

License renewal relief new priority on FCC agenda
Cox makes First Amendment mark in Supreme Court

Index to departments on back cover

Broadcasting Mar 10

The newsweekly of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

**You've got to see it
to believe it!**



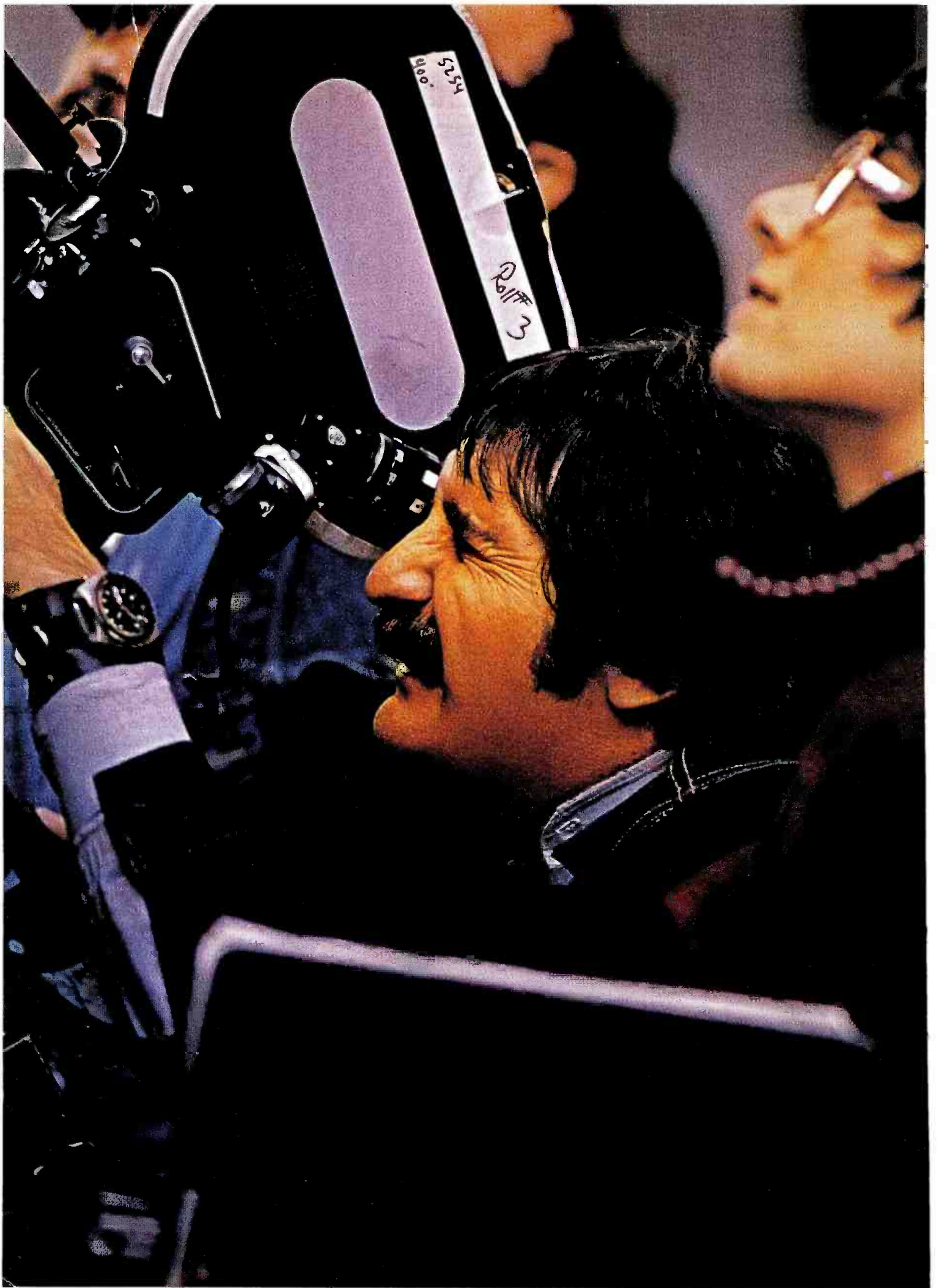
Would you believe James Caan playing Tarzan???

Don Adams Screen Test

The funniest half-hour series created for prime access!
A major production of prime-time quality from

MCA TV

36112LIFRA R518480K DEC/77
A U LIBRARY
US AIR FORCE
SERIAL ACN SECTION
MONTGOMRY AL 36112



“I’ve always been a film man. Even though I’ve done some things on tape that I’ve been proud of.

“But then, you might ask, why am I doing an endorsement ad for film? Because film is film. And there are plenty of things you can do with film that you just can’t do with tape.

“If you’ve ever heard me spout off about directing, you know how I feel. I demand a lot. After all, as a director, I’ve got the tremendous responsibility of controlling how the whole thing hangs together. I’m given an idea that’s been fought over and wounded and battered and bandaged and I help transfer it from paper to film.

“Film’s the operative word here. I get a kind of warmth from film. And feeling. And depth. From a technical standpoint, film has a wide latitude. A nuance of tone. It gives me a quality in range from high contrast to a rich pastel.

“There’ll always be an argument floating around the trade about the differences between tape and film. Sure, sometimes you should use tape. I do a lot of my film editing on tape, and it’s great when you need something six days ago. But in my own mind I’ve settled the argument. When I have to have that certain feeling... that presence, I’ll go with film any day. After all, all of my award-winning commercials have been done on film.

“And there’s something else. I use the best equipment and people to get the best results...and I always use Eastman film.”

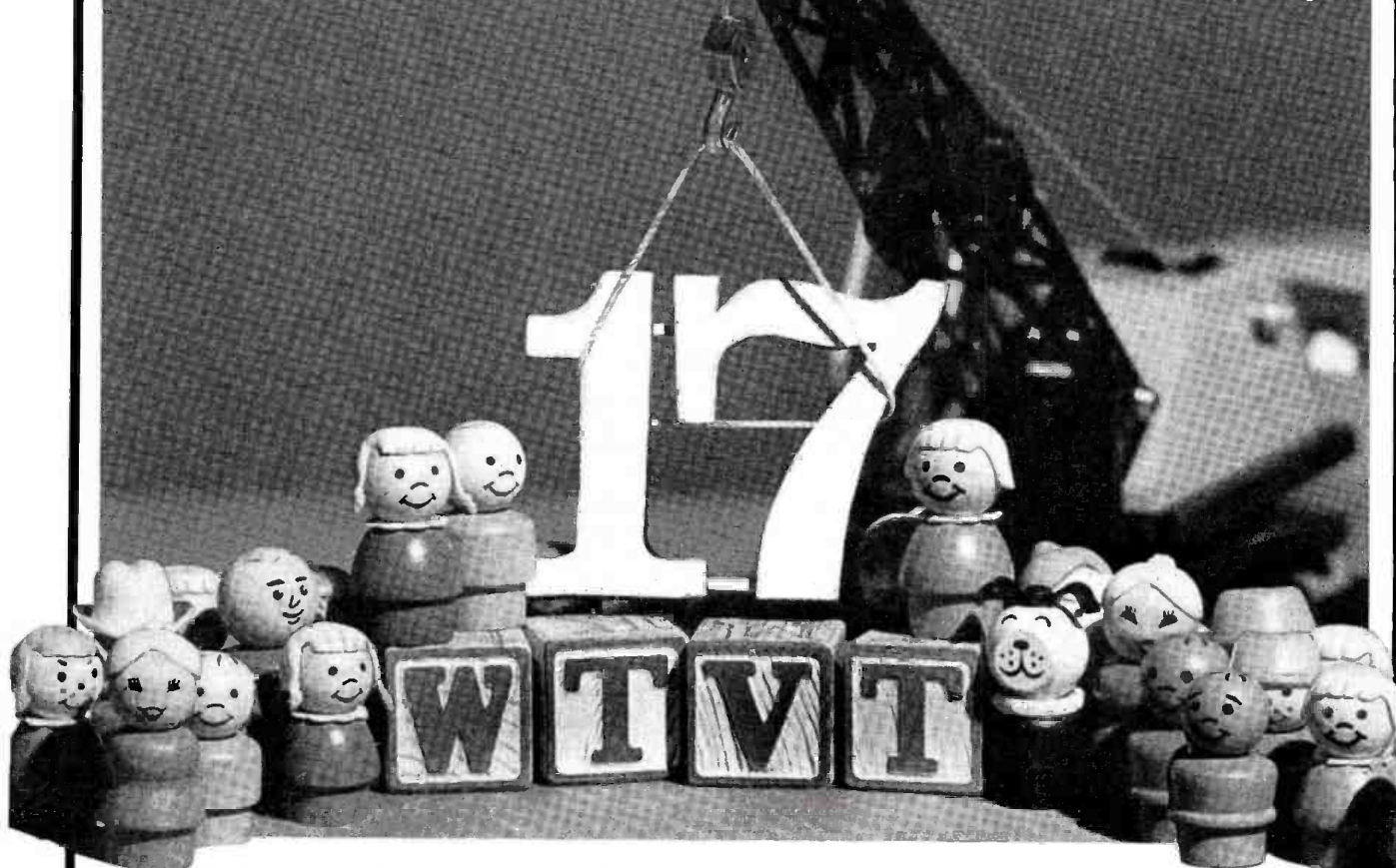
Bob Giraldi. Award-winning commercial director and partner in Ampersand Productions.



EASTMAN KODAK COMPANY

Atlanta: 404/351-6510/Chicago: 312/654-5300/Dallas: 214/351-3221
Hollywood: 213/464-6131/New York: 212/262-7100/San Francisco:
415/776-6055/Washington, D.C.: 202/554-9300.

THE STATION ON THE MOVE IN THE MARKET ON THE MOVE!



Tampa-St. Petersburg has moved to the 17th television market in the nation*, up from 20th position. And Tampa-St. Petersburg is the 3rd market in the Southeast, the 2nd in Florida and fast on the heels of 16th ranked Atlanta and 15th ranked Miami. We outdistance Indianapolis, Baltimore and Seattle-Tacoma.

Put your advertising dollars to work on WTVT, the station that consistently delivers more audience, 9 a.m. to midnight**, than any other station in the Tampa-St. Petersburg market. Your Katz representative has details and current avails.

