is contingent on FCC approval of Seattle KUUU(AM) and KTW sales. Ann. Jan. 29.

■ KWYO(AM) Sheridan, Wyo. (1410 khz, 1 kw-D, 150 w-N)—Seeks assignment of license from Daniels Properties to Wycom Corp. for \$185,000. Seller: Daniels Properties desires to devote more time to its CATV interests. Buyers: William R. Sims (44%), Thomas F. Stroock (23%), et al. own KOJO(AM) Laramie, Wyo. and have applied for new AM in Green River, Wyo. Ann. Jan. 28.

Actions

■ KAFY(AM) Bakersfield, Calif. (AM: 550 khz, kw-U, DA-N)—Broadcast Bureau granted assignment of license from KAFY Inc. to Sunset Broadcasting Corp. for \$776,118. Seller: Robert E. Eastman (100%) is former owner of WTRX(AM) Flint, Mich., and of Eastman station-representative firm. Buyer: General Broadcasting, owned by Gerald D. McLevis, Daren F. McGavren and James A. Fosdick. They also have interest in KKIO-FM Livermore-Pleasanton and KGOE(AM) Thousand Oaks, both Calif. (BTC-7526). Action Jan. 24.

■ KATY(AM) San Luis Obispo, Calif.—Broadcast Bureau granted transfer of control of Hill Radio by Duane E. Hill (32.5% before; 39.3% after) through purchase of stock by licensee corporation from Velma Faye Tabor (62.5% before, 49% after); consideration \$55,750 (BTC-7664). Action Jan. 30.

■ KZON(AM) Santa Maria, Calif. (1600 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Hospitality Broadcasters to California Broadcast Media for \$90,000. Seller: Joan Saueressig, et al. Buyer: Leonard N. Kesselman (100%), Los Gatos, Calif. attorney, owns KXFM(FM) Santa Maria, and has interest in KZEN(FM) Seaside, Calif. (BAL-8246). Action Jan. 22.

■ WNLK(AM)-WDRN(FM) Norwalk, Conn. (AM: 1350 khz, 1 kw-D, 500 w-N; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Norwalk Broadcasting Co. to Hanson Communications for \$700,050. Seller: Estate of late James C. Stolcz, which also owns WBUX(AM) Doylestown, Pa. Buyer: Michael F. Hanson Jr. (100%), former director of news and public affairs for WRVR(FM) New York (BAL-8314). Action Jan. 31.

■ WGTX(AM)-WOUH(FM) DeFuniak Springs, Fla.—(AM: 1280 khz, 5 kw-D; FM: 103.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Euchee Valley Broadcasting Co. from R. Dean Hubbard (51% before; 20% after) to Kentucky-Tennessee Coals (49% before; 80% after) for \$100,500. Principal: Stamper Collins is president and 90% stockholder of Kentucky-Tennessee, coal mining company (BTC-7605). Action Jan. 23.

■ WTNT(AM)-WOMA(FM) Tallahassee, Fla. (AM: 1270 khz, 5 kw, DA-N; FM: 94.9 mhz, 51 kw)—Broadcast Bureau granted assignment of license from Tallahassee Appliance Corp. to Walter-Weeks Broadcasting for \$250,000. Sellers: F. W. Hazelton (60%) and H. W. Rudd (40%). Mr. Hazelton wishes to retire; Mr. Rudd desires to pursue political career. Buyers: Robert M. Weeks, James W. Walter (45% each), et al. own WMFJ-AM-FM Daytona Beach, WJNO-AM-FM West Palm Beach and Palm Beach respectively, and WSPB-AM-FM Sarasota, all Florida (BAL-8338). Action Jan. 24.

■ KRCB(AM)-KQKQ-FM Council Bluffs, Iowa (AM: 1560 khz, 1 kw-D; FM: 98.5 mhz, 100 kw)—Broadcast Bureau granted transfer of control of KRCB Inc. from KRCB-Michigan Inc. (60% before, none after) to John C. Mitchell (40% before, 100% after). Consideration: \$379,349. Principals: Richard L. Freeman is president of KRCB-Michigan Inc. Mr. Mitchell, Nebraska attorney, has interest in KGFV(AM) Kearney, Neb. and KFLI(AM) Mountain Home, Idaho (BTC-7536). Action Jan. 24.

■ KYSM-AM-FM Mankato, Minn.—Broadcast Bu-

reau granted change in limited partners of Clements & Co. (BAL-8335). Action Jan. 24.

■ KEZK(FM) St. Louis—Broadcast Bureau granted assignment of license from Hefel Broadcasting Radio Inc. to Hefel Broadcasting-St. Louis Inc., in corporate reorganization (BAPLH-175). Action Jan. 30.

■ WFLY(FM) Troy, N.Y. (92.3 mhz, 10 kw h, 2.25 kw v)—Broadcast Bureau granted assignment of license from Amalgamated Music Enterprises Inc. to Rust Communications Group Inc. Consideration: \$360,000. Sellers: Albert Wertheimer, president (40.3%), and Paul Davis (40.3%) who are licensees of WBUF(FM) Buffalo, WVOR(FM) Rochester and WDDS(FM) Syracuse, all New York. Buyers: William Rust Jr., president and treasurer (80.36%), et al. Rust Communications is licensee of WHAM(AM)-WHFM(FM) Rochester, WPTR(AM) Albany, both New York; WAEB(AM)-WXXW(FM) Allentown, WNOW(AM)-WQXA(FM) York, WRAW(AM) Reading, all Pennsylvania; WRNL(AM)-WRXL(FM) Richmond and WKLX(AM) Portsmouth, both Virginia. Rust Communications also has 34.5% interest in Blue Ridge Cable Television Corp., Buena Vista, Va. (BALH-2053). Action Jan. 23.

■ WTCL(AM) Warren, Ohio—Broadcast Bureau granted pro forma transfer of control of Warren Broadcasting Corp. from Niles Suburban Newspapers to Niles Publishing Co. (BTC-7650). Action Jan. 24.

■ KSDN(AM) Aberdeen, S.D. (930 khz)—Broadcast Bureau granted assignment of license from KSDN Inc. to Green Bay Broadcasting Co. for \$375,000. Seller: Aberdeen News Co. owned 80% by Ridder Publications Inc., which has interest in WCCO-AM-FM-TV Minneapolis, KSSS(AM) Colorado Springs and WDSM(AM) Superior, Wis. Ridder is merging with Knight Publications. Buyer: Ben A. Laird (100%) owns WDUZ-AM-FM Green Bay, Wis. (BAL-8302). Action Jan. 23.

■ KRAY(AM) Amarillo, Tex. (1360 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Raymond D. Hollingsworth to Tascosa Broadcasting for \$138,500. Buyers: James D. Shelton, projects manager of oil and gasoline distributorship; Keith Adams, recently assistant general manager at KGNC-AM-FM-TV Amarillo (35% each); Ted Y. and George Lokey, stockholders in tire, oil, real estate and investment companies (15% each). Tascosa has also applied for new FM in Amarillo (BAL-8309). Action Jan. 24.

■ KUFO(FM) Galveston, Tex.—Broadcast Bureau granted change in percentages of limited partners in Beacon Broadcasting Co. (BALH-2091). Action Jan. 24.

Facilities changes

TV actions

■ KLOC-TV Modesto, Calif.—Broadcast Bureau granted CP to change ERP to 417 kw (vis.), 41.7 kw (aur.); change type ant. (BPCT-4773). Action Jan. 24.

■ WALB-TV Albany, Ga.—Broadcast Bureau granted CP to change type trans. (BPCT-4817). Action Jan. 27.

■ WCTV Thomasville, Ga.—Broadcast Bureau granted CP to change type trans. (BPCT-4819). Action Jan. 30.

■ KGLO-TV Mason City, Iowa—Broadcasting Bureau granted CP's to change type trans. for main and alt. main trans. (BPCT-4815-6). Action Jan. 27.

■ KABY-TV Aberdeen, S.D.—Broadcast Bureau granted request to operate trans. by remote control from Country Club Rd., Aberdeen (BRCTV-219). Action Jan. 28.

■ WISN-TV Milwaukee—Broadcast Bureau granted CP to install alt. main trans. (BPCT-4818). Action Jan. 30.

AM application

■ WMRO Aurora, Ill.—Seeks CP to make changes in ant. system MEOV's. Ann. Jan. 28.

AM actions

■ KRML, Carmel, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to Rio Rd., behind Riverwood Apartment complex, on bank of Carmel River, Carmel (BP-19854). Action Jan. 21.

■ WQYK, Tampa, Fla.—Broadcast Bureau granted mod. of CP to make changes in MEOV's (BMP-13916). Action Jan. 21.

■ KAHU, Waipahu, Hawaii—Broadcast Bureau granted CP to install new type trans. (BP-19860). Action Jan. 21.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KINY Juneau, Alaska (BP-19481). Jan. 7; KMAM Butler, Mo. (BP-19,641), Jan. 16; WCVP Murphy, N.C. (BP-19,835), Jan. 16.

FM application

■ WOLI(FM) Ottawa, Ill.—Seeks to change fre-

quency to 95.3 mhz, change ant. and HAAT 190 ft. Ann. Jan. 29.

FM actions

■ *KAUG Salinas, Calif.—Broadcast Bureau granted mod. of license covering operation by remote control from main studio at 901 E. Blanco Rd., Salinas (BMPED-1202). Action Jan. 23.

■ KVMT Vail, Colo.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ant. height 1190 ft. (BMPH-14379). Action Jan. 28.

■ WLOY-FM Fort Pierce, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to South 37th and N. White Way Dairy Rd., Fort Pierce; change studio location to Metzger Rd., Fort Pierce; change trans. and ant.; make changes in ant. system; ERP 40 kw; ant. height 340 ft.; remote control permitted (BMPH-14368). Action Jan. 29.

■ WNGC Athens, Ga.—Broadcasting Bureau granted CP to change trans. location to 0.5 miles northwest of Neese, Ga.; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 650 ft.; remote control permitted (BPH-9092). Action Jan. 21.

■ WHBF-FM Rock Island, Ill.—Broadcast Bureau granted mod. of license covering operation by remote control from main studio at Telco Bldg., 231 18th St., Rock Island (BRCH-1243). Action Jan. 23.

■ *KBJC Great Bend, Kan.—Broadcast Bureau granted CP to install new trans.; ERP 1.4 kw; ant. height 210 ft.; remote control permitted (BPED-1865). Action Jan. 21.

■ WMYS New Bedford, Mass.—Broadcast Bureau granted mod. of CP to change trans. location to 1300 ft. southwest of McArthur Blvd. and Wright St., New Bedford; change trans. and make change in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted (BMPH-14229). Action Jan. 24.

■ WSCD-FM Duluth, Minn.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from 418 W. Superior, Duluth (BMPH-14378). Action Jan. 23.

■ KFYR-FM Bismarck, N.D.—Broadcast Bureau granted mod. of license covering operation by remote control from main studio at 200 1/2 Fourth St., Bismarck (BRCH-1242). Action Jan. 23.

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In contest

Designated for hearing

■ **Crest Hill, Ill., FM proceeding:** Crest Hill Communications and Nelson Broadcasting Co., competing for 98.3 mhz (Docs. 20323-4)—Broadcast Bureau designated for hearing competing applications. Issues include Crest Hill Communications' ascertainment efforts. Action Jan. 23.

■ **Fort Wayne, Ind., FM proceeding:** Templar Broadcasting Co., Tecumseh Broadcasting Corp. and Weber Broadcasting, competing for 103.9 mhz (Docs. 20329-31)—Broadcast Bureau designated for hearing mutually exclusive applications of Templar Broadcasting Co., Tecumseh Broadcasting Corp. and Weber Broadcasting. Issues include ascertainment efforts made by Tecumseh and Weber. Action Jan. 24.

Procedural rulings

■ **Stamford, Conn., AM proceeding:** Western Connecticut Broadcasting Co. (WSTC[AM] Stamford) and Radio Stamford Inc., competing for 1400 khz (Docs. 19872-3)—ALJ Lenore G. Ehrig, on request of Radio Stamford, scheduled hearing for March 18, in Washington, in lieu of Feb. 19. Action Jan. 24.

■ **Quitman, Miss., FM proceeding:** A. C. Elliott Jr. and Melvin Pulley, competing for 98.3 mhz (Docs. 20196-7)—Review board denied further petition by A. C. Elliott Jr. for enlargement of issues against Melvin Pulley. Board said Elliott's allegations as to Pulley's reduced future performance as full time manager were based on surmise and without specific allegations of fact. Action Jan. 24.

■ **Monticello, N.Y., FM proceeding:** Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—Review board denied petition of Dan Communications to add ascertainment and availability of funds issues against Robert and Hillary Zitter. Action Jan. 17.

■ **Philadelphia, TV proceeding:** CBS Inc. (WCAU-TV Philadelphia) and First Delaware Valley Citizens Television, competing for ch. 10 (Docs. 20010-1)—ALJ Thomas B. Fitzpatrick scheduled hearing for April 14. Action Jan. 24.

■ **Rapid City and Lead, S.D., TV proceeding:** Western Television Co. and Dakota Broadcasting Co., competing for ch. 7 at Rapid City and satellite on ch. 5 at Lead (Docs. 20093-6)—Review board denied petition of Western Television Co. to add issue alleging failure to make substantial and significant change in application against Dakota Broadcasting Co. Board concluded that alleged violations were insufficient to warrant addition of issue. Action Jan. 22.

■ **Dayton, Tenn., FM proceeding:** Norman A. Thomas and Erwin O'Conner Broadcasting Co., competing for 104.9 mhz (Docs. 18547-8)—Review board, in response to motion by Norman A. Thomas, reopened record in proceeding for limited purpose of accepting amendment to Thomas' application concerning extension of credit. Action Jan. 24.

Complaint

■ **California—FCC affirmed staff ruling that denied equal time complaint against KCET(TV), Los Angeles, and KNTV(TV), San Jose, Calif.** John H. Abbott of Santa Clara, Calif., had complained that stations had not granted him equal time as "legally qualified candidate for governor of California." Action Jan. 28.

Other actions

■ **WFWA(FM) Sullivan, Ill.—Broadcast Bureau** granted request to identify as Sullivan-Arthur. Action Dec. 26.

■ **WMDH(FM) New Castle, Ind.—FCC** dismissed petition by Muncie Broadcasting Corp., licensee of WERK(AM) Muncie, Ind., for reconsideration of Sept. 20, 1974, action granting application of Public Service Broadcasters for CP for major changes in facilities of WMDH. FCC said that while Muncie Broadcasting relied on several factual allegations, none indicated that Public Service did not intend to provide local service to New Castle. Action Jan. 21.

■ **KNEB-AM-FM Scottsbluff, Neb.—Broadcast** Bureau granted request for waiver of rules to identify as Scottsbluff and Gering. Action Jan. 17.

■ **WCVI(AM) Conneville, Pa.—FCC** granted application of Conneville Broadcasters for renewal of its license for WCVI, to Aug. 1, which is remainder of regular renewal period for Pennsylvania stations. FCC found no further evidence of fraudulent billing practices by licensee. Action Jan. 21.

■ **WTPM(FM) Aguadilla, Puerto Rico—Broadcast** Bureau granted request to identify as Aguadilla-Aguada. Action Jan. 17.

Allocations

Actions

FCC took following action on TV allocations:

■ **New Jersey—FCC** instituted inquiry and rule-making proceeding into TV service for New Jersey. Action was in response to petition by New Jersey Coalition for Fair Broadcasting. Three alternative proposals by Coalition are possible "short spacing" new channels as means of providing New Jersey with commercial VHF service; reallocation of existing commercial VHF stations to state; and dual-community commercial VHF service between New Jersey and existing out-of-state stations (Doc. 20350). Action Jan. 30.

FCC took following actions on FM allocations:

■ **Baxley, Ga.—FCC** proposed amending table of assignments by adding ch. 233 to Baxley, as first FM assignment there. FCC also proposed substitution of ch. 228A for 232A at Sandersville, and ch. 244A for 228A at Sparta, Ga. (Doc. 20337). Action Jan. 21.

■ **Portage, Mich.—Broadcast Bureau** proposed allocating ch. 299 to Portage, as its first FM assignment. Action was in response to petition by Robert B. Taylor, licensee of daytime-only WBUK(AM) Portage (Doc. 20338). Action Jan. 17.

■ **Endicott, N.Y.—FCC** amended its table of assignments by substituting ch. 289 for ch. 288A at Endicott. FCC acted on request by January Enterprises, licensee of WMRV(FM) Endicott, to change station's channel assignment from 288A to 289 (Doc. 20081). Action Jan. 28.

■ **Tennessee—Broadcast Bureau** proposed amending table of assignments by either assigning ch. 269A to both Etowah and South Pittsburg, Tenn., or by adding ch. 252A at Cleveland, Tenn., as its second FM channel, and assigning ch. 269A to South Pittsburg. Second alternative would require substitution of ch. 269A for 252A at Athens, Tenn. Action was in response to petitions by WBAC Inc., licensee of WBAC(AM) Cleveland; McMinn Broadcasters, licensee of WCPH(AM) Etowah; and Marion County Broadcasting Service, licensee of WEPG(AM) South Pittsburg (Doc. 20339). Action Jan. 17.

Call letters

Applications

Call	Sought by
	New AM
WGFT	Media Inc., Youngstown, Ohio
	New FM's
KBLI-FM	Western Communications, Blackfoot, Idaho
*WVGS	Georgia Southern College, Statesboro, Ga.
*WCDE	Board of Trustees of Davils and Elkins College, Elkins, W.Va.
WHOW-FM	Cornbelt Broadcasting Co., Clinton, Ill.
*WGTD	Gateway Vocational Technical & Adult Education District, Kenosha, Wis.
WKKJ	Clay County Broadcasters, Green Cove Springs, Fla.
KSDL	Media Corporation, El Paso
WNAN	Demopolis Broadcasting Co., Demopolis, Ala.
*WRUC	Trustees of Union College, Schenectady, N.Y.
*WIBI	Illinois Bible Institute, Carlinville, Ill.
WBXB	Chowan Broadcasters, Edenton, N.C.
	Existing FM
KMOW	KTBA Broken Arrow, Okla.

Grants

Call	Assigned to
	New TV's
KDTV	Bahai de San Francisco Television Co., San Francisco
WPCB-TV	Western Pa. Christian Broadcasting Co., Pittsburgh
	New AM's
WYOK	Center Broadcasting Co., Soperton, Ga.
WBFC	Rev. Forest Drake, Stanton, Ky.
	New FM's
WTSA-FM	Southern Vermont Broadcasters, Brattleboro, Vt.
*WELL	Grace Baptist Schools, Decatur, Ala.
KBEV	Brewer Communications, Okmulgee, Okla.
KTGA	Gospel Radio, Fort Dodge, Iowa
WZLE	Lake Erie Broadcasting Co., Lorain, Ohio
WABJ-FM	Gerity Broadcasting Co., Adrian, Mich.
*WJEL	Metropolitan School District of Washington township, Marion county, Indianapolis
*WNWR	Northwest Local Board of Education and Northwest High School, Canal Fulton, Ohio
WBOZ-FM	Southwestern Broadcasting Corp., Hormigueros, Puerto Rico
*WORT	Back Porch Radio Broadcasting, Madison, Wis.
	Existing TV
KBCI-TV	KBOI-TV Boise, Idaho
	Existing FM's
WGTC	WTTV-FM Bloomington, Ind.
WSCQ	WAEK West Columbia, S.C.
WTLB-FM	WZOW Utica, N.Y.

Rulemaking

Actions

■ **FCC** initiated rulemaking proceeding on proposed fees for searching its records, as result of changes on Freedom of Information Act. In its rulemaking notice, FCC suggested fee of \$5 per hour to locate records, with no fee charged if records are not located, records are not available to requester, or records are located in one hour or less. Action Jan. 15.