*Arbitron estimates of U.S. Television Households in Area of Dominant Influence as of January 1, 1975.

**Arbitron and Nielsen, Feb./March, May and Nov., 1974, Cume Households, average quarter-hour audiences.

All estimates subject to source and method limitations.

THE WKY TELEVISION SYSTEM, INC.

WTVT, Tampa/St. Petersburg
WKY-TV & Radio, Oklahoma City
KTVT, Dallas/Ft. Worth
KHTV, Houston
WVTV, Milwaukee
KSTW-TV, Seattle/Tacoma
KRKE Radio, Albuquerque



GIVE US
A CALL!

WTVT  
A CBS AFFILIATE
KATZ TELEVISION
ATLANTIC

Closed Circuit®

Ford and NAB. President Ford is expected to be star attraction at National Association of Broadcasters convention in Las Vegas next month. Although NAB officials were saying question of his appearance was still open, and that luncheon speaker on Monday, April 7, had not been set, word from White House last week was that President had accepted invitation to appear, and will speak at that luncheon. President Ford visit would make second year in row that NAB convention featured presidential appearance. Then-President Nixon traveled to Houston last year to use NAB convention audience as backdrop for what became final news conference of his Presidency.

Still under consideration at White House is invitation to President to attend National Cable Television Association convention in New Orleans, week of April 14. That one is still being mulled over at staff level; it has not yet been put to President for his decision.

Every time. Advertisers and agencies won't like it, but one proposal to be tossed in hopper in next fall's negotiations with performer unions on TV commercials would scrap present formula calling for payment to performer in spot TV for 13-week unlimited use of commercial. Sanford (Bud) Wolff, executive secretary of American Federation of Television and Radio Artists, which will negotiate jointly with Screen Actors Guild in talks with agencies and advertisers, is opting for "pay-for-play" approach (payment for each showing), claiming advertiser now can use commercial time and time again over 13 weeks without additional payment.

Peace mission. Top officials of National Association of Broadcasters and Association of Independent Television Stations held secret meeting in New York last week to explore chances of composing differences over television code. In background is decision by NAB TV board to make code subscription mandatory for NAB members by April 1976. In foreground is probable adoption by NAB TV board next month of TV code board recommendation for 7-9 p.m. family viewing period that independents say is aimed straight at their counterprogramming. Biggest sticking point right now is on commercial time standards, which are tougher for independents in NAB code than some independents say they can live with. No evidence of headway on time standardization last week.

Among those at last week's meeting: from NAB, Vincent T. Wasilewski, president, Wilson Wearn (Multimedia stations), TV board chairman; from INTV: James Terrell (KTVT[TV] Fort Worth), chairman, and Herman Land, president, Also present: R. Kent Replogle, president of Metromedia Television, which, with four independent V's, has said it would have to quit NAB if code subscription were tied to NAB membership.

Still looking. White House seems to be getting bogged down in selecting new director of Office of Telecommunications Policy. Although OTP sources say John Eger, acting director, has inside track and will be on top of list of three candidates finally submitted to President Ford for his consideration, word out of White House is that staff is

30 days away from submitting any names to President. Candidates are still being interviewed, most of them urged on White House by members of Congress. When that process is completed, surviving candidates must be subjected to Federal Bureau of Investigations background check. OTP post has been vacant since Clay T. Whitehead left it in September.

Ladies' man. What may become annual Hall of Fame award will be presented for first time by American Women in Radio and Television at 24th annual convention in Chicago next month. First recipient, it's understood, will be J. Leonard Reinsch, retired president of Cox Broadcasting Co. and incumbent chairman of Cox Cable Corp. Presentation will be made at banquet on April 24, second day of five-day convention at Continental Plaza.

Straightening things out. National Association of Broadcasters by-laws committee, charged with finding ways to improve NAB structure, will spend its first meeting this week in Washington trying to map objectives. Donald Thurston, of WMNB-AM-FM North Adams, Mass., chairman of the by-laws committee, said last week common concern in comments he has been collecting from broadcasters who have been involved with previous reform efforts is that 48-member board is cumbersome. Some TV members point partisan finger at radio board, which is twice size of TV board.

Committee will study alternatives to "stepping-stone politics," term used by some to describe how board members now climb to joint board chairmanship. Among suggestions: that joint board chair formally rotate between radio and TV representatives, that at-large radio seats be eliminated. Idea, Mr. Thurston said, is to make joint board more manageable and to involve it more "meaningfully" in daily affairs of NAB. Others members of by-laws committee: Ray Johnson, KMED-TV Medford, Ore.; Wally Nelskog, KIXI-AM-FM Seattle, and George Brooks, KCUE-AM-FM Red Wing, Minn.

Going up. Best estimates around TV networks are that 1975-76 program production costs will be 10%-12% higher than this year's in most cases, though some individual series may cost around 15% more. These estimates are based on deals already negotiated with producers who had been demanding higher prices (*Broadcasting*, Feb. 17). Increased costs almost inevitably mean higher prices for advertisers, though network sources are more reluctant to discuss those prospects. Herb Schlosser, NBC president, talking with reporters in Washington last week, guessed prices would be up about 5%, assuming recession doesn't hit TV hard.

Held over. Central theme of Radio Advertising Bureau's management conferences this year has proved so popular in these recessive times that extra conference has been scheduled. Theme as presented by consultant Jim Hooker is how to apply principles of motivation — particularly kind that increases productivity without increasing size of staff. Some 400 station executives, mostly station managers and sales managers but with smattering of programming and engineering directors, have been through this year's six scheduled two-day conferences. Seventh has been set for April 17-18 at Chicago.

Top of the Week

Cooking with gas on renewals. *It's almost traditional that broadcasters have some major FCC news to chew over with the chicken and peas at NAB convention luncheons. This year it's likely to be long-awaited reforms in license renewal policy, as Chairman Wiley turns up the heat on the commission staff to get it all done in time for Las Vegas. Cable will probably have similar treats for its gathering in New Orleans the week after NAB.* Page 19.

Combined's combine. *Combined Communications goes shopping with \$35 million, comes home with seven more radio stations, almost a full house, five of them from Globetrotter Communications, plus other Globetrotter properties. There is a question, however, of whether the FCC will let CCI have all of them.* Page 20.

Northeast victims. *Licenses of five stations in New England come under attack at renewal time.* Page 20.

Creative challenge. *Without sex and violence, what's a syndicator to sell? Facts of family viewing life inspire magic shows, singing, space, skiing and noncompetitive quiz shows. Pressure mounts against "stripping" by independents.* Page 25.

Praise be. *Ohio State University tomorrow will present 64 awards for excellence in educational, information and public affairs programming on radio and TV.* Page 32.

Third class mail, first class mess. *A.C. Nielsen Co., faced with lawsuit, withdraws local TV market rating report based on short returns filed by third class mail in attempt to cut costs. Broadcast Rating Council is asked to audit 18 markets.* Page 34.

Tough to swallow. *FTC's proposed regulations covering substantiation of nutritional claims in ads remains in limbo of complexity.* Page 36.

Moss is rolling. *Cable TV system operators gather to lobby Hill and FCC, hear Representative John E. Moss, new chairman of Commerce Investigations Subcommittee, come down hard on FCC regulation.* Page 41.

Voice in the desert. *Office of Telecommunications Policy draws barbs from all sides for its proposed cable legislation that would subject industry to marketplace competition and deny FCC authority to favor broadcasters.* Page 42.

Us first. *CBS comments to FCC on proposed cable sports blackout rule go beyond commission's restrictions and would deny cable systems carriage of sports broadcasts unless rights first offered to local broadcasters.* Page 43.

Press is press is press. *Supreme Court rules in Cox Broadcasting case that accurate report of public records does not violate right to privacy. Decision makes no distinction between broadcast and print press.* Page 44.

45's forever. *Singles stage surge, sort of. Signs are mixed, but pressure is on for a price drop, and, as albums get more expensive, singles are seen as way to test markets for artists who should be objects of LP push.* Page 47.

Haley's a comet. *New president of 20th Century-Fox, Jack Haley, has hitched his wagon and is riding high.* Page 65.

FCC's failing to please anyone on pay cable rules; broadcasters say new movie provisions amount to no siphoning protection at all; NCTA to challenge

Broadcasters began joining cable and movie interests as critics of FCC's revised pay-cable rules as information on final shape those rules are taking began to circulate late last week. Broadcast representatives contend antisiphoning rules dealing with movies have been virtually eliminated, while cable interests say change is only "cosmetic."

Final order on revised rules may be issued this week or next. But FCC Chairman Richard E. Wiley defended them in advance in speech last week as striking "a fair balance" between television's and pay cable's competing interests. Chairman, who spoke to Catholic University Law Review Conference, in Washington, said rules were "premised on preventing siphoning, a legitimate regulatory objective," not on preventing competition, which "is the very heart of the nation's economic system."

New rules, on which staff was given final drafting instructions on Thursday, follow closely outline that commission drew last November and made public (*Broadcasting*, Nov. 18). But some changes have been made, at least in part to strengthen commission's chances of beating off expected court challenges to rules, and one of those in particular has aroused broadcaster anger.

Under November outline, pay cable system could bid on movie of any age if it were under contract to station in market. But as now being drafted, rule would extend that right to movies under contract to network with affiliate in market. "How could we defend that in court as an antisiphoning rule if that change were not made?" commission official said last week.

But broadcast representatives, some of whom were calling on commissioners on Friday, feel new rule in effect is "no rule," particularly when combined with commission's decision to permit cable systems to bid on movies up to three years after their initial release, instead of two, as at present. New rules will also permit cable to bid on movies 10 years old if they have not been seen on television in market for previous three years.

"The net of this is that there are very few circumstances under which pay cable cannot get movies," one network representative said. "So there is no antisiphoning rule. We're very depressed. The public is going to have to start paying for what they now get for free." Nor was his humor improved by commission's decision to hold notice of inquiry on exclusivity provisions of contracts film distributors reach with broadcasters and cable operators (although complaints about exclusivity provisions have been heard only from cable operators, who accuse networks of "warehousing" films to deny them to cable.) Commission officials say rule permitting cable to bid on movies under contract to station or network is meaningless if contracts deny pay cable interests that opportunity. Network official saw inquiry as step toward denying broadcasters ability to bargain for exclusivity.