■ **FCC** amended its TV license renewal form to obtain information on programs designed for children and on past and proposed commercial practices in

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Canada Add \$4 Per Year
Foreign Add \$6 Per Year

- 1975 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
 1975 Yearbook \$17.50 (If payment with order: \$15.00)
 Payment enclosed
 Bill me

Professional Cards

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<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCEE</p>	<p>TERRELL W. KIRKSEY Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</p>	<p>Oscar Leon Cuellar Consulting Engineer 1563 South Hudson (303) 756-8456 DENVER, Colorado 80222 Member AFCEE</p>
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Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>CABLEDATA Accounts Receivable. Data Processing for Cable Television. P.O. Box 13040 / Sacramento, Ca. 95813 (916) 441-4760</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>
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Summary of broadcasting

FCC tabulations as of Dec. 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,406	2	24	4,432	45	4,477
Commercial FM	2,576	0	60	2,636	160	2,796
Educational FM	688	0	29	717	104	821
Total radio	7,670	2	113	7,785	309	8,094
Commercial TV	702	1	8	711	33	757
VHF	508	1	4	513	5	520
UHF	194	0	4	198	28	237
Educational TV	227	0	14	241	8	253
VHF	91	0	4	95	3	99
UHF	136	0	10	146	5	154
Total TV	929	1	22	952	41	1,010

* Special temporary authorization

** Includes off-air licenses

such programs (Doc. 19142). Action Jan. 22.

■ FCC amended its rules to prohibit newspapers in future from acquiring radio or television broadcast stations located in their markets. It also voted to require newspapers to divest TV or radio stations in 16 cities. Existing radio-newspaper and TV-newspaper combinations must be divested by Jan. 1, 1980, if only daily newspaper and only radio or only TV stations in community are under same ownership (Doc. 18110). Action Jan. 28.

Translators

Applications

■ Georgia State Board of Education, for Columbus, Carrollton, Hiwassee, Carnesville, Elberton, Cedartown and Toccoa, all Georgia—Seeks respectively chs. 48 and 49, both rebroadcasting WJSP-TV Warm Springs, Ga.; chs. 50 and 52, both rebroadcasting WCLP-TV Chatsworth, Ga.; ch. 60, rebroadcasting WCES-TV Wrens, Ga.; and chs. 65 and 68, both rebroadcasting WCLP-TV Chatsworth, Ga. (BPTT-2768-75). Ann. Jan. 29.

■ Board of Cooperative Educational Services of Steuben-Allegany County, Greenwood, Chambers and Troupsburg, all New York—Seeks chs. 55, 56 and 69 respectively, all rebroadcasting WSKG Binghamton, N.Y. (BPTT-2765-7). Ann. Jan. 28.

Actions

■ K13FV Camp Verde, Verde Valley, Cornville and Rimrock, Ariz.—Broadcast Bureau granted CP for translator to change frequency from ch. 13 to ch. 9; change call letters to K09MD (BPTTV-5180). Action Jan. 17.

■ K11MI Verde Valley, Camp Verde, Rimrock and Cornville, Ariz.—Broadcast Bureau granted CP for new translator on ch. 11, rebroadcasting KAET Phoenix (BPTTV-5176). Action Jan. 17.

■ K08HD Beatty, Nev.—Broadcast Bureau granted CP for translator to change frequency from ch. 8 to ch. 10; change call to K10JE (BPTTV-5174). Action Jan. 24.

■ K10HU Beatty, Nev.—Broadcast Bureau granted CP for translator to change frequency from ch. 10 to ch. 6 (82-88 mhz) and operate via BPTTV-5173, Oasis Valley, Nev.; change call letters to K061J (BPTTV-5175). Action Jan. 24.

■ K06HC Oasis Valley, Nev.—Broadcast Bureau granted CP for translator to change frequency from ch. 6 to ch. 12; change type trans.; delete via; and change call letters to K12JO (BPTTV-5173). Action Jan. 24.

■ K09ME rural area south and west of Prairie City, Ore.—Broadcast Bureau granted CP for new translator on ch. 9, rebroadcasting KAID Boise, Idaho, or K1VI Nampa, Idaho (BPTTV-5086). Action Jan. 21.

■ K11MK and K13NC Vale, Ore.—Broadcast Bureau granted CP's for two new translators on (1) ch. 11, rebroadcasting KBOI-TV Boise, Idaho; (2) ch. 13, rebroadcasting KTVB Boise, Idaho (BPTTV-5011-2). Action Jan. 17.

■ K11MJ and K13NB Bonduant area, Wyo.—Broadcast Bureau granted CP's for two new translators on (1) ch. 11, rebroadcasting KID-TV Idaho Falls, Idaho; (2) ch. 13, rebroadcasting KTWQ-TV Casper, Wyo. (BPTTV-5164-5). Action Jan. 21.

■ K59AM Laramie, Wyo.—Broadcast Bureau granted CP for new translator on ch. 59, rebroadcasting KWGN-TV Denver (BPTT-2698). Action Jan. 17.

Cable

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance:

Pawhuska Cable TV Services, Pawhuska, Okla. (CAC-4348); Ferrell O Quinn, Kingston, Tenn. (CAC-4447); Potomac Valley Television Co., Moorefield, W.Va. (CAC-4448); Laurens County Cablevision, unincorporated areas of Laurens county, S.C. (CAC-4449); Gill Cable, San Jose (CAC-4452); Campbell (CAC-4453) and unincorporated parts of Santa Clara county (CAC-4454), all California; Valley Cable TV Co., North Versailles township (CAC-4493) and Wilkins township (CAC-4494), both Pennsylvania; Western Penn Cablevision, Trafford borough, Pa. (CAC-4495); Valley Cable TV Co., East McKeesport borough (CAC-4496), Churchill borough (CAC-4498) and Turtle Creek borough (CAC-4499), all Pennsylvania; Western Penn Cablevision, Rankin borough (CAC-4500) and Braddock borough (CAC-4501), both Pennsylvania; Martin County Cable Co., unincorporated areas of Martin city, Fla. (CAC-4504); Tele-Media Co. of Addil, Plain township (CAC-4507) and Nimishillin township (CAC-4508), both Ohio; Lewisburg CATV, Lewisburg, Pa. (CAC-7); Telepromper of Portland, Happy Valley (CAC-1508), parts of unincorporated Multnomah county (CAC-1509) and Maywood Park (CAC-1510), all Oregon; Warrick Cablevision, Newburgh (CAC-3569) and certain unincorporated portions of Warrick county (CAC-3570), both Indiana; Morris Cablevision, Florham Park borough, N.J. (CAC-3770); Valley Dorado, certain unincorporated portions of El Dorado county, Calif. (CAC-3865); Teletor Cable TV, Island Creek township, Ohio (CAC-4132); Canandaigua Video Corp., Canandaigua, N.Y. (CAC-4251).

■ Alameda county, Calif.—FCC granted Nation Wide Cablevision, operator of cable system at Alameda county, Calif., certification to add KTLX Sacramento, and KTLA Los Angeles to its system (CAC-3481). Action Jan. 21.

■ Algonquin township, Ill.—FCC granted application for certificate of compliance by LVO Cable of Northern Illinois for proposed cable system to serve developed unincorporated areas of Algonquin township, Ill. LVO Cable proposed to carry WBBM-TV, WMAQ-TV, WLS-TV, WFLD-TV, WSNB-TV, WCIU-TV, WGN-TV, *WTTW, *WXXW Chicago; WVTW and *WMVS Milwaukee (CAC-2176). Action Jan. 21.

■ Opelousas, La.—FCC waived its rules to permit St. Landry Cable TV to carry WRBT Baton Rouge on its cable system at Opelousas, located in Lafayette, La., smaller TV market. FCC said, "To deny waiver would deprive struggling UHF station, which has suffered continuing losses, benefits of cable carriage in communities . . . within station's service area. . ." Action Jan. 22.

■ Triad Cablevision, Albion, Mich.—CATV Bureau rescinded in part certificate of compliance granted on Jan. 13. Ann. Jan. 27.

■ WASCO county, Ore.—FCC granted application of The Dalles TV Co. for certification of its existing cable operations in specified unincorporated areas of Wasco county. The Dalles TV Co. now provides its subscribers with KATU, KGW-TV, KOIN-TV, *KOAP-TV and KPTV Portland; and KOMO-TV and KING-TV Seattle. Action Jan. 22.

■ Pennsylvania—FCC granted applications of Twin County Trans-Video for certificates of compliance for new cable systems at borough of Nazareth and at Lower Nazareth township, Pa., located outside all TV markets. Twin County will carry WBRE-TV Wilkes-Barre; WNEP-TV, WDAU-TV Scranton; WTAJ-TV, WPVI-TV, WPHL-TV, WCAU-TV, KYW-TV Philadelphia; *WLVT-TV Allentown; WHP-TV, WTPA Harrisburg; and WGAL and WLYH-TV Lancaster, all Pennsylvania; KKBS-TV Burlington, WJTV-TV Linden, and WXTV Paterson, all New Jersey; and WOR-TV, WNEW-TV, WPIX, WCBS-TV, WNBC-TV, WABC-TV and *WNEX New York (CAC-3994, 4378). Action Jan. 22.

■ Exeter borough, Pa.—FCC granted applications by Universal Television Cable System and North-eastern Pennsylvania TV Cable Co. for certificates of compliance to provide cable service to borough of Exeter. Both systems proposed to carry WNEP-TV, WDAU-TV, and *WVIA-TV Scranton; WBRE-TV Wilkes-Barre; WPHL-TV Phila-

delphia, all Pennsylvania; WOR-TV and WPLX New York. To avoid unfair competitive advantage for one system, FCC concluded that both applications should be granted at this time, but said that continued certification for Universal would be subject to outcome of litigation pending in local courts (CAC-1912, 2664). Action Jan. 22.

■ Bloomington, Tex.—FCC granted certificate of compliance to Bloomington Cable Co., serving unincorporated region of where there is no franchising authority. Bloomington proposes to carry KMOL-TV, KENS-TV, KSAT-TV, *KLRN San Antonio; KXIX Victoria, KIII, *KEDT Corpus Christi, and KHTV Houston, all Texas. Action Jan. 21.

■ Bryan and College Station, Tex.—FCC authorized Community Cablevision Corp. to add KPRC-TV Houston, to its cable systems at Bryan and College Station. Action was in response to petition by Community for reconsideration of a June 12, 1974, FCC denial of certificates of compliance and applications for special relief to add KPRC-TV to two systems (CAC-725-6). Action Jan. 21.

■ Wisconsin—FCC dismissed request of Universal Cablevision to establish new cable system in South Milwaukee, St. Francis, and Greenfield, Wis., for certificates of compliance. FCC also granted South Milwaukee and St. Francis's objections to Universal's applications. Communications had revoked permits granted earlier for cable systems, saying they wanted to issue new franchises consistent with FCC guidelines and needs of their communities. Because Universal had failed to prove communities had no authority to rescind permit, FCC dismissed Universal applications (CAC-3038-40). Action Jan. 15.

Other actions

■ Arkansas—FCC denied request by Warner Cable of Fayetteville, Ark. to add KYTV and KLOB, both Springfield, Mo., to its systems. Action Jan. 15.

■ Idaho and Oregon—FCC denied requests for reconsideration of its July 24, 1974, action granting United Cable Television Corp. certification to begin cable operation in Boise, Payette, New Plymouth, Emmett, Garden City, Parma, Fruitland, Weiser, Caldwell, Meridian and Nampa, all Idaho; and Vale, Ontario and Nyssa, all Oregon. Petitions, which sought reconsideration of various portions of ruling, were filed by United Cable; KTVB Inc., licensee of KTVB Boise; Boise Valley Broadcasters, licensee of KBOI-TV Boise and Treasure Valley CATV Committee. Action July 21.

■ Kansas City, Kan.—FCC authorized Midway Cable TV to carry signal of WGN-TV Chicago, in lieu of KWGN-TV Denver, on its cable system at Kansas City, Kan., located in Kansas City, Mo., major TV market. Action Jan. 30.

■ Vidalia, La.—FCC denied request of Concordia Television Corp., Vidalia, La., to set aside program exclusivity rules. FCC held subscriber viewing habits, community interests and choice of programs would not be affected unusually by granting network exclusivity to nearby broadcast station. Action Jan. 15.

■ Wilbraham, Mass.—FCC granted request for partial waiver of CATV access channel rules, filed by Greater New England Cablevision Co. Greater New England, operator of cable systems at Wilbraham and Ludlow, Mass., sought partial waiver of rule that requires operators of new cable systems located in major TV markets to maintain separate public access channel for each cable system. FCC said size and contiguity of two cities justified partial waiver, permitting Ludlow public access facilities to serve Wilbraham. Action Jan. 21.

■ Fairmont and Mankato, Minn.—FCC denied Cable TV of Fairmont reconsideration of Sept. 19, 1974, action granting Lee Enterprises, licensee of KEYC-TV, network exclusivity protection on local cable systems during broadcasting of Minnesota Boys High School basketball tournament. Cable TV of Fairmont, operator of cable system at Fairmont, and Minnesota CATV, operator of cable system at Mankato, carry KEYC-TV signal. FCC held that tournament games broadcast by KEYC-TV were network programming. Action Jan. 21.

■ Washington—FCC granted special temporary authority to Clearview TV Cable of Enumclaw to carry nonnetwork programming of CHAN-TV Vancouver, and CHEK-TV Victoria, British Columbia, on 11 of its cable systems in Washington. Action Jan. 22.

Rulemaking

■ Chief, Cable TV Bureau, granted request of Colony Communications, Cox Cable Communications, New Channels Corp., Sammons Communications, TM Communications Co. and Jerrold Electronics Corp., and extended until March 3 and March 17, respectively, time for filing comments and reply comments in matter concerning carriage of sports programs on CATV systems (Doc. 19417). Action Jan. 28.

■ Chief, Cable TV Bureau, granted request of Citizens for Cable Awareness in Pennsylvania and Philadelphia Community Cable Coalition, and extended until March 19 and April 8, respectively, time for filing comments and reply comments in matter of inquiry on need for additional rules in area of duplicative and excessive over-regulation of CATV (Doc. 20272). Action Jan. 29.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

In the northeast there is a self-starting aggressive professional sales person who wants ownership without any cash investment and who desires to manage a dynamic station. This person will be able to make excellent dollars, have many fringe benefits and be part of a growing chain. Box B-37, BROADCASTING.

General manager for major market FM/AM. Opportunity for successful sales manager or salesperson to move into top spot in a top market. Box B-70, BROADCASTING.

Mid-west major market 1,000 watt black daytime is looking for a qualified general manager. Highly competitive market. Sales and administrative ability a must. Some knowledge of FCC rules and regulations. Experience in radio a must. Box B-100, BROADCASTING.

General manager for 10,000 watt public radio station. Budgets, fund-raising, teaching of one radio-TV course. Five full-time staff, 50 students. M.A. preferred. Three years full-time experience, some public preferred. Salary \$12,000-14,000. KMWU, 1751 N. Fairmount, Wichita, KS 67208.

Station manager for non-commercial, church-owned FM. Seeking innovative professional to inspire volunteers, promote station. Should understand church's community role, have technical competence, respect classic music. Equal opportunity employer. WMSP (FM) c/o Pieter Kooistra, 24 S. 2nd St., Harrisburg, PA 17101

Manager or assistant manager WTBJ Monticello, Florida. Immediately, not later than April 1. Requirements: Management ability, sales experience, programming knowledge, first phone. Compensation: Mgr. \$600 per month base plus 7 1/2% collected sales, \$50 per month gas allowance. Asst. Mgr. \$300 per month plus 7 1/2% collected sales, \$25 per month gas allowance. No calls. Write including resume, H. L. Townsend, Jr., Townsend Broadcasting Corporation, Box F, Parsons, TN 38363.

Exciting opportunity for aggressive individual with radio, TV or advertising background and management ambitions. Small investment. Unusually large return. All inquiries completely confidential. Call 609-428-5170 or write Frank Lalli, 1287 Giel Avenue, Lakewood, OH 44107.

Help Wanted Sales

Christian station looking for individual to announce and sell morning gospel program in a Top Ten market. Only one in the market so the possibilities are unlimited. Must have excellent credentials and a proven sales record. Box B-46, BROADCASTING.

Want to make money and live in a beautiful small Virginia market? Group owned operation needs aggressive professional radio salesperson with management potential to take over good current account list. Box B-52, BROADCASTING.

Texas Coast Radio sales manager, experienced only. No transients. Good permanent, long range opportunity, resume, references, picture, first letter. Box B-85, BROADCASTING.

Need aggressive, experienced salesperson to supervise efforts at Southwest 100,000 watt FM. Strongest signal in the state, new studios, new ownership, new opportunity. Salary plus commission. First year 12M+. Reply general manager, Box B-113, BROADCASTING.

Salesperson-announcer. Solid sales experience must; copywriting, production. Salary plus increasing commissions. Active account list. WGGO Salamanca, N.Y. 716-945-1515.

Florida Coastal station wants salesperson for expanded facility in big growth market. Salary, car expense and 20% commission. Great opportunity to make substantial income. Send resume Randolph Millar, WIRA-WOVV, Fort Pierce, FL, equal opportunity employer.

Help Wanted Sales Continued

Attention college broadcasters. Need commercial experience: Sales/announcer/news. Our staff stays one year and then makes a major market move. The one you will replace moved to the #1 station in Minneapolis, others to Washington, D.C. and Indianapolis. We demand major market quality and we pay better than most, but it's hard work in sales, news and air work. We expect you to stay one year and then we'll help you make the big move, if you want. WKCM is an ABC net affiliate, "clear channel" station serving regionally, Western Kentucky and Southern Indiana. Tape and resume: WKCM, Hawesville, KY 42348. Equal Opportunity Employer.

Help Wanted Announcers

Announcer-Program Director must be experienced. Mature voice. Top 40 format. Northeast. Box A-153, BROADCASTING.

Experienced Announcer. Rock format. Good quality voice. Top 50 market. Box A-154, BROADCASTING.

Experienced bright sounding announcer, with modern country and rock music knowledge. Tight board a must. Midwest background only. Salary open. Send resume. All applications answered. Box B-51, BROADCASTING.

Personality for nights on top rated major country station. First phone is a must. Minorities encouraged. Resumes to Box B-55, BROADCASTING.

Taking applications for knowledgeable sportscaster; board announcer; salesperson. First phone preferred. Established midwest market. Equal opportunity employer. Box B-115, BROADCASTING.

Top 40 looking for jock with experience. East coast medium. Box B-125, BROADCASTING.

Solid, strong, mature voice for short air shift, M.O.R. station. Must have experience in news, strong production and copy writing. \$750 to start, more if super qualified. Garry Brill, KJNO, P.O. Box 929, Juneau, AK 99802.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Wanted. announcer with first ticket. WAMD, Aberdeen, Md. 21001.

Morning person for WCOA. Leading NW Florida MOR. Must have 8 or more years experience, send tape, must contain ad-lib spots 30's and 60's. References will be checked. First opening in 16 years. Contact Byrn Bennick, P.O. Box 12487, Pensacola, FL 32573. Equal Opportunity Employer.

Florida coastal station wants morning personality for top 100 rocker capable of acting also as music director. Must have over 2 years commercial experience. No floaters. No screamers. Send salary requirements, resume and tape Roscoe Bowersox, WIRA-WOVV, Fort Pierce, FL. Equal opportunity employer.

Personality and/or format jocks for number one station in market. Tapes and resumes to J. C. Smith, WJPS, Box 3636, Evansville, IN 47735.

Play by play sports announcer. Must also announce or sell. College level baseball. Mississippi State University, Joe Phillips, WSSO, Starkville, MS 39759, 601-323-1231.

Immediate opening. Experience essential. S. Lubin, WVOX, Liberty, N.Y. An equal opportunity employer.

Morning person needed, big corporation + big station = big opportunity. Good salary, good fringe benefits, good working conditions. 50,000 watt WWVA is looking for the right person to fill 6-10 a.m. slot. Mod-country format. Tapes and complete resume to Bob Ward, WWVA, Capitol Music Hall, Wheeling, WV 26003. An Equal Opportunity Employer.

Good R&B announcers needed. Send pictures, tapes, resumes to Operations Manager, George Vinnett, WYLD Radio Station, P.O. Box 19124, New Orleans, LA 70179.

Good pay in great town for morning jock who gets totally involved in community. Contact mgr. or oper. DTR. 814-238-5085.

Christian station in one of the nation's major markets needs gospel music dee jay. See ad under "Help Wanted Sales."

Help Wanted Technical

Midwest AM-FM needs Chief Engineer strong on maintenance. Career opportunity. Box A-146, BROADCASTING.

Experienced chief engineer for AM and FM station located 20 miles outside of Pittsburgh. Must have transmitter and audio maintenance experience, familiar with remote operation. Send resume to Box B-19, BROADCASTING.