Despite broadcasters' apparent anguish, cable interests have not changed mind about seeking judicial review. David Foster, president of National Cable Television Association, said cable industry "will challenge rules in courts and other appropriate forums." He wants elimination of pay cable rules.

Although drafting of report and order is in final stages, decisions remain to be made on some aspects. In section on sports, for instance, commission tentatively gave up on effort to write rules designed to assure broadcasters advantage over pay cable systems in picking games they want to carry and to protect broadcasters against effort by sports owners to decrease games available to television so that they could sell more to pay cable. However, language making

clear commission's concern about those matters is to be included in order, and commissioners say they want to be sure it is strong.

Commissioners reportedly also want to review provisions concerning shift of franchises and establishment of new teams. Tentative decision is to make games of new teams available to pay cable; staff's theory is that entrepreneurs would want to build following with free television; that once that is done, antisiphoning rules would protect against siphoning of games. Indications last week were that rule will also specify that, if established team moves, it will take its telecasting history with it.

Protection of regularly scheduled games will be based on what staffers refer to as "high water mark" principle: If television station carries 25% or more of pre- or regular-season home or away games in any one of preceding five years, pay cable will be permitted to carry up to 50% of games that television did not carry in high-water-mark year. If television does not air 25% of games in particular category, pay cable will be allowed to bid on fewest games that were not televised in any of those five years. One change from November outline is that post-season games will not be separate category but will be counted in with regular season games.

One issue left unresolved last week was definition insofar as station's "zone of protection" is concerned. Cable Bureau staff recommended 35-mile zone, which would be consistent with zones prescribed in other cable rules. But National Association of Broadcasters has urged commission to use Grade B contour; it says there are 90 systems with at least 5,000 subscribers each that are outside stations' 35-mile zones.

Another question to be decided is fate of rule dealing with series-type programs. Commission is expected to request comments on what kind of rule, if any, it should adopt. In meantime, existing rule on series will probably be dropped; it is considered to be too broad. Commission vote on package is expected to be 6-to-1, with Commissioner Glen O. Robinson concurring in part and dissenting in part. He opposes rules on movies.

Court affirms FCC on KHJ-TV renewal; if it's fielder's choice, incumbent should win

FCC decision renewing license of RKO General Inc.'s KHJ-TV Los Angeles in face of challenge by competing applicant has been affirmed by U.S. Court of Appeals in Washington. Court, in unanimous opinion, upheld commission in its conclusion that when renewal applicant and competing applicant present essentially equal records, it may make decision on basis of renewal applicant's past performance.

And in circumstances of case in which RKO was faced with challenge by Fidelity Television Inc., court said, commission "did not commit reversible error."

Opinion came as relief to broadcasters and their attorneys, and not only because renewal of station faced with challenge by competing applicant was affirmed. Court included language in opinion making it clear it regarded its function in reviewing such cases as limited. Its responsibility, court said, is restricted to determining whether commission acted reasonably, on basis of substantial evidence, and within its statutory and constitutional limitations.

Challenger, comprising Los Angeles area businessmen, had filed its application in October 1965, and thus became first of new generation of challengers to license renewal applicants. Hearing examiner in case recommended grant of Fidelity's application, although he did so with little enthusiasm; he said that "neither applicant is any bargain as a broadcast licensee." Commission reversed examiner, after concluding that, on comparative basis, both applicants were equal. When applicants are otherwise equal, commission said, credit must be given for value to public "in the continuation of the existing service."

Court said: "On the whole it is fair to say that the com-

mission found that the ultimate effect of its analysis of the record was that Fidelity and RKO were essentially equally poor contenders — or, at the best, both were minimally acceptable applicants." Court said that since it was not faced with superior applicant being denied license because it would mean "forfeiture" of opponent's investment, "we merely confirm . . . that, when faced with a fairly and evenly balanced record, the FCC may, on the basis of the renewal applicant's performance, award him the license."

Court noted that in recent years FCC has upgraded or modified its standards for judging renewal applicants. But under criteria applicable to KHJ-TV case, it said, commission did not err in granting renewal when alternative was grant to "poor challenger who offers little more and is likely in fact to provide somewhat less than the incumbent."

Court's opinion was written by Judge Oscar Davis, of U.S. Court of Claims, who sat by designation. Other members of panel were Judges Harold Leventhal and Roger Rabb. And in footnote, Judges Leventhal and Davis suggest another manner in which commission could have disposed of case without denying RKO renewal; it could have granted RKO short-term or conditional license.



Grover Cobb dies after heart attack in NAB meeting

Grover C. Cobb, senior executive vice president of National Association of Broadcasters and former chairman of NAB board, died Friday of heart attack suffered in meeting at NAB's Washington headquarters. He was 53.

Mr. Cobb was stricken at meeting of NAB radio re-regulation committee and taken to George Washington University hospital,

where he died soon afterward. He had suffered earlier heart attack in May 1973 and spent two months recovering.

Broadcaster for more than 30 years, Mr. Cobb joined NAB staff in 1971 as executive vice president for station relations. By March 1973 he was serving as top executive officer under NAB President Vincent Wasilewski. Mr. Wasilewski said in statement Friday: "Everyone who knew Grover Cobb appreciated that he was an extraordinary human being. He was a superb spokesman and respected advocate for broadcasting during his entire adult life, and the loss to the industry and NAB is incalculable."

Before joining NAB staff, he had served as member, vice chairman and chairman of radio board in 1964-67 and chairman of joint board until 1969. Mr. Cobb entered broadcasting as announcer at KSAL(AM) Salina, Kan., in 1939 while still sophomore at Kansas Wesleyan University. In 1941 he migrated to WLVA(AM) Lynchburg, Va., then back to KSAL before enlisting in Navy Air Corps in 1942. Following World War II he became sales and program manager at KIMV-(FM) Hutchinson, Kan., then part owner and general manager of KVGB(AM) Great Bend, Kan., where he remained from 1948 to 1969. From 1969 to 1971 he was with Gannett newspaper chain, Rochester, N.Y., as vice president, broadcasting. He is survived by his wife, Fan, and seven children — four boys and three girls.

Funeral services will be Tuesday morning (March 11) at First Presbyterian Church in Great Bend.

Fine tuning on nonduplication

FCC was putting finishing touches last week on modifications of rules designed to protect television station from duplication of its network programming by cable TV-imported signals. And new rules generally follow outline of proposals under consideration for several months ("Closed Circuit," Feb. 17). Protection based on system of priorities

1776



NBC CELEBRATES AMERICA

The United States achieves its 200th birthday next year, a proud occasion for all Americans. The people at NBC share that pride and—with an abundance of Bicentennial-connected programming—will be playing an important role in spreading the word about our heritage, from sea to shining sea.

Between now and July 4, 1976, more than 40 hours of NBC Television Network entertainment will be keyed to the anniversary. And more than 100 hours of Bicentennial programming are being produced by NBC News. The programs described on these pages represent only a small sample of the whole.

In addition to the nationally televised events, each of NBC's locally operated television stations will present about 70 hours geared to its community's particular role in the American story. And the NBC Radio Network and stations are preparing similarly ambitious schedules.

All of this leads up to the great day itself—July 4, 1976. On that day, NBC's entire schedule will commemorate the first of two hundred Glorious Fourths.

A fitting climax to a year no American will ever forget.

"Certain Inalienable Rights"

Under this title, NBC News will present three 90-minute documentaries examining the legacy of Thomas Jefferson. David Brinkley will be the reporter.

"Certain Inalienable Rights" will explore Jefferson's understanding of his phrase "life, liberty and the pursuit of happiness" and then evaluate America's struggle to be true to his lofty ideals.



"Life" will show where Americans came from, what they brought to the new land and what they took from it. It will be filmed in historic American cities, as well as in Europe, Asia and Africa.



"Liberty" to be filmed largely on battlefields and in courtrooms—will explore the 200-year battle to develop a nation of laws designed to guarantee individual freedom.



"The Pursuit of Happiness" will weigh the degree to which Americans, starting with Jefferson's vision, have come to equate possessions with happiness, and freedom with social anarchy.

"Sandburg's Lincoln"

Emmy and Tony Award-winner Hal Holbrook portrays Lincoln in a series of six dramas based on Carl Sandburg's Pulitzer Prize-winning biography of the great emancipator.



The series began in September with a program called "Mrs. Lincoln's Husband." It was followed recently by the touching "Sad Figure, Laughing," a study of the way Lincoln used humor to endure the pressures of politics and war. Both plays were received enthusiastically by reviewers and public alike.

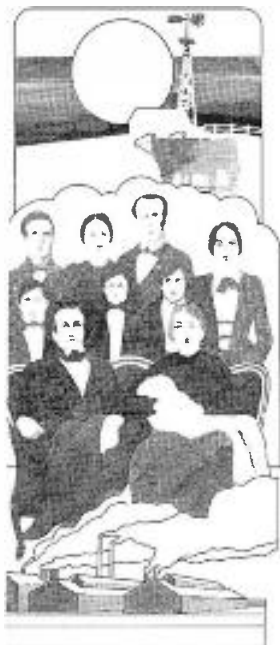


"The Michener Project"

Author James Michener has created a work expressly for NBC for the Bicentennial period. Its subject is a fictional family living through some of the events that shaped the nation.

The project will take them from the 1820's through the decades, as they move from the East to a farm community in the Midwest. The area eventually burgeons into a big industrial town, bringing the advantages and problems which change often produces.

The script has been written by Emmy Award-winning dramatist Doney Carroll.



"Go USA"

For children's audiences on Saturday, NBC will be staging 13 half-hour stories about little-known youngsters who have contributed to the American story.

"Go USA" will be dramatizing the exploits of such adventurers as Deborah Sampson, a 16-year-old who served for two years in the Revolutionary Army before it was discovered that she was a girl; and teenager Sybil Ludington, a Colonel's daughter who warned her Dutch County townspeople of an impending raid by the British.



"Today"

Starting in July of this year, "Today" will devote one full program each week to saluting each of the 50 States, the District of Columbia and the Territories.

Each salute will feature live, on-location segments illustrating the State or Territory's character and color, with entertainment provided by the area's best-known performers.