Chief engineer, complete charge maintenance. Some new, some old, all good equipment. Must pull small board shift. Call collect, Grainger, 219-533-1460.

Help Wanted News

News editor for two man department. Heavy local news. Long hours. Hard work. Salary open. Midwest resident only. Sports and AG, knowledge important. Box B-50, BROADCASTING.

We need a first class news editor with minimum seven years broadcast news in major markets. The editor we need knows the backgrounds of all major stories and has a flair for the human interest and secondary stories as well. We demand a superior mind who thinks radio news, knows how to handle tape and assignment desks, both domestic and international. This is strictly editing, no air work. \$22,000 minimum plus top benefits. Send background letter, resume to Box B-95, BROADCASTING.

News Director, good pay and excellent fringe benefits. Send tape and resume to KINA, P.O. Box 778, Salina, KS 67401.

Florida coastal station wants news director to develop and operate 3 city, 3 county news department for 100 kw FM. Must have proven record. No floaters. Opportunity for advancement. Send salary requirements, resume and tape, Roscoe Bowersox, WIRA-WOVV, Fort Pierce, FL. Equal opportunity employer.

WOKY needs fulltime newsperson. Send tape and resume. Minorities welcome. 3500 N. Sherman, Milwaukee, WI.

Help Wanted Programing, Production, Others

WKBW Buffalo, wants to hear from you if you're a major market production director. Send tapes and resume to Bob Harper, program director, WKBW Radio, Buffalo, NY 14209. An equal opportunity employer. Applications from both sexes and all races encouraged.

Mass communications instructor wanted to teach basic radio-TV, film theory and production. Supervise campus radio station. Requirements, teaching experience, media experience, M.A. in mass communications or related field. Knowledge of advertising, English or speech helpful. Send resume to Jim Porchey, Mass Communications Department, Florissant Valley Community College, 3400 Pershall Road, St. Louis, MO 63135.

Opening for instructor of broadcast journalism to teach basic broadcast courses and manage campus FM radio station. Job starts fall semester 1975, and is for nine months only as replacement for faculty member on leave. Salary open to negotiation. Apply by March 1, 1975, to Dr. J. B. Covington, Chairman, Dept. of Journalism, University of Arkansas, Fayetteville, AR 72701.

Situations Wanted Management

Experienced manager. Presently managing a successful medium market station. Will locate in Tennessee, Kentucky or midwest. Box B-21, BROADCASTING.

Veteran general manager available. Strong sales, programming, promotion, FCC, cost control. Best of references, solid, stable. Box B-91, BROADCASTING.

Gen. mgr. 15 yrs. experience all phases, all markets. Heavy sales and promotion oriented. A real dedicated pro with A-1 references. It only takes ten cents to check it out. Box B-106, BROADCASTING.

Mature, experienced. Seeking station-sales management eastern-southeastern non-metropolitan market. Box B-117, BROADCASTING.

Manager who is salesman, engineer and automation consultant with 15 years experience in small, medium and large markets is selling interest in present station. Looking for another challenge. Not being pushed so all inquiries considered and answered. Gray Ingram, Box 1056, New Bern, NC 28560. 919-638-6667.

Situations Wanted Sales

Experienced salesman, announcer. Small or medium market M.O.R. or country format. Box A-149, BROADCASTING.

Aggressive salesman with experience in small and major market radio seeking new opportunity. College graduate, agency and direct client exposure. Box B-84, BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Indiana Ohio. Currently afternoon drive communicator, cooker, heavy production, mature, looking for contemp/rock/Up-country. Box B-67, BROADCASTING.

Beautiful music. Non-personality. Major market veteran. Good voice. Industry reference. Salary open. Third endorsed. Pic., tape. Box B-69, BROADCASTING.

Creative personality is searching for exciting talk station. Box B-73, BROADCASTING.

DJ, tight board, good news, commercials, looking for break, willing to go anywhere. Ready now. Box B-76, BROADCASTING.

New personality, DJ, M.C. News. Aggressive, versatile with a dramatic style. The urban poet alias Fast Eddie from N.Y.C. 3rd endorsed. Box B-82, BROADCASTING.

Experienced pro, first phone, creative, intelligent. Currently P.D./jock/production/ass't. chief engr. at AM-FM station. Real worker. Former production director. Looking for jock/production or jock shift. Varied market experience. IV-R college grad. in '71. Prefer Florida. All offers considered. Box B-86, BROADCASTING.

Classical programmer, announcer looking for advancement. Experience also in network news editing, writing and broadcasting. Tape, resume on request. Box B-87, BROADCASTING.

Experienced conservative communicator, 33, controversial but proven. \$10,000. Box B-99, BROADCASTING.

Mid-market 9 year veteran with first, wants warm climate. Country or MOR. Box B-103, BROADCASTING.

Personality for cont./MOR. 6 yrs. experience, last 3 with present station. 1st, married, management capabilities. Want dynamic organization. No small markets. Box B-105, BROADCASTING.

Modern country's "my thing." Experienced (1 1/2 years). Music director, DJ. Third endorsed, co-operative. Great audience rapport. Small-medium markets wanted. Box B-109, BROADCASTING.

Radio entertainer desires medium or major market position. I can make radio witty, fascinating and popular. I know where to find many interesting people for telephone interviews. Write Box B-111, BROADCASTING.

Working full timer in medium market. Ready for full or part time in large market. I'm worth your reply. Box B-114, BROADCASTING.

Beautiful music EZ. Major market experience. Desire non-personality format. Salary open. Major references. Third endorsed. Resume, tape. Box B-122, BROADCASTING.

Dependable, experienced top forty (rock) personality needs work. 5 years experience (small & medium markets), good references, tight board, good production, plenty of determination and always striving to improve. Do best work in afternoon drive or night shift but can easily handle any shift. If interested, call 318-255-9395.

FCC 1st experienced announcer/morning man/PD/news/production. Reliable, hard working, not afraid to assume responsibility. Seeking immediate opening at stable medium or small market northeast station. No tape available. Willing to audition at your station. Call only if you have definite, immediate opening. Larry Kay 516-791-6557. 58 Fairview Avenue, Valley Stream, NY 11581.

Top 10 market air personality, part time, seeks full-time employment. Have over three years experience in top 40. College graduate, ready immediately, salary negotiable. Robert J. Farley, 85-04 253 St., Bellerose, NY 11426, 212-347-3943.

Florida contemporary, personality MOR, 15 years. 513-274-1003, 305-461-2203. Personal interview. 869 St. Agnes, Dayton.

Beginner looking for first break. Hard worker with first. 23, married, Marine veteran. Will relocate. For information, Ralph Chavez, 9232 Chelsea Circle, Westminster, CA 714-894-4681.

Situations Wanted Announcers Continued

Go with a pro. 15 years experience. 10 years in major markets. Super-strong talk or personality MOR. If you value outstanding voice, creativity, originality, let's talk. Ron McArthur, 216-526-4718, 1166 W. Wallings, Cleveland, 44147.

You will be passing by one of the best future announcers in radio if you don't read this ad. Beautiful mature voice. 37 year old former salesman. One year college broadcast courses plus on the air experience. Looking for MOR, C&W or easy listening format. Tight board. 3rd endorsed. Air check available. Jim Lovejoy, 2021 N. Park Rd., Apt. 6, Spokane, WA 509-924-3484.

DJ, 3rd with endorsement, tight board, good news announcer, production. Specs Howard Grad. Ready now anywhere. Call 313-386-8899, MI.

C&W DJ. 11 years experience. (No Darby Dogg) Will consider all markets in southwest. 605-624-8748 afternoons. D. J. Wilson, Rt. 3, Box 79A, Vermillion, SD 57069.

Contemporary lively personality. Five years experience, TV, 3rd. Happy, West Haverstraw, NY 914-947-3652.

DJ, 3rd phone, progressive rock experience, good news, commercials. Looking for progressive rock. Steve Scheiber, 266 N. Main St., Spring Valley, NY 10977.

Lively morning man. Six years country experience. Heavy news and production. Will relocate, prefer southwest. Third. Brian Johnson, Box 105, Willows, CA 95988.

Veteran morning communicator. 1st, family man, top references. From 20M. Leave message after 5 p.m. EST: 614-773-1586.

Husband and wife, B.A. degree, experienced. Husband announcer and programing, wife announcer and news. Available March 1, 1975. Call 701-452-2986. Ask for Mac or Ruth.

Experienced pro looking for stable position with good station. Call Bill, 516-265-7268.

Available immediately, mature, 5 years both contemporary and rock, 29, single, will travel. I can talk to the people. Looking to move up, not sideways. Call Walker anytime, 315-788-7843, or WOTT, Watertown, NY, 315-782-6540.

First phone, 3 years experience with MOR, contemporary, all news. Desire all night gig. Find out more, call Robinhawk, 713-524-1487, or write 1815 Banks, Houston 77006.

First phone mature DJ-maintenance man; seek happy, relaxed longevity, South. Prefer five days, MOR. Unemployed. 305-428-3161. Available immediately.

Situations Wanted Technical

Highly reliable 1st phone engineer/announcer seeking move into fulltime engineering position as chief or assistant. Experience includes studio and automation construction/maintenance, transmitter and much more. 5 yrs. broadcasting experience. All locations/offers considered. Box B-65, BROADCASTING.

Chief engineer, 32 years experience peanut whistles to networks. Up in age but active. Irwin Harr, P.O. Box 122, Baltimore, MD 21203.

Situations Wanted News

Opportunity for both of us. You need a broadcast journalist with some experience, sound judgment and strong reporting background. I've finished master's and need to return to work. Woman, 26, with four years as reporter. M.A., B.J. Good appearance, delivery. Best references. I understand accuracy, deadlines and competition. Let's talk. Box B-83, BROADCASTING.

Better than Brenda Starr, I'm Reall Hard working, award winning woman reporter-reviewer-news-caster. 2 1/2 years professional experience. MSJ. Seeks opportunity medium, large market. Box B-88, BROADCASTING.

Newsdirector, talk, PBP. South or west. \$10,400. Box B-98, BROADCASTING.

No experience, but articulate, creative, hard-working, dependable. Background as writer, editor, teacher. Box B-102, BROADCASTING.

Young, Female N.D. wishes to relocate in Midwest or East. B.A. in Radio and TV, 3rd phone, 2 1/2 years experience. Box B-108, BROADCASTING.

Broadcast meteorologist. Dynamic, professional delivery. Experienced in news, sports, announcing. Also top rocker DJ. Desire TV-radio spot in medium market. Darrell L. Spatz, 404 Poplar, Topeka, KS 66616. 913-232-9991.

Situations Wanted News Continued

5 year sports director/news/announcer. Available immediately. Versatile broadcaster desires work with creative news/sports operation. Contact Tom Maloney, 828 Oakton, Evanston, IL 312-864-9764.

Radio or TV hardworking, experienced female, all phases news presentation. Strong on actualities, 1st phone, 24 years old, single, will relocate. Write or phone Jan Bentson, 2010 Jenifer, Madison, WI 53704. 608-244-5734.

Newsman, announcer. 6 years experience. Willing to relocate. Art Fletcher, 9116 Brookfield, Brookfield, IL 60513. 312-246-1121.

Newsman. Skilled, experienced. BA. 3rd endorsed. Ralph Gonzalez, 3327 Thornton Ave., Anahem, CA 92804. 714-828-8151.

Situations Wanted Programing, Production, Others

Drive-time personality for major market network O&O seeks PD position. Past experience includes PD, MD, ND, OM. Make me an offer I can't refuse. Box B-7, BROADCASTING.

PA director seeks PD or assistantship. 4 1/2 years top 40/MOR includes top 50 market, MD, copy/production, promotion, news, automation, traffic. College, third, married. Prefer New England. Let's talk. Box B-9, BROADCASTING.

Solid academic and broadcasting credentials. Experienced in public affairs, classical format. Wants university or NPR station as PD, music director, etc. Box B-15, BROADCASTING.

Dominate the over 29 listeners, where the money is. Let the other twelve stations share the 9 to 29. My positive programing does it! Box B-47, BROADCASTING.

Aggressive, dependable. 1st phone, BBA, 6 years experience in all phases. Prefers programing in medium to large market in Georgia or Tennessee. Box B-72, BROADCASTING.

Seek position as program director or music director at professional beautiful or good music station. 5 yrs. exp. w/major mkt. exposure. Music background. Good production. Now available. Box B-80, BROADCASTING.

Program director, excellent major market MOR track record and references. Presently programing a small station group. People and results are my thing. All replies must be mutually confidential. Box B-90, BROADCASTING.

University radio. Fall 1975. In exchange for tuition and salary, will work for your station. Need two years for diploma. All formats. Currently in medium market working for leading AM and FM operation. Box B-92, BROADCASTING.

Cut costs. Experienced PD-Jock looking. East, southeast, small or medium market. Rock or country. Third, college, family. Box B-118, BROADCASTING.

First phone program director with ten years radio experience. Good voice, top board work, and professional production. Call 406-452-5732.

First phone professional looking for program director position at stable top 40 station. Five years experience including sales, music director and top fifty market. Married. Henry Kastell, 1204 Hawk Avenue, Virginia Beach, VA 23456. 804-427-6475.

Assistant director/producer, B.A. Broadcasting. One year commercial experience willing to work way up in production. Creative, dependable and eager for break. Contact Greg Malic, 363 Chateaugay, Chesterfield, MO 63017. 314-469-6450.

TELEVISION

Help Wanted Management

Executive Director ETV, PTV. M.A. preferred. Public relations, budget, administrative, supervisory, broadcasting, education experience desired. Ability to innovate, plan, direct, and evaluate programs. Box A-216, BROADCASTING.

Help Wanted Sales

Self-starter for group owned station. Single station Texas market. Potential \$20M plus. Send resume and track record to Box A-163, BROADCASTING.

Help Wanted Technical

Group operator radio and TV needs highly qualified engineer for headquarters staff. Preference given engineering degree but will accept equivalent experience. Box B-33, BROADCASTING.

Chief engineer. Experienced chief for medium size network VHF in northeast. Requires good knowledge of studio, transmitter and microwave operations. Excellent company benefits. Reply in confidence and include references and salary requirements. Box B-61, BROADCASTING.

\$15,000 per year for the right person. This growing independent needs a chief engineer. The right person is both a worker and a leader. Great working conditions, excellent part of the country. Top 100 market. Box B-79, BROADCASTING.

Maintenance chief for South Texas station, superior technical qualifications. Box B-110, BROADCASTING.

Chief engineer for PBS affiliate, with strong emphasis on management skills. Must be able to stimulate professional staff and evaluate their progress. Perform skilled, professional duties involved in the installation, operation and maintenance of television and other electronic equipment. Send resume of training and experience. Box B-123, BROADCASTING.

Maintenance/operations engineer for videotape, film, UHF transmitter. First phone required. ABC affiliate. John Powley, WOPC, Box 609, Altoona, PA 16603.

Transmitter supervisor for Florida VHF. WPEC Fairfield Drive, West Palm Beach, FL 33407. 305-848-7211.

Now accepting applications for vacation relief positions for May through September employment. First class license and experience preferred, however, will consider applicants with either one or the other. Equal opportunity employer. Write: Chief Engineer, WPRI-TV, 25 Catamore Boulevard, East Providence, RI 02914.

Engineer, 1st class license required, for studio and transmitter operation. Write WSKG-TV, P.O. Box 97, Endwell, NY 13760 c/o D. Newman, chief engineer.

Television engineer requires first class license and experience in broadcast maintenance and operation of cameras, VTR's and UHF transmitter. Send resume: Chief Engineer, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Equal opportunity employer.

Need operations and maintenance engineer with broad background to maintain sophisticated new color TV/audio fax for large Chicago corporation. First phone preferred. Equipment includes: TR-4's, IVC 960's, LDH-20's, CI switcher. Contact Jim Franck, CNA/Insurance, CNA Plaza, Chicago, IL 60685. 312-822-7772. Equal opportunity employer.

Help Wanted News

Reporter, photographer. Some experience radio or television news gathering, reporting. Emphasis on mature look, voice. WABI-AM-TV, Bangor, ME 207-947-8321.

Situations Wanted Management

TV promotion manager in medium market seeks major market. Excellent credentials. Write today! Box B-20, BROADCASTING.

Up your ratings. Bright, young promotions manager with excellent major market successes. Can do it all. Box B-57, BROADCASTING.

Wanted, gen. sales mgr. position with progressive organization, 12 yrs. selling station and rep. Outstanding record. Family, will relocate. Box B-63, BROADCASTING.

Mr. Owner, an employed, very big metro market, young sales manager seeks stable management station with growth potential. Married, degree, top national-local billing record. Unquestionable references. Box B-78, BROADCASTING.

Select me as your next promotion manager. Female, young, attractive, bright, aggressive. Eight years experience in top 15 markets. Will relocate and travel. Box B-93, BROADCASTING.

Award winning TV promotion manager wishes major market re-location immediately. Box B-94, BROADCASTING.

GM/GSM, up through ranks professional with 20 years experience in radio and TV. My specialty independent TV operation. Call now for details, 702-739-8501.

Situations Wanted Announcers

East and south. Weekend weather. Booth, staff. Major market experience. Good voice and appearance. Industry reference. Salary open. Pic-resume. Box B-68, BROADCASTING.

Weather reporter. Booth, staff. Major market experience. Good voice and appearance. Major references. Salary open. Resume. Box B-121, BROADCASTING.

Situations Wanted Technical

Southeast, South or Mid-Atlantic only. Prefer large but interested in any size market. Long time experience all phases of TV. Desire change in climate. Director of or chief engineer. Box B-5, BROADCASTING.

Experienced chief engineer, director of operations, seeks European position as operator, supervisor sales, instructor, tech. rep in any electronic field. Familiar with all TV, AM, FM and remote telecasting. Any position considered. Box B-48, BROADCASTING.

Director of engineering, small group. Degree, 25 years experience, network and stations. Looking for improvement. Box B-77, BROADCASTING.

Chief engineer. BSEE, 10 years CE. Managed dozens of men, millions of dollars. Box B-119, BROADCASTING.

Situations Wanted News

Anchor-reporter, producer. Best at specials and investigative series. Looking for news-conscious station. Young. Box B-13, BROADCASTING.

Television weatherman. Eleven years experience, age 34. Now in top 30 market and seeking opportunity to move up. Tape available. Will relocate anywhere. Box B-64, BROADCASTING.

Reporter/photographer, energetic pro, lives news, can go no further in present market. Local government oriented. Box B-66, BROADCASTING.

N.Y.C. reporter seeks TV/radio. Box B-71, BROADCASTING.

Experienced, employed, young news director/anchor-man at medium market midwestern V seeks to relocate. National award. Married. Degree. Reply Box B-56, BROADCASTING.

Seeking responses only from mature, non-tokenist, responsible and commercially independent managers interested in a 20 year broadcaster with network experience and desire for journalistic freedom within reason. 205-533-3493, Sam Depino.

Black professional meteorologist, six years top ten. AMS member. Sincere, pleasant, can cartoon. Science programs-reporting O.K. Will consider anchor. Don Sarrales, 301-530-3383. 6300 Contention Ct., Bethesda, MD 20034.

Meteorologist seeks employment. Young, versatile, experienced broadcaster, forecaster, will relocate anywhere. If interested, contact Sam Davis, 10 St. George St., West Warwick, RI 02893. Phone: 401-828-0157.

Situations Wanted Programing, Production, Others

Effective, intelligent female production engineer seeks directorial opportunity. Send for resume. No obligation. Box B-62, BROADCASTING.

Producer/director. Specialized in educational/industrial video. I have three years experience in providing the total package, conceptual preplanning/production/marketing. Thoroughly versed in all phases of production, quad or one inch. Allow me to talk to you about my professional approach to video, broadcast or industrial. Box B-75, BROADCASTING.

Cinematographer-editor desires responsible position with production company or television station. Complete adeptness in audio, still photography, and editing. Reply Box B-101, BROADCASTING.

Experienced video, film, 16mm, stills, commercial, documentary, industrial, news. Responsible, creative, young, degree. Box B-126, BROADCASTING.

Love For Sale. Love of production work-camera, switching, audio, stage manager, master control. B.S.-Ohio University, 22, 3 years experience. Presently under employed, seeking 40 to 50 hours work per week. Bruce Vincent, 216 Waverly Road, Wilmington, DE 19803.