Motion Picture Specials

Two truly outstanding movies appropriate to the Bicentennial will have their television premieres during the celebration year. One is "Gone With The Wind," one of the most successful productions in film history. With an all-star cast headed by Clark Gable and Vivien Leigh, the movie won nine Academy Awards, including those for "best picture" and "best actress." The other motion picture, "1776," stars William Daniels as John Adams and Howard Da Silva as Benjamin Franklin in the film version of a Broadway stage hit.



And That's Not All!

There's much more, including three "Hallmark Hall of Fame" specials dramatizing crucial moments in the nation's history...

"Inventing of America," an Anglo-American view of inventions that shaped our nation's progress...

"First Ladies' Diary," three 90-minute dramas to be shown during afternoon hours, about Presidents' wives who made their own contributions...

"Bound for Freedom," a drama-for-children dealing with slavery; and Saturday morning, half-hour versions of "Life," "Liberty" and "The Pursuit of Happiness"...

"A Gathering of One," a portrait of Jonathan Edwards, the Colonies' "first authentic genius"...

and Bicentennial-themed presentations of such annual spectacles as the Orange Bowl Parade, the Miss America Pageant, the Macy's Thanksgiving Day Parade and the Tournament of Roses Parade.

"Happy Birthday To Us"

The most ambitious single-day's programming of all comes on July 4, 1976, when NBC preempts its entire daytime and nighttime television schedule for an all-out, all-live Bicentennial project entitled "Happy Birthday to Us."

It promises viewers more (and a greater variety of) television specials than they've ever seen in any one day. Among the highlights will be live coverage of celebrations in some 200 villages and cities across the nation.



geared to signal contours will be scrapped in favor of system in which top 100 market stations (including stations in hyphenated markets) will be protected within 35 miles of reference point of their community of license; smaller market stations, within zone of 55 miles. Rules will exempt systems with up to 1,000 subscribers based on head end count, rather than systems of 500 subscribers based on community, as at present. (Broadcast Bureau argued for 800-subscriber-headend basis, but figures it presented of alleged impact on stations failed to persuade commission.) Commission will also permit cable system to carry protected signal on two channels, to avoid necessity of blacking out one channel. Major remaining issue is whether mountain time zone stations should continue to receive same-day protection, or whether protection should be reduced to simultaneous-only, as is true of stations everywhere else. Commission will invite representatives of conflicting points of view to debate issue in panel conference; date has yet to be set. Final order incorporating new nonduplication rules is not expected to be issued for several weeks.

CBS charged with 'checkbook journalism'

CBS News's decision to pay former White House chief of staff H.R. Haldeman for five hours of interviews has evoked criticism from other network news organizations, along with blasts at "checkbook" journalism in general. *New York Times* reported Mr. Haldeman's fee to be close to \$25,000, figure CBS sources would not substantiate.

CBS News drew distinction between paying for hard news and paying for "memoirs," and likened Mr. Haldeman's conversations to earlier presentations by Aleksandr Solzhenitsyn and President Lyndon B. Johnson. Sources at both ABC and NBC took issue with distinction, claiming that any interview with Mr. Haldeman would by nature be hard news.

Plans for use of interview, between Mr. Haldeman and CBS News correspondent Mike Wallace, are expected to be announced this week. Material already recorded is expected to be edited down to one or two hours, and will include portions of Super 8mm amateur movies filmed by Mr. Haldeman while at White House. CBS has yet to decide whether footage, like that filmed with former White House aide G. Gordon Liddy, will be used as part of *60 Minutes* or be given special documentary treatment.

ABC moving in on NBC's baseball franchise

Negotiations were reported under way with baseball commissioner's office late last week to move *Monday Night Baseball* and probably All Star game to ABC-TV in 1976 and to alternate World Series and league championship playoffs annually between ABC and another network. In addition, CBS-TV was said to be interested in new baseball feature — Sunday afternoon games — and perhaps Saturday games. All national baseball coverage has been on NBC exclusively — for 28 years in case of World Series — but current four-year contract, reportedly at \$18 million annually, expires at end of 1975 season.

ABC would say only that negotiations were in progress and no deals had been set. NBC officials reportedly were conferring with baseball commissioner's representatives Friday (March 7), although NBC sources seemed to accept as likely their loss of exclusivity except on Saturday *Game of the Week*, for which they said negotiations were continuing. CBS officials minimized without quite denying reports of their interest. "We're watching with great interest what's going on with the other two networks," one said.

Independent sources speculated that ABC might pay \$55 million to \$60 million for four-year package comprising two World Series, four All Star games, four years of Monday night games and two years of league championship playoffs.

In Brief

Decision reserved. Federal court in New York heard oral arguments Friday on both sides of PTAR III, third version of prime-time access rule, said it would issue verdict later.

Bigger bucks. Budget for House Commerce Committee's Subcommittee on Communications will be \$223,000 this year, five times last year's total. Even larger budget, of \$600,000, has been approved for Investigations Subcommittee, now headed by John Moss (D-Calif.)

Turnabout. Federal Trade Commission now recommends Congress fund multimedia antismoking advertising campaign, with specific authorization "to purchase time on commercial broadcasting facilities." FTC notes increase in cigarette consumption since commercials were barred from broadcast media in 1971.

Renewed. FCC has granted renewal to WMAR-TV Baltimore and dismissed charges brought by Citizens Concerned About Communications against Baltimore station's licensee, A.S. Abell Co. (publisher of Baltimore Sunpapers). Commissioner Benjamin Hooks dissented.

Dickering. WPTF Inc., subsidiary of Durham Life Insurance Co., has entered into verbal negotiations with Triangle Telecasters Inc. for purchase of WRDU-TV (ch. 28) Raleigh-Durham, N.C., according to local sources. Offer to buy or sell is flatly denied, however, by Triangle President Robinson Everett. Durham Life owns WPTF(AM)-WQDR(FM) Raleigh. FCC crossownership rules do not ban radio owners from acquiring UHF facility in same market, although "persuasive showing" is required.

Headliners



Kaye



Shafto

Sydney M. Kaye, co-founder and for past 21 years chairman of Broadcast Music Inc., named to newly created post of chairman emeritus, with **G. Richard Shafto**, retired president of Cosmos Broadcasting Co. group, who has been on BMI board since 1954, elected to succeed him as chairman ("Closed Circuit," March 3). **Robert L. Pratt** of KGGF(AM) Coffeyville, Kan., elected to board to succeed late Paul W. Morency, formerly of WTIC-AM-FM Hartford, Conn., and WTIC-TV (now WFSB-TV). In naming Mr. Kaye, 75, to new post, board hailed his role in creation of BMI in 1939 as contribution beneficial to "the cause of all music" and "of inestimable worth" to public good.

Jospeh J. Sullivan Jr., corporate director of sales, Corinthian Broadcasting Corp., New York, named to newly created post of executive VP-sales, Television Bureau of Advertising. **George G. Huntington**, executive VP and general manager of TVB, appointed executive VP-operations. **Harvey Spiegel**, who has been senior VP-sales and marketing, named senior VP-research and marketing.

**A Lot of
Enterprising News Directors
Cost-conscious News Directors
Discriminating News Directors**

in search of a lively package that will give their news casts a distinctive flavor without blowing their budgets have already discovered

The Reuter News Report

They like the way the news is presented; the crisp handling of breaking stories; the summaries that move at set times during the day; the superb coverage out of Washington; the spritely reporting of the top national and international stories. And with the economic situation commanding so much attention these days, they know that Reuters cannot be beaten when it

comes to coverage of this situation; because Reuters has long been a primary source for financial, commodity and banking information throughout the world. In the U.S. alone it operates seven highly successful specialized services serving the experts in the business community. Copy from these services is included in The Reuter News Report.

To find out more about why so many news directors like The Reuter News Report, please fill in the coupon and mail back to: Michael Blair, Manager Media Services.

(B1)

Please send more details about The Reuter News Report

NAME: _____

TITLE: _____

STATION: _____

ADDRESS: _____ PHONE: _____



1700 B'WAY, NEW YORK, N.Y. 10019 (212) 582-4030

Monday Memo®

A broadcast advertising commentary from Chuck Beisch, senior VP, McCann-Erickson, San Francisco

Warming up mother to Del Monte products

Open a can of Del Monte green beans, take one out and look at it—round, firm and uniform in color. Just like every other one in the can. Now get in your car, drive to Alaska, go into the local supermarket, buy another can of Del Monte green beans and open it—the same. Whether it's London, Rome or Topeka, Kan., Del Monte green beans are as alike as peas in a pod.

Words such as "special strain," select variety and uniformity of color and practices such as midnight harvests to insure tenderness are a way of life at the world's largest packer of fruits and vegetables. They're quality-control nuts. They have been ever since the first green bean went into the first can, way back in 1916.

Advertising began in 1917. Since then, with McCann-Erickson writing the words and making the pictures, Del Monte has stood for quality assurance in a can. It convinced your grandmother and your mother with ads that read: "Del Monte canned fruits prove an irresistible temptation to grown-ups and growing-ups alike. Their supreme goodness and absolute purity are due to the Del Monte way of selection and packing that imprisons all the fresh fruit flavor and sunripened lusciousness within the can. The red Del Monte shield on every can is your guarantee of quality on a complete line of canned fruits and vegetables."

That strategy remained unchanged until recent years because there has been little reason to change—Del Monte products were demonstrably better than the competition. Free enterprise being what it is, however, the competition did improve and the gap narrowed. And for Del Monte quality control there is precious little room for improvement. They had to build a better mousetrap.

Two years ago the corporation sought to measure the penetration and persuasiveness of the 57-year-old Del Monte quality story. Early founders of the company would have glowed with pride at the result of the research. Over the years the drip, drip, drip of the quality story had worked. As best as could be determined, Del Monte was an American byword for quality. In the world of canned fruits and vegetables this is the one housewives know best.

But then, research came up with all that business about how other brands had quality and how the gap had narrowed. Furthermore, there was evidence that Del Monte wasn't number one on the "friendliest and warmest" hit parade.

The clearest steer we had at the time came from Fernando Gumucio, the client.



Chuck Beisch has been at McCann-Erickson in San Francisco since January of last year. Before that, he was last seen in the U.S. with "Gravy Train makes a dog feel like Rin Tin Tin." Sandwiched between were four years as deputy creative director at McCann-Erickson, London. He is now a senior vice president and creative director at the West Coast office of the agency.