Experienced production specialist. Duties included directing, cameraman, lighting, some technical duties. Background in film, radio, ITV, medical TV. Desires position leading to producer/director. BA in Mass Media. Randy Burton, Box 680, Sedalia, MO 65301.

Hard-working R.I.T. junior, photo major with two years TV experience, wants summer job to gain skill in any phase of TV production. References, resume available. Write Wood, Box 1238, 25 Andrews Memorial Drive, Rochester, NY 14623.

Situations Wanted Programing, Production, Others Continued

Television Production Man, Southern Illinois University graduate, 27 years old. Experience in producing, directing, lighting, camera work, audio and set design. Videotape back pack experience. I am now directing news, talk, children's and musical programs. Will relocate anywhere. Available in May. Lance O'Neal, Naval Station, Box 25, F.P.O., NY 09571.

WANTED TO BUY EQUIPMENT

Need complete R.F. generating package, channels 7, 8, or 9. Box B-97, BROADCASTING.

We need used 250, 50, 1 KW, 10KW AM and FM-transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

We buy used transmitters. And currently need a 1 KW AM and a 5 KW TV for Channel 12 with antenna. No junk please. Box 2468, Phoenix, AZ 85003.

Reward for information concerning collections of old library transcriptions. World, Associated, Standard, etc., available for purchase by collector. Bob Nicholas, 4200 Blackthorne, Long Beach, CA 90808.

FOR SALE EQUIPMENT

Get started. Bolex 16mm complete \$300; Minolta D10 88mm megasound. All accessories \$1,000; Jamison "compact" color film processor, excellent \$4,000; RCA color TK-41's, NBC fully modified, complete, \$3,000; IVC b/w vidicon, ccu, \$500; CONRAC CYB-21 \$1,000, also b/w's; Houston-Fearless PD-10 \$400, tripod \$200, both with heads; Mole mic boom \$200; McAllister 2K's quartz \$100; Onan 6.5kw 110/220v. gasoline \$500; good used 1 1/2 inch video tape. Contact Mike Boland, chief, KFTV-TV, 2400 McBride Lane, Santa Rosa CA 95401. Call 707-527-5253.

For Sale RCA TT25BL Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

280 feet new Andres 1 and 5/8th coax plus fittings. \$1,300 complete. Would cost \$2,000 from factory. Call Jerry Graham, WGRG, 413-499-1531, Pittsfield, MA.

385 Ft. Type 400 Wincharger Tower for sale as is. Available this spring. Make reasonable offer in writing to: Gus Zaharis, WTIP, Box 3032, Charleston, WV 25331.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

CEI 270 color camera with camera control unit and RTH Varofat XXI 40mm to 400mm lens. All in excellent condition. Contact Chief Video Engineer, Bruce Dumas, Orth-Tec Corporation, Box 566, Salem, NH 03079. 603-893-4552.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

Helix-styroflex. Large stock. Bargain prices. Tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Make an offer. Any offer for Gates BC 50C, 50,000 watt AM transmitter new in 1967, now on the air. Available 3-6 months, or will trade for late model 10KW AM or 25KW FM transmitter. Contact Marshall Rowland, 904-356-1366.

16MM Television JAN film chain projector, 614ETVS, used, good condition, \$895.00. Steve Newton, P.O. Box 457, Avondale Estates, GA 30002. 404-378-5652.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Usable comedy. 1,000 new lines for \$15.00. Check, money order. P.O. Box 153, St. Charles, MO 63301.

Great comedy, low price, sample \$3. Comedy, 864 Kennedy St., Kelowna, British Columbia, Canada.

MISCELLANEOUS

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.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Daily Almanac of important country events, birthdays, record information. Free details: write Country Almanac, Box 978, Beloit, WI 53511.

Half-Price Closeout! Our comedy commercials book, 101 commercials, 35 categories. \$5.00 to Brain Bag, P.O. Box 875, Lubbock, TX 79408.

Record your audition professionally yet inexpensively at Broadcast Services, 4319 N. 76th Milwaukee, WI 53222. 414.463-1900.

Radio TV ID cards. Printed with your call letters and room for photo and complete ID. \$2.50 each or 3/\$6.00. Check or M.O. to H. McDonald, Box 634, Hines, OR 97738.

The Best Artist information publication (says San Francisco PD). Now, more information, lower introductory rates. Free sample. The Sullivan Letter, 888 Seventh Avenue, New York City 10019.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd Floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Mar. 24, April 28, June 9, REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 Years, Industry Leader! Don Martin School of Communications trains for 1st phone license, plus Practical Transmitter Operations, in just six weeks! Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

FCC license the right way, through understanding. Home study. Free catalog. Genn Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

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RADIO

Help Wanted Announcers

We're a Major Market Adult Station looking for a real personality now in a medium size market ready to make his big move. This personality should be at least 25 and looking for a stable position in which to grow. You must appeal to women as you will be hosting a very important mid-day program. Starting salary \$15,000. An Equal Opportunity Employer. Send resume to: Box B-124, BROADCASTING.

Help Wanted Announcers Continued

KULF needs one more professional. Historically top rated MOR owned by Southern Broadcasting Company is an equal opportunity employer. You must communicate with adults in nation's fifth largest city. Tape and resume to Bill Wamsley, KULF, Houston 77002.

Double Figure Salary

For Rock Radio Personality at Upper Midwest No. 1 Metro Station. Production ability important.

Call 701-293-5056
after 7:00 p.m.

Help Wanted News

"A KSDO Newsradio anchor knows more than what the "newstime" is. He/or she can adlib a live interview with a cop or a congressman . . . he/or she can also get off his or her anchor and provide solid reporting. KSDO Newsradio is looking for another anchor. Send tape and resume to: *The News Director, KSDO Newsradio, 1450 7th Avenue, San Diego, Ca. 92101*"

Television

Help Wanted Technical

BROADCAST EQUIPMENT SALES MANAGERS

East and West coast openings are available now. A strong technical background in television broadcasting is essential. Sales experience desirable. Send resume with earnings requirement, to:

Robert E. Lynch
THE GRASS VALLEY GROUP, INC.
P.O. Box 1114
Grass Valley, CA 95945

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Situations Wanted Management

Experienced, knowledgeable broadcaster with outstanding track record as V.P., General Manager, General Sales Manager, dominant local salesman, national rep., with powerhouse group and top stations is now seeking position. Greatest assets is achieving results. P&L and goals and objectives oriented. A keen instinct as an innovator with drive and determination. Resolute in performance. Will motivate and deliver. All replies answered in strictest confidence. High-level references upon request. Box A-202, BROADCASTING.

Situations Wanted News

TOP FLIGHT SPORTS DIRECTOR

Hardworking, dedicated and cooperative. Exciting BPB, powerful bass voice with excellent delivery. References. Salary less important than your professional attitude. Phone 308-532-3705, Jeff Strong, 1016 N. Bryan, North Platte, Nebr. 69101.

Situations Wanted Programing, Production, Others

FREE TAPE!

Call now for your Free Tape and find out about a production manager who will not only produce local spots that sell, but will work with your Program Director to get a professional sound and with your News Director to get strong local actuality news. I can also work on your station promotion and public affairs. Call R. Stetsón at (312) 262-1658 now!

Miscellaneous

BE THE STATION THAT FIGHTS INFLATION! Broadcast Sales Associates wins with hottest phone-sales campaign ever!

\$5 CASH FOR YOUR UNSOLD TIME \$5
Professional broadcast salesmen sell our "Inflation Fighters" campaign by WATS line phone. Hundreds of money saving consumer tips. The first telephone sales campaign that's an AUDIENCE BUILDER as well as REVENUE BUILDER. Any market . . . any size . . . anywhere. AM-FM-TV-Cable. Call or write NOW for industry references and info. You'll have those INFLATION FIGHTING extra \$5 in billing within weeks. We're one of the largest. We work for a lower commission. The only company in the telephone sales field that is BROADCASTER OWNED AND OPERATED.

BROADCAST SALES ASSOCIATES, 505 S. Locust Street, P.O. Box 1191, Champaign, Illinois 61820. Call George Gothberg, Pres., COLLECT (217) 359-3907.

BRIDAL FAIR STOCK

For sale. Substantial minority with opportunity to acquire much more without additional cost. Principals. 20055 Wells Drive, Woodland Hills, Ca 91364.

Help Wanted News

SOUGHT: A JOURNALIST WHO COMMUNICATES

We need a person who can produce a cast which moves . . . and comes through on the tube as a real human being. The job of anchor-producer is with one of the country's better news operations . . . at a leading NBC Affiliate known for its stability and general excellence . . . in an area which offers all one could wish in both cultural activities and recreational opportunities. If interested, forward resume, sample cast script, and VTR to William Gill, News Director, WOTV, 120 College Ave., S.E., Grand Rapids, Michigan 49502.

CONTROLLER

Excellent opportunity to become Controller of Dallas based chain of television and radio stations. Experience in communications accounting. Salary commensurate with experience and ability. Mail resume,

Box B-89, BROADCASTING.

FINANCIAL CONTROLLER

New England based group seeks mature executive with broad experience in financial and business affairs to assume responsibilities of controller for 4 television and 3 radio stations. Send detailed resume to: David E. Henderson, President, Outlet Broadcasting, 176 Weybosset Street, Providence, R.I. 02903.

An Equal Opportunity Employer M/F

Situations Wanted News

WOMAN ATTORNEY/REPORTER

I am looking for a TV reporter position where I can use my legal training. If you could use a woman reporter who is 27, who has two years of press experience, and who has a solid background in general and consumer law, write:

Box B-39, BROADCASTING.

NEWS PERSONALITY FOR MAJOR MARKET

Feature Commentator/Talk Show Host, currently in Top 100 Market, who writes and delivers with the steadily illuminating brilliance of, well, "a star."

Box B-42, BROADCASTING.

Up Your Sports Rating

Recognized as NFL's #1 Radio play by play announcer. Network Background. Major league play by play all other sports, including hockey. Expert sports talk show, TV strip show, commentaries. Want TV/radio combination Major Market stations offering play by play plus TV strip show only. A real pro . . . credentials to prove it.

Box B-60, BROADCASTING.

Currently employed Network News Executive with experience in all phases of Broadcast Journalism including eng. desires to return to local news operation.

All inquiries will be held in confidence.
Box B-74, BROADCASTING.