"It's not what we say that should change," he said, "it's how we say it." It was decided the client could be right. We would try to make quality relevant. So, we initiated a search to isolate the emotional needs fulfilled in product selection and how quality related to that. About this time our research identified a prime factor in the selection of canned fruits and vegetables—gratification. That's the warm feeling the housewife gets when she's done something nice for the family and they signal their satisfaction.

We decided the highest praise any fruit or vegetable could receive was from a kid. We would use children to represent the entire family for awareness and impact. If you could convince a 5-year-old that Del Monte green beans were really good, you were striking a blow for gratification all over America. So, we elected to strike the blow and in doing so our target-market housewife suddenly turned into a target-market mother. And with that came the whole string of positive associations implicit in the name.

Of course, once we converted a kid, and symbolically the family, it was important to direct the gratification to mother. If we did that it meant she and Del Monte were partners and we had effected an important attitudinal change toward Del Monte.

Yes, but how to convert the kids? How to communicate the litany of product firsts and bests and exclusives that objectively

reinforce quality without turning off or insulting the intelligence of America's increasingly more intelligent mothers? The answer is a dialogue on television. Film kids matter-of-factly going about the business of eating their vegetables while an off-screen announcer bombards them with all the things a mother wants to hear. Like how good it is and how thoughtful and knowing their mothers are in getting it for them. Finally, he attempts to weasel them out of the coveted catsup or fruit cocktail.

Let the kids be kids and let the announcer be Bill Cosby or Tommy Smothers. And just in case you haven't been watching television the past 18 months the conversations go like this:

Bill Cosby: "I see your mother's gotten you Del Monte catsup."

Five-year-old boy: "Yup."

Bill Cosby: "And I'd say, taking just a wild guess, that you like the deliciousness of it and the thickness and you like what Del Monte's special blend of those seven herbs and spices is doing to that hamburger."

Boy: "Yup."

Bill Cosby: "Trade you my size 14 varsity baseball shoes for it."

Boy: "Nope."

Bill Cosby: "I'll send you to the moon."

Boy: "Nope."

Bill Cosby: "How about if I sent your sister to the moon?"

Boy: "I got two sisters."

Bill Cosby: "They'll both go."

Voice Over: "When it comes to picking catsup, Mother really does know best."

Individual consumer reactions to the commercials exceeded our best expectations. The verbatims were particularly gratifying. Executions were "gentle," "soft sell," "entertaining," "intelligent" and "left them with a pleasurable feeling."

The use of motherhood sparked: "It's pro-mother, it upgrades mother . . . It doesn't make mother look like an idiot." Attitudes about Del Monte were terrific. First, of course, were statements of dependability, truthfulness and even that Del Monte was a "clean company." Importantly, however, women also got "a warm feeling about the brand" and felt it is a "company that has people in mind."

Del Monte has now scheduled the largest radio buy in its history. It began this year.

Now we're able to back our initial qualitative research with numbers. The results of the second wave of tracking research are in. It's clear we've touched the nerve. In psychological terms, we are experiencing an unprecedented change in attitudes toward Del Monte and Del Monte products. Happiness is a gratified mother.

Let us help you give credit where credit is due.

Media Payment Corporation offers comprehensive credit codes for more than 2,300 agencies. They give you the kind of information you need to improve credit decisions and protect yourself from undue bad debt losses.

Our credit data is based on actual, cumulative collection history—not someone's crystal ball. As an MPC client, these codes, along with Credit Newsletters and Daily Credit Bulletins, reach your desk on a regular basis. We provide the information. You make credit decisions.

Credit information is just one small part of our overall receivables and cash payment service that's designed to get working dollars to you

faster and protect you against slow pay.

With our payment service, you have only one national accounts receivable — it's current from Media Payment—and no worries. You are paid in full on the same days, each month, every month of the year, whether or not we've collected. And you can design a cash flow schedule to meet your station's requirements by choosing among our various pay date options.

For full information, write Dennis E. Robich, Media Payment Corporation, 380 Madison Avenue, New York, N. Y. 10017. Better still —call (212) 953-1504 today! Why wait one day longer for our credit information or *your* money.



Media Payment Corporation

Makes Dollars and Sense

Doubleday
Media
Exclusive
Offer

100 WATT DAYTIME WITH PSA.

Regional Managers

Bob Dalchau
13601 Preston Rd.
Dallas 75240
214-233-4334

Neil Sargent
2345 W. Buckeye Rd.
Phoenix 85009
602-264-7459

Peter V. O'Reilly
1730 M. St. N.W.
Washington 20036
202-872-1100

Conway C. Craig
P.O. Box 28182
San Antonio 75228
512-434-9468

In growing southeast market.
Liberal terms to qualified buyer.
Priced under \$200,000.

Call Bob Dalchau Collect: 214-233-4334



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties

THE
McLendon
COLLECTION



SOMETHING FOR EVERYONE

A beautiful music programming service that is easy to operate, perfectly blended, and technically unequaled.

A collection of the best-loved religious music, tailored to fit any format, at a most reasonable price.

And debuting at N.A.B., a weekend "rock" program guaranteed to be the most unique production package available.

So come by suite 477-78 at the Hilton Hotel. There's something there for everyone!

The McLendon Collection
McLendon Building
Dallas, Texas 75201
(214) 651-1010

Represented by Ralph Stachon and Associates, 1322 Inwood Road,
Dallas, Texas 75247 (214) 638-6231

Datebook®

■ Indicates new or revised listing

This week

March 9-12—Data Communications Corp., BIAS seminar. Hilton hotel, Memphis.

March 10-13—The Washington Journalism Center, "The Energy Crisis 1975, A Conference for Journalists." Contact: WJC, 2401 Virginia Avenue, N.W., Washington. (202) 331-7977. Watergate hotel, Washington.

March 10-13—American Foundation for the Blind first national conference. Hilton Inn Northwest, Oklahoma City.

March 10-16—Howard University School of Communications, Washington, Fourth Annual Communications Conference. Contact: (212) 636-7690.

March 11—International Radio and Television Society 35th anniversary banquet. Presentations of IRTS Gold Medal to Elton H. Rule of ABC Inc. and special citation to Sol Taishoff, editor, *Broadcasting*, Americana hotel, New York.

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 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.

Also in March

March 17—Due date for reply comments to FCC regarding use of rerun material in prime time on network affiliated stations.

March 17—Reply comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative 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 18—White House News Secretary Ronald Nessen addresses Washington chapter of Sigma Delta Chi. National Press Club, Washington.

March 19—Pennsylvania Association of Broadcasters annual congressional dinner-reception. "Gold Medal" presentation to Governor Milton J. Shapp. Washington Hilton, Washington.

■ **March 21**—Council of Better Business Bureaus forum on Consumer Product Warranty Act. Advance registration \$45. Washington Hilton hotel, Washington.

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

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

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

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

April

April 1—Deadline for entries, Broadcasters Promotion Association community involvement awards. Contact: Professor Robert Schlater, Television and Radio Department, 322 Union Building, Michigan State University, East Lansing 48823.

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 members in North Dakota, Minnesota and Wisconsin. Site to be announced, 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.*, North Central region meeting. St. Paul Hilton, St. Paul.

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, District of Columbia, North Carolina, Virginia. Site to be announced, Chapel Hill, N.C.

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

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

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

April 6—*Society of Broadcast Engineers* annual meeting. 3-5 p.m., conference rooms 2 & 3, Las Vegas Hilton, 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 8-10—*National Association of Evangelicals* 33rd annual convention. Site to be announced, Los Angeles.

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. Site to be announced, Kansas City, Mo.

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

■ April 13-17—*Broadcast Industry Conference*. Broadcast Preceptor, Broadcast Media and CATV Community Service Awards. Speakers include: Frank N. Stanton, former president, CBS; Bill Leonard, senior VP, CBS News; Larry Gelbart and Gene Reynolds, producers of *M*A*S*H*. Banquet April 17, Hyatt Regency hotel. San Francisco State U., 1600 Holloway Avenue, San Francisco 94132. (415) 469-2456.

April 13-17—*National Cable Television Association* 24th annual convention. Rivergate convention center, 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. Site to be announced, Chicago.

April 17-19—*Louisiana Association of Broadcasters* spring convention, Sheraton Chateau-Charles, Lake Charles.

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. Site to be announced, Orlando, Fla.

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

April 17-20—*American Advertising Federation* fourth district meeting. Site to be announced, Fort Lauderdale, Fla.

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

April 18-20—*Women in Communications Inc.*, South region meeting. Site to be announced, Memphis.

April 18-25—*MIFED*, International film, TV film and documentary market. Largo Domodossola 1, 20145 Milano, Italy. Contact: Gerald Rapport, 159 West 53d Street, New York (212) 582-4318.

April 19—*Georgia Associated Press Broadcasters Association*, annual meeting and awards presentation. Marriott Motor hotel, Atlanta.

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. Contact: (415) 863-9434, University of California Education Extension, San Francisco.

■ April 22—Extended due date for comments regarding FCC's cable rules and carriage of sports programs. Reply comments due May 6.

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

April 22-23—*Kentucky Broadcasters Association* spring convention. Stoufflers 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—*Practicing Law Institute* workshop, "New Communication Services: The Era of Competition." Barbizon Plaza hotel, New York.

April 24-25—*American Advertising Federation* 11th district meeting. Site to be announced, Boise, Idaho.

April 25-26—*Women in Communications Inc.*, Far West region meeting. Site to be announced, Malibu, Calif.

April 27-29—*Chamber of Commerce* 63d annual meeting, "America's Future—Our Critical Choices." Speakers: Marvin Kalb, CBS diplomatic correspondent; James Jackson Kilpatrick, syndicated columnist-television commentator; Louis Ruker, economic analyst-TV producer. Ticket information: (202) 659-6081. Washington Hilton hotel, Washington.

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

DONAHUE! The BIG ONE...



In ratings! In total women!

In Detroit, Chattanooga, Atlanta, Dayton, Green Bay, Milwaukee, New Haven, Orlando, Peoria, Phoenix, Savannah, Panama City and Ft. Myers, Florida!*

Contact Don Dahman or Gene Graham.

AVCO
PROGRAM SALES
A DIVISION OF AVCO BROADCASTING CORPORATION
1600 Provident Tower, Cincinnati, Ohio 45202
513/241-1822

*ARB Nov. '74. Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.

Major meeting dates in 1975-76

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.

Nov. 18-20—*Television Bureau of Advertising* annual convention. Americana hotel, New York.

Feb. 21-25, 1976—*National Association of Television Program Executives* 13th annual conference, Fairmont and Mark Hopkins hotels, San Francisco.

INDUSTRY STANDARD



It's taken less than a year for the Schafer AUDIOFILE to become the new standard of comparison. The reason? Simple: We put more into it, so you could get more out of it.

So many AM, FM and TV stations have ordered AUDIOFILES from Schafer that we're having a hard time keeping up. So, order yours now . . . and even if you have a short wait, be patient. The AUDIOFILE is worth waiting for.

schafer

SCHAFFER ELECTRONICS CORPORATION
75 Castilian Dr.
Santa Barbara Research Park
Goleta, California 93017

Name _____
Station _____
Address _____
City _____
State _____ Zip _____

Please send

Broadcasting

The newswEEKLY of broadcasting and allied arts

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER SERVICE

- 3 years \$60
- 2 years \$45
- 1 year \$25
- 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

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

April 30-May 2—Washington State Association of Broadcasters 1975 spring meeting. Hotel to be announced, Yakima.

May

May 2-3—Sigma Delta Chi awards banquet and Region 8 and 9 conference. The Society of Professional Journalists, Sigma Delta Chi, for members in Oklahoma, Texas, Wyoming, Utah, Colorado, New Mexico. Site to be announced, El Paso, Tex.

May 2-4—Illinois News Broadcasters Association, spring convention. Ramada Inn, Champaign.

May 5-7—National Association of Broadcasters state presidents conference. Mayflower hotel, Washington.

May 8-9—Kansas Association of Broadcasters convention. Hilton Inn, Salina.

May 11-13—Pennsylvania Association of Broadcasters 1975 convention. Hotel Hershey, Hershey, Pa.

May 12—Awards luncheon, Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged in America. Site to be announced, Washington.

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

May 15-18—Western States Advertising Agencies Association annual conference. Canyon hotel, Palm Springs, Calif.

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

May 19—National Academy of Television Arts and Sciences. Presentation of 1974-75 Emmy Awards, New York and Hollywood. To be telecast on CBS-TV.

May 21-23—Ohio Association of Broadcasters spring convention. Imperial House South, Dayton.

May 22-24—Fourth Annual Public-cable Conference, University of Kentucky, Louisville. Contact: Barbara Patterson (202) 833-4108.

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

May 29-31—Oregon Association of Broadcasters spring conference. Holiday Inn, Medford.

May 29-31—Associated Press Broadcasters Inc. 1975 national convention. Keynote speaker will be Arthur Taylor, president of CBS Inc., Hotel Palacio Del Rio, San Antonio, Tex. Texas APBA annual meeting will be held at same time.

Open Mike®

Hardware and software

EDITOR: Reference is made to your editorial, "Wheel of Fortunes," in the Feb. 24 issue.

Programming is the product of broadcasting. The National Association of Broadcasters would not have a conflict with the National Association of Television Program Executives if the former realized that (1) equipment is for transmission of programming and (2) the FCC would have less concern for our industry if broadcasters concentrated more on programming.—Ralph E. Becker, vice president-television, Rust Craft Broadcasting Co., Pittsburgh.

Questions of intent

EDITOR: If the television industry is sincere about cooperating with the FCC and the public in the scheduling of violent and sex-oriented programs, why does it leave a loophole through which its credibility escapes?

On the one hand it sets aside the hours of 7 to 9 p.m. for "family viewing" and on the other hand it proposes the use of "viewer advisories" to warn of any shows in family time that might be considered questionable. If it sees the possibility of a show being questioned, why should it be

scheduled in so-called "family viewing" time?

"Viewer advisories" could possibly be a misnomer. Could they not actually serve as teasers to draw a bigger audience to the "questionable" show?

By not facing the problem squarely and honestly the television industry will only be adding to its problems, not solving them.—*Art Martin, general manager, WMRN-AM-FM Marion, Ohio.*

Discourse on Delphi

EDITOR: We are extremely disappointed that you referred to the technique that we used [in Cox Broadcasting Corp.'s long range planning study on media futures; BROADCASTING, Feb. 24], the Delphi approach, simply as "a technique developed by Pentagon-sponsored think tanks and which had mixed success during the war in Vietnam." All research techniques have mixed success depending upon how they are applied.

The Delphi approach was initially developed by Rand Corp. for the government almost 15 years ago. Since then, this research technique has been used by IBM, Xerox, Shell Oil, DuPont, AT&T, Union-Carbide, Owens-Corning, Lockheed, Aetna Insurance, Bank of America, Weyerhaeuser, Western Electric, Smith Kline-French, Monsanto, General Dynamics and many other companies.

In order to be most successful, a Delphi survey must have a good rate of participation and the participants must be knowledgeable about the subject of the study. In our Delphi study, we enjoyed an 80% participation rate in the first phase and then 85% in the second phase. These rates are considerably above average.—*James A. Landon, vice president-planning and research, Cox Broadcasting Corp., Atlanta.*

In answer to Iselin

EDITOR: Re the Feb. 17 "Monday Memo": I question the last two paragraphs concerning political rates. Mr. Iselin states: "There should be the strictest of regulations on the subject of political rates. Without standardization, it's a mess."

I think that if Mr. Iselin and the stations he is dealing with will carefully read the rules and regulations concerning political rates, they will find that they are very explicit and, above all, most strict.—*Roy A. Mapel, general manager, KIML (AM) Gillette, Wyo.*

Glover DeLaney

EDITOR: C. Glover DeLaney, president emeritus of the New York State Broadcasters Association, who died last month (BROADCASTING, Feb. 24), was an extraordinary man. Then Governor Malcolm Wilson said it for all of us when, during a trip to Rochester, he placed some phone calls from Glover's office at WHEC-TV, "I'm sitting in the chair of a great man," said the governor.

I can't resist the observation that ours is a lesser calling because of his passing.—*William F. O'Shaughnessy, president, WVOX (AM) New Rochelle, N.Y.*

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman.*
Lawrence B. Taishoff, *president.*
Maury Long, *vice president.*
Edwin H. James, *vice president.*
Joanne F. Cowan, *secretary.*
Irving C. Miller, *treasurer.*
Lee Taishoff, *assistant treasurer.*

Broadcasting[®] TELEVISION[®]

The newsweekly of broadcasting and allied arts

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

Sol Taishoff, *editor.*

Lawrence B. Taishoff, *publisher.*

EDITORIAL

Edwin H. James, *executive editor.*
Donald West, *managing editor.*
Rufus Crater (New York), *chief correspondent.*
Leonard Zeidenberg, *senior correspondent.*
J. Daniel Rudy, *assistant to the managing editor.*
Frederick M. Fitzgerald, *senior editor.*
Joseph A. Esser, Pat Thach, Jonathan Tourtellot,
assistant editors.
Mark Harrad, Randall Moskop, Joanne Ostrow,
staff writers.
Nicholas Sabalos Jr., Donna Wyckoff,
editorial assistants.
Betty Riehl, *secretary to the editor.*

BUSINESS

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

ADVERTISING

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

CIRCULATION

Bill Criger, *circulation manager.*
Kwentin Keenan, *subscription manager.*
Barbara Chase, Lucille DiMauro, Odell Jackson,
Patricia Johnson, Jean Powers.

PRODUCTION

Harry Stevens, *production manager.*
Susan Cole.

ADMINISTRATION

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

BUREAUS

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

Winfield R. Levi, *general sales manager.*
David Berlyn, *Eastern sales manager.*
Ruth Lindstrom, *account supervisor.*
Jackie Morrone, Harriette Weinberg, *advertising assistants.*

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior correspondent.*
Bill Merritt, *Western sales manager.*
Sandra Klausner, *assistant.*

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



* Reg. U.S. Patent Office.
© 1975 by Broadcasting Publications Inc.

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

DONAHUE'S ON TOP!