Miscellaneous

Gold or Silver Finish



FEBRUARY ONLY
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Microphone Tie Bars
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3 for \$10.50
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Singly \$4.95. Send
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Profile

Jim Ferguson and his programming prescription

The man who will gavel to order this week a convention of some 1,000 delegates concerned with television station programming looks like everybody's picture of the kindly pharmacist in a small-town drugstore. Which is what Jim Ferguson, president of the National Association of Television Program Executives and program manager of WAGA-TV Atlanta, originally set out to be.

"Things just had a way of happening to keep me away from the drugstore, and I ended up in broadcasting," he says. For the past 29 years Mr. Ferguson has been in radio and television. He has learned his craft well. Last year his TV station colleagues recognized his skills by electing him president of NATPE, which is meeting this week in Atlanta for its 12th annual conference.

Mr. Ferguson, who has a degree in pharmacy, insists he "really had every intention of becoming a pharmacist." "When I was growing up in Caldwell, Ohio, a druggist was highly respected," he says. "But I'm not at all unhappy with the way things have turned out."

Mr. Ferguson, who is known for his dry humor, adds, "Well, anyway, running a drug store these days isn't as exciting as it used to be."

For him, television programming is, however. For the past 27 years Mr. Ferguson has been totally involved with TV station programming. He has sharpened his skills during tours of duty with TV stations in Cincinnati, Huntington, W. Va., Memphis, and, for the past 12 years, Atlanta.

Mr. Ferguson has earned a reputation over the years as a solid professional in the program field, respected by his co-workers at Storer, owner of WAGA-TV, and by his peers at other stations. He is a short, stockily built man of 53 with a friendly, down-to-earth manner. Though he is not likely to dazzle the delegates to the NATPE convention at the Hyatt Regency hotel with elegant oratorical flourishes, he is expected to direct the sessions with a quiet but firm hand.

"He's a pixie," one industry friend comments, "and if things get out of hand, Jim will come up with some droll remark."

Though Mr. Ferguson maintains he had an affinity for pharmacy as a youngster, he must have nourished, at least subconsciously, an attraction to broadcasting. While a student at the Ohio State University School of Pharmacy from 1937 to 1941, he worked in various capacities for the campus radio station,



James Henry Ferguson—president, National Association of Television Program Executives, and program manager, WAGA-TV Atlanta; b. June 28, 1921, Caldwell, Ohio; BS in pharmacy, Ohio State University College of Pharmacy, 1941; U.S. Air Force, 1941-45; engineer-announcer, WZIP(AM) Covington, Ky., 1946-48; producer-director, WLWT(TV) Cincinnati, 1948-49; program-sales director, WSAZ-TV Huntington, W.V., 1949-59; program director, WMCT(TV) Memphis, 1959-62; program manager, WAGA-TV Atlanta since 1962; m. Ann Quick, 1949; children—Charles, 21; Mimi, 18.

WOSU(AM) Columbus, and also handled part-time stints at WBNS(AM) in that city.

Mr. Ferguson recalled that opportunities for druggists weren't exactly flourishing in 1941 when he finished college. With World War II looming, he enlisted in the U.S. Air Force shortly before Pearl Harbor, and it was four long years later before he could embark on a pharmacy career.

"My experience in the Air Force was very valuable," he says. He was schooled in radar and electronics at the Massachusetts Institute of Technology.

Mr. Ferguson was discharged from service on Christmas Eve, 1945, and decided to take a refresher course in pharmacy at Ohio State. Since the course would not begin for several months, he accepted a job temporarily as an engineer-announcer at a new station, WZIP(AM) Covington, Ky.

"Well, that was it," Mr. Ferguson says. "After I was at the station for a few months, I decided to stay with it. And I've never been out of the field."

Like many ambitious young men of the immediate post-World War II era, he recognized the potentialities of the new medium—television—that was highly discussed but still in an embryonic stage in only a few major markets of the country. Mr. Ferguson promptly enrolled in an evening TV production course at the Cincinnati College of Music (now part of the University of Cincinnati) in 1946.

"I really can't say I learned a lot since few people knew very much about TV," Mr. Ferguson says with a grin, "but it helped to get me a TV production job with WLWT(TV) Cincinnati in 1948. And I haven't been out of television since."

In the early days of television, when the accent was stronger on locally produced, live programs, Mr. Ferguson served as producer-director in Cincinnati of a number of series, including *Midwestern Hayride* and *Boy Meets Girl*. He misses the spontaneity of live TV, but enjoys today an involvement with such local WAGA-TV programs as the *Xernona Clayton Show* (focusing on the black community), *Confrontation*, *Tell The Mayor* and occasional documentaries.

For the past few months, Jim Ferguson has been working beyond his normal daily schedule in preparation for the NATPE conference, which grows larger each year. Mr. Ferguson was part of the original cadre of 10 program executives who gathered in Chicago in 1964 to organize NATPE as a forum for an exchange of information.

"I'm sure none of us thought at that time that our little group would grow so large," Mr. Ferguson now says. "We now have almost 500 members. We expect more than 1,000 to participate in our conference this year."

For the past two years NATPE conventions have focused on the knotty issue of prime-time-access programming and, according to Mr. Ferguson, "the conference this year will concentrate more on what should be on TV and what shouldn't be on, though I'm not sure that prime-access won't come in for more discussion than is on the agenda."

Mr. Ferguson believes NATPE has arranged "an exciting program." It includes children's programming, cable TV and prime-time television. The last topic, according to Mr. Ferguson, is likely to generate spirited controversy as panelists delve into such issues as violence, morality and censorship.

Mr. Ferguson is delighted that attendance at the conference will be as high as, if not higher than, the total reached at last year's NATPE meeting in Los Angeles. NATPE officials had some trepidation that the economic recession might curtail attendance by some stations.

But as a person attuned to program buying trends at TV stations, Mr. Ferguson is convinced that there will be no scrimping on buying new product despite the business squeeze. "The economy cannot afford to dictate the program schedule of a station," he says. "We still have a schedule to fill and time to sell and programming is, after all, the heart of a station."

Editorials

Big, big daddy

The National Association of Television Program Executives is to hold its annual conference in Atlanta this week, but the scene will really be Washington. More and more, the station program director must shape his schedule and choose its content according to restrictions issued or influenced by the FCC. Less and less can the program supplier take a chance on a new property in the expectation that the rules won't change before he can get it on the market. Only the government is capable of causing the dislocations that now beset television programming.

The FCC's continued tampering with its network prime-time access rule and the appeals that it has inevitably produced extend the state of uncertainty that has existed since the agency lurched into this escapade five years ago. The end of instability is unpredictable.

Another subject that will no doubt command attention in Atlanta this week is the new rules for "family viewing hours" that the National Association of Broadcasters seems bent on embracing. Knowing that the NAB's action is coming in response to the urging of the FCC, or at least its chairman, the program executives will realize that the NAB's new rules will become in time the FCC's—to create another chapter in the program manual that is so frequently revised and amplified in Washington.

Nor are these the only recent actions that will make a difference in station programming. Only two weeks ago the FCC adopted as its own the NAB's new limits on commercial loads in children's programming, and then went the NAB one better by revising its reporting forms to define children's programming as that originally designed for audiences 12 years of age and younger, thus disqualifying all of the programs that hordes of children watch but were originally made for older people.

FCC Chairman Richard E. Wiley is scheduled as a principal speaker at the Atlanta gathering of the program experts. A logical choice, considering present trends.

Try, try again

Whatever else may be said of Senator Hugh Scott (R-Pa.), no one can say he gives up easily. Once again he has introduced legislation to establish a performance royalty for recording artists and record manufacturers to be paid by broadcasters and other users of recorded music. By his own calculation, as stated during debate on a similar measure last year (BROADCASTING, Sept. 16, 1974), he has been on this campaign for 30 years.

A less determined man would have realized long ago that there may be defects in a proposal that has been repeatedly rejected by such overwhelming votes as the 67-to-8 that was counted against it in the Senate last September. But Mr. Scott's seniority and prestige are committed to it anew. The bill cannot be dismissed as just another exercise of legislative toadying to celebrities.

Further, it will be recalled, the senator had considerable muscle in his corner during his efforts of last year. Though broadcasters were overwhelmingly against him, with the conspicuous exception of CBS, Senator Scott was backed by most of the luminaries among performers and labels in the record business. No doubt the same interests can be rallied again.

The concept of performer rights makes even less sense now than it did 30 years ago. As everyone knows, a recording artist can get rich overnight from the present system of participation in revenues from sales of records. The less famous are paid well for recording sessions, according to union scale. Not only that,

the record business funds an American Federation of Musicians trust to hire musicians for live engagements.

As has also been repeatedly noted—without contravention—the promotional value in broadcast play is already contributing heavily to the welfare of recording artists and labels. And for more and more performers who write their own songs there are handsome royalties to be earned from broadcast use of their records under the existing copyright law which protects composers and authors.

The 31st year of Mr. Scott's campaign should be made to pass like the 30 others.

Ex post facto ethics

The FCC in its present composition is clearly embarked on a course of punitive actions aimed at establishing the "new ethic" that Chairman Richard E. Wiley has decreed. There is no other way to interpret the commission's 5-to-1 vote to strip Don Burden of all five of his radio licenses.

Let it be said at this point that the offenses of which Mr. Burden was convicted have defaced broadcasting and require suitable punishment. The question is whether the FCC's punishment fits the crimes.

Mr. Burden cannot be credited with inventing any of the tricks that have now cost him so dearly. The formulas for all of them may be found in cases scattered through FCC files. But if earlier penalties are now to be judged inadequate as deterrents, the FCC has access to sanctions that are harsher than those formerly imposed but still short of total forfeiture.

It is beginning to look as though the FCC is deliberately choosing victims to be used as examples. Last month it lifted all the television licenses of the Alabama educational commission as a sign it would no longer abide racial discrimination in programming and employment. Though that penalty was tempered by the invitation to the Alabama commission to reapply, in pragmatic realization of the unlikelihood that anyone else would want its string of noncommercial properties, it still stands as the precedent for capital punishment that may be applied to others in both noncommercial and commercial broadcasting.

If the Burden decision withstands the appeal that has been promised, it will become the precedent for capital punishment for the several categories of misconduct now ascribed to him. It would be fairer if Mr. Burden had known at the time that there was any possibility of his losing a license.



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