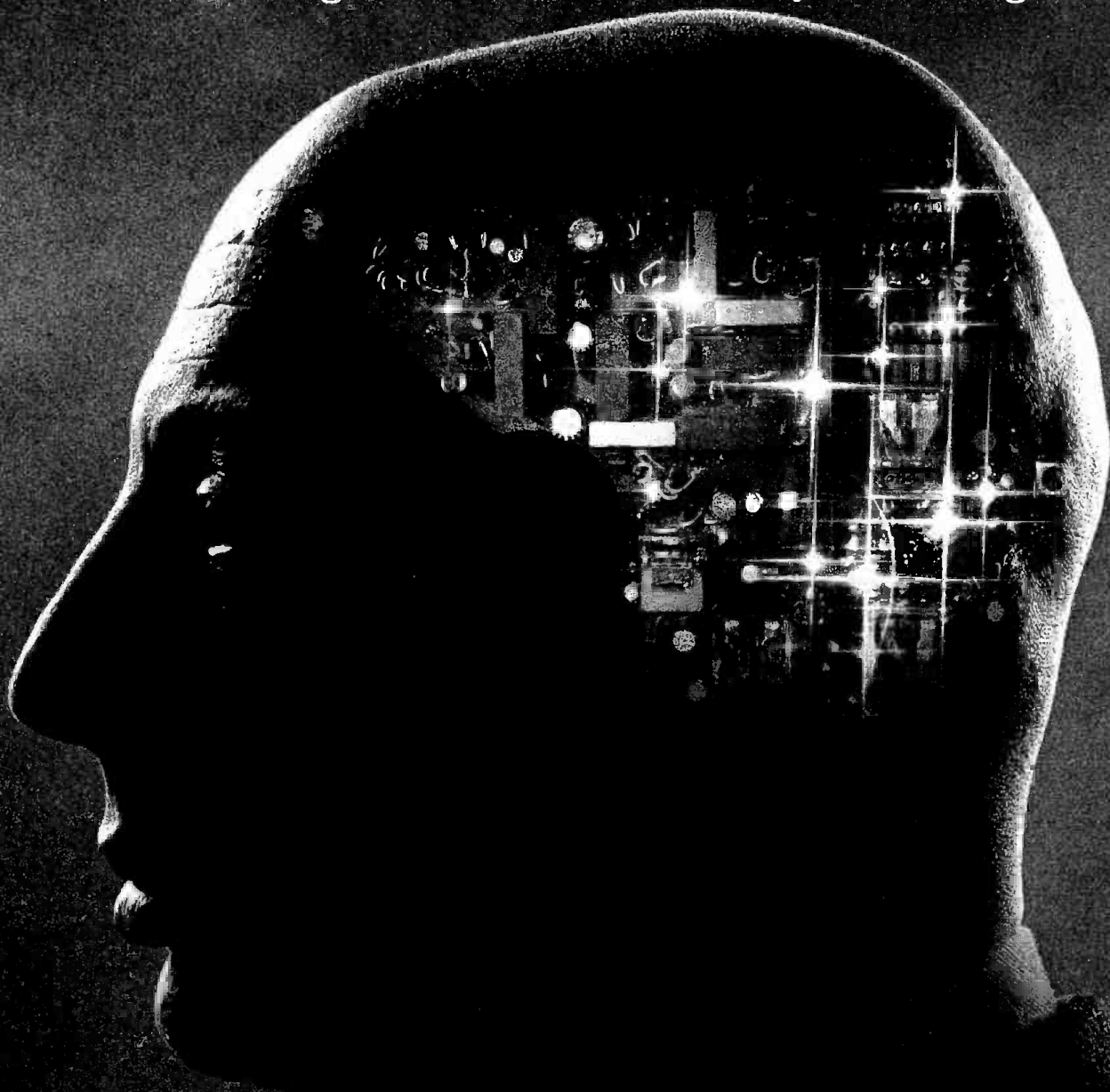
A solid #1 in Detroit!*

Against all network and local programming! With success like this in Detroit, just think what Donahue can do in your market! Contact Don Dahlman or Gene Graham.

AVCO
PROGRAM SALES
A DIVISION OF AVCO BROADCASTING CORPORATION
1600 Provident Tower, Cincinnati, Ohio 45202
513/241-1822

*ARB Nov. '74. Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.

Can a chief engineer afford to think only like an engineer?



Put a good picture on a TV set.

That's always been the first thing a chief engineer has to think about.

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.

But what about the chief engineer who doesn't agree. What is he thinking about.

Probably not about the guy sitting

at home in front of his TV set—who doesn't know anything about film or tape or any of it.

All he knows is that he sees the news or he doesn't.

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.

If you'd like to find out why, just write us and we'll send you a brochure.

If you'd like to see why, just write us and we'll come and show you.

It's something to think about.

AKAI™

2139 East Del Amo Blvd., Compton, Calif. 90220

Media

Wiley pushes renewal relief to front burner

Commission policy likely to be offered in time for NAB convention; FCC also working on cable matters that would be hot items at NCTA meet

The FCC staff has been hard at work for several months on a package of items of critical importance to broadcasters—license-renewal policy. And whether by accident or design, it appears that most if not all will be completed in time to permit the commission to maintain what has become something of a tradition—producing major pieces of news for broadcasters to chew over at the National Association of Broadcasters annual convention.

The items in preparation include a statement on commission policy governing comparative hearings involving renewal applicants, a document on procedures that renewal applicants are to follow in ascertaining community needs and problems, a new radio renewal form, delegations of authority to the staff to act on renewal applications, and a notice of inquiry on what the commission will approve in the way of agreements broadcasters reach with citizen groups that participate in the license-renewal process.

Although some of these matters have been pending for many months, the commission did not begin to dig into them until late last year, when it became evident that Congress would not act on license-renewal legislation—and that the commission would have to assume full responsibility for reforming the renewal process.

One item on which work has not yet begun is a statement on policy governing the renewal process when competing applications are not involved. And Chairman Richard E. Wiley last week began exhibiting uneasiness at what he felt was a lack of sufficient progress at the staff level; he was dissuaded from calling the responsible staffers to a meeting on Saturday morning only after they assured him that several of the items would be ready for discussion with him next week. But one official predicted the commission will have acted on "most if not all" of the projects by the time broadcasters assemble

in Las Vegas early next month for the 53d annual NAB convention.

The basic outlines of some of the items have been known for some time. At least Chairman Wiley sketched his views of what several should contain, in a speech to broadcasters attending a regional meeting in Washington in January (BROADCASTING, Jan. 13).

The policy on renewal/comparative proceedings, he felt, should make it clear that broadcasters who "substantially" meet the needs and interests of their service area and whose record is clear of any "serious deficiency (such as misrepresentation, double billing, fraud, etc.)," will be renewed, "regardless of what the challenger has promised." Left undefined in the speech, however, was "substantial."

As for ascertainment, he said that should be a continuous year-round process and that the procedures prescribed by the commission should not be applied uniformly to all stations; differences among stations—as to size and service (radio and television), among other things—would make uniformity of application "both unnecessary and unwise," he said. (The staff document focuses on renewal applicants; the commission's primer on ascertainment designed for new-station and transfer applicants would not be modified.)

The renewal form being prepared for radio station licensees is said to be, as the chairman said it should be, "shorter and simpler" than the present one of eight pages and 33 questions.

He also talked about delegations of authority to the staff to permit it to act

speedily on the "great bulk" of applications of broadcasters—of those whose records indicate they are serving the public interest—while sifting out for closer examination by the commission applications of those "who may not be satisfying their obligations as public trustees." A system of delegations of authority is now in effect; however, the delegations now being drafted will be the product of extensive staff studies of station operations. The work on the delegations project is said to be in an "early stage."

The commission has already considered one version of a statement on citizen-station agreements provided by the staff, but sent it back for reworking ("Closed Circuit," Feb. 24). Basically, it would constitute a notice of inquiry in which the commission would ask for comment on a proposed statement placing no restraints on the substance of agreements but stressing that broadcasters must retain responsibility for operating their stations.

These are not all the major items facing the commission in the weeks ahead. Another one concerning broadcasting involves a possible rule limiting regional concentration of control—a matter Chairman Wiley disclosed in September he had asked the staff to look into (BROADCASTING, Sept. 23, 1974).

In addition, the commission has two major cable-television items on its immediate agenda—modification of its payable television and network-nonduplication rules. Disposing of these items would not only give broadcasters something to talk about at their convention but, in addition, cable operators at theirs—which begins the following week.

Onward and upward. Minority-group members and women continue to advance in the broadcasting industry. The FCC last week released the results of an annual study of employment patterns showing that women had increased from 33,001 in 1973 to 35,765 last year, while blacks, Orientals, American Indians and Spanish-surnamed Americans, both men and women, increased from 16,139 to 17,562. The gains in terms of percentage of total employment in broadcasting is slight, less than one percent in each category. But 1973 had also shown an improvement over the record for 1972, the first year in which the commission collected employment statistics. The complete breakdown for 1974, based on data supplied by stations with at least five full-time employees, follows:

	Number of Employees (Full and Part-time)		
	1974	1973	1972
Total Male and Female . . .	141,700 (100%)	136,960 (100%)	130,656 (100%)
Female Only	35,765 (25.2)	33,001 (24.0)	30,064 (23.0)
Minority Groups (Male and Female)			
Negro	11,188 (7.8)	10,296 (7.5)	8,724 (6.6)
Oriental	1,018 (0.7)	902 (0.6)	689 (0.5)
American Indian	611 (0.4)	570 (0.4)	532 (0.4)
Spanish-surnamed			
American	4,745 (3.3)	4,371 (3.1)	4,028 (3.0)
Total Minority Groups . .	17,562 (12.3)	16,139 (11.7)	13,973 (10.6)

CCI heads toward top among groups

In deals of \$36 million-plus it contracts to buy seven stations that would all but fill portfolio

Combined Communications Inc., Phoenix-based broadcast group and outdoor advertising firm, last week went on a buying spree that will enlarge its portfolio to 20 stations, only one shy of the FCC's limit, if everything works out. In the process it also contracted to acquire the Harlem Globetrotters and associated enterprises. The deals aggregated well over \$36 million.

In the biggest of three transactions, CCI agreed in principle to purchase the Chicago-based Globetrotter Communications Inc.'s five radio stations, its world-famous basketball team, GCI Merchandising International (which licenses distribution of products related to the basketball operation) and the GCI station representative firm for \$35 million. The agreements are subject to approval of the boards and stockholders of both companies, which are publicly traded, and of the FCC.

The Globetrotter radio stations are WVN(AM) and WNUS-FM Chicago, WIXY(AM)-WODK(FM) Cleveland and WDEE(AM) Detroit. Globetrotter took possession of the Chicago stations only a month ago (BROADCASTING, Feb. 10) in consummation of a \$3,550,000 purchase from the McLendon Corp. At the same time it relinquished its license to another Chicago-area AM station that it had operated with the WVN call letters that it transferred to its new acquisition. It had bought the original WVN facility, companies, which are publicly traded, and which was licensed to Chicago suburb of Cicero, for \$9 million four years ago.

FCC rules prohibit licensees from selling stations they have owned for fewer than three years, except on proof of extenuating circumstances. Another Globetrotter station, WDEE Detroit, also falls into that category. Globetrotter bought WDEE from Storer Broadcasting Co. in August 1973 for \$4.2 million.

Globetrotter officials refused to say what reasons they would give the FCC to justify their requests for waiver of the three-year rule, but it was unofficially reported that the company would plead economic problems. Its latest financial report indicated gross revenues for 1974 at \$32.5 million as compared with \$24.8 million in 1973. However, net profits before taxes dropped from \$4,390,500 in 1973 to \$1,247,900 in 1974.

Excluded from the CCI transaction are two other Globetrotter enterprises—its Faultless Sports Division which markets golf equipment and Rodi Marine Division which owns yacht and power boat distributorships in Chicago and Pompano Beach, Fla. The president of Globetrotter, George N. Gillett Jr., said

the company was negotiating with other buyers for the disposition of those divisions. "It is almost certain," he said, that the company will totally liquidate.

The CCI purchase, if completed, would be made for \$20 million in cash and \$15 million in 15-year, 10% debentures convertible into Combined Communications common stock at \$22 of debentures per share.

CCI is traded on the American Stock Exchange and closed last Wednesday at 14½. Globetrotter is traded over the counter and was bid at 2½ the same day.

Unaudited figures for CCI's 1974 financial report estimated gross revenues at \$120,056,000 compared to \$104,547,000 in 1973. Net income for the same period was reported at \$6,175,000 compared to \$4,961,000 for 1973.

Combined Communications also made tentative agreements to buy radio stations from two other companies: KEZL(FM) San Diego from PSA Broadcasting for about \$850,000 and KIIS(AM) Los Angeles from Eleven-Fifty Corp. for 15,000 shares of CCI stock (worth about \$250,000 last week) plus assumption of liabilities reportedly running into millions.

PSA is a subsidiary of the California-based airline of the same name. It also owns KLVE(FM) Los Angeles, KEZR(FM) San Jose and KEZS(FM) Sacramento, all California. (The Sacramento station has been sold to multiple-owner ASI Communications for \$700,000 [BROADCASTING, Oct. 21, 1974] pending FCC approval.) Eleven-Fifty Corp., of which John Palmer is president, is owned by employees and outside investors.

If all deals go through, Combined Communications' broadcasting portfolio will be increased to seven television stations, seven AM's and six FM's. Its present holdings are KTAR(AM)-KBBC(FM) Phoenix and KTAR-TV Phoenix-Mesa; KARK-TV Little Rock, Ark.; WPTA(TV) Fort Wayne, Ind.; KBTV(TV) Denver; WLKY-TV Louisville, Ky.; KOCO-TV Oklahoma City; WXIA-TV Atlanta; WWDJ(FM) Hackensack, N.J.; WSAI(AM)-WJDJ(FM) Cincinnati, and KKDJ(FM) Los Angeles. The last five stations were acquired last August (BROADCASTING, Aug. 19, 1974) in a merger of Pacific & Southern Co. into Combined Communications.

In addition to its broadcasting interests, CCC manufactures electric signs and owns outdoor advertising plants in California, Michigan and through the Southwest. Its chairman is John J. Louis Jr. and its president is Karl Eller, who with their families own some 40% of the company's outstanding stock. The two met at Needham, Louis & Brorby, a Chicago advertising agency then headed by Mr. Louis's father.

WVN(AM) is full time on 1390 khz with 5 kw. WNUS-FM is on 107.5 mhz with 33 kw and antenna 660 feet above average terrain. WIXY(AM) operates full time on 1260 khz with 5 kw. WODK(FM) is on 102.1 mhz with 50 kw and antenna 370 feet above average terrain. WDEE(AM) is on 1500 khz with 50 kw day and 5 kw night. KEZL(FM) is on 102.9 mhz with 50 kw and antenna 185 feet above average terrain. KIIS is on 1150 khz with 5 kw day and 1 kw night.

Five Northeast outlets under gun at renewal time

All are in Massachusetts; one has two competing applications filed against it

Four New England stations were objects of petitions to deny and one was hit with two competing applications last week as the deadline for filing against their renewal passed.

Hardest struck was WCVA-FM Gloucester, Mass., which was the target of two competing applications filed by Grandbanke Corp. and North Shore Christian Broadcasters Inc.

Grandbanke, in its mutually exclusive application, said it would revise the present licensee's 100% symphonic music format to use a smaller portion of the same music (29%), coupled with a mixture of jazz, folk music, and a heavy block (24 hours weekly) of local news and public affairs. Grandbanke's principals include Edward P. Mattar (66%), Josiah A. and Helen B. Spaulding and their son, George B. (11.3% each). Mr. Mattar owns a management and marketing consultancy firm in Brookline, Mass., and Josiah Spaulding is a Boston attorney.

North Shore Christian Broadcasters promised to bring local news to Gloucester and the surrounding Cape Ann area, along with a 65% chunk of programing "dealing with man's physical, emotional and psychological needs." The religious-oriented group also suggested that if the commission should reject its application for a construction permit, it would be willing to share time with present owner, Simon Geller, who has an FCC waiver to broadcast fewer than the minimum hours specified in its rules. North Shore's principals are Robert J. and Linda R. Kendall and John Clark (½ each), all members of the National Religious Broadcasters Association, who have previously worked in college radio.

Petitions to deny were filed against four Massachusetts stations: WNTN(AM) Newton, noncommercial WGBH-FM Boston and WBET-AM-FM Brockton.

Citizens of Newton for Community Effective Radio Now filed against WNTN(AM) for alleged inadequacies in local news programing (BROADCASTING, March 3).

WGBH-FM was the target of the Committee for Community Access, which claimed the station's recent cancellation of most of its jazz programing was discriminatory to the black community. The committee also said the station reduced its public affairs programing, and it asserted that neither format change was undertaken with any public consultation beforehand. Since the station receives public funds to operate, said the committee, it should make more affirmative efforts at serving minority needs and seeking public input into programing decisions.

Thomas M. Hall filed against WBET-AM-FM, alleging the station's management had denied him access to public records,



NBACA regional. Some 40 representatives of 26 broadcast stations in the Northeast gathered at the World Trade Center in New York Feb. 28 for the first regional meeting of the National Broadcast Association for Community Affairs. NBACA, was established on May 15 for the purpose of upgrading jobs in community-affairs programing as well as helping stations develop more innovative public affairs programing and strengthening their ties with the communities they serve (*Broadcasting*, May 20, 1974). It now numbers more than 200 stations, nationwide, among its membership. Among those on hand to address the group in New York were Lionel Monagas, chief of the FCC's Industry Equal Employment Opportunity Unit, and Thomas J. Keller, assistant general counsel of the

Office of Telecommunications Policy. Patricia Grace, manager of community affairs for the National Association of Broadcasters and its liaison with NBACA, said NAB is "moving to establish cooperative relationships with all minority and community-based groups involved or expressing an interest in broadcasting, and seeking to build viable working relationships between them and the NAB." Shown above (l-r): Mr. Monagas; Gloria Thomas, WCBS-TV New York; Ana Stephens, WABC-TV New York; Ms. Grace; Murray Roberts, WRFM(FM) New York, NBACA's Northeast regional vice president, and Eddie Madison Jr., Washington Star Station Group, NBACA president. Six more regional meetings of NBACA will be held in the next several months.

had failed to provide certain programing that was promised in the last renewal application and had conducted faulty ascertainment surveys. Mr. Hall, a resident of nearby Walpole, Mass., filed the petition to deny on his own behalf.

Lottery broadcasts effectively dead as issue in courts

High court returns case to appeals bench where it probably will be mooted in view of new federal law

The Supreme Court has sent back to the U.S. Court of Appeals in Philadelphia a case raising the question of whether broadcasters can legally broadcast news of winning numbers in a state-run lottery. The high court wants the lower court to determine whether the case is moot in view of the new federal law permitting such broadcasts.

The case involves the FCC's rejection of a request by Jersey Cape Broadcasting Corp., licensee of WCMC-AM-FM-TV Wildwood, N.J., for a ruling that stations may broadcast New Jersey state lottery results without at the same time promoting the lottery. The commission said the law then on the books forbade such broadcasts.

The New Jersey State Lottery Commission appealed that decision, and the U.S. Court of Appeals in Philadelphia

reversed the commission. The commission subsequently asked the Supreme Court to review the lower court's opinion, and the high court agreed to take the case.

But Congress, in part in response to a threat from Justice Department that it would crack down on state-operated lotteries it said were in violation of federal law, approved legislation permitting broadcasters not only to report news of state-operated lotteries but to carry advertising for them as well (*BROADCASTING*, Dec. 23, 1974). At that point, the government urged the high court to declare the WCMC case moot.

In sending the case back to the appeals court, the Supreme Court vacated that court's ruling. Chief Justice Warren Burger did not participate in the decision.

The only dissenter was Justice William O. Douglas. He said it was "shocking" that a radio station or a newspaper "can be regulated by a court or by a commission, to the extent of being prevented from publishing any item of 'news' of the day." Such a restriction, he said, would be a violation of the First Amendment. "Can anyone doubt that the winner of a lottery is prime news by our press standards?"

One state not satisfied with the high court's decision is New Hampshire, one of several that participated in the case. It had opposed the motion to declare the case moot on the ground that broadcasters in an adjoining state, Vermont, which does not conduct a lottery, are pro-

hibited by the new law from advertising news of the New Hampshire lottery. Under the new law a station can carry information about a lottery in an adjacent state only if its own state also has a lottery.

New Hampshire contended that its First Amendment rights are being denied. However, the high court said that issue was not briefed or argued before it.

NAB bestows funds on 13 researchers

The National Association of Broadcasters last week announced it has awarded 13 grants for research in broadcasting. The grantees, all graduate students and university professors or instructors, were selected by a panel of judges from more than 95 applicants. The individual grants range up to \$1,000 and are intended to help cover expenses for the projects.

The recipients and their topics: Jane H. Bick, MA candidate in journalism at the University of Georgia, "Talk radio and station WRNG: a selective analysis of audience and programing"; Lawrence J. Chase and Stanley J. Baran, both assistant professors of communications at Cleveland State University, "Children's modelling behavior after viewing a pro-social commercial television drama"; Charles Clift, assistant professor in the school of radio-television at Ohio University, "Local television programing and

the public: an analysis of programing changes directly related to public input using a derived measure of "improved programing"; Jon A. Coleman, MA candidate in broadcast communications at the University of Oregon, "Community ascertainment by broadcasters: a suggested methodology."

Walter Gantz, PhD candidate in the department of communications at Michigan State University, "Effects of viewers' uses of and gratifications sought from television news programs on content retention and post-viewing information-seeking"; Stu Greenberg, assistant professor in the department of psychology at the University of Iowa, "Effect of adult feedback on children's post-viewing preferences"; James D. Harless, assistant professor in the school of journalism, Ohio State University, "A study of radio news operations in three markets"; Navita C. James, MA candidate in the department of communications at Ohio State University, "Predicting black viewer preferences in black-oriented programing"; Jerome D. Johnson and Sherrie L. Mazingo, both PhD candidates in the department of communications at Michigan State University, "The effects of media presence and media content on social interaction."

William P. McLauchlan, assistant professor in the department of political science at Purdue University, "The Federal Communications Commission and federal appellate courts: a study of clientele, agency decisions and courts"; Milan D. Meeske, associate professor of communications, and Roger Handberg, assistant professor of political science at Florida Technological University, "News directors' criteria in selecting items of local controversial public importance"; Sara Ann Ward, MA candidate in the mass communications department at Texas Tech University, "Children's reactions to a children's news program: exposure, recognition and learning," and D. Charles Whitney, PhD candidate in the communications program at the University of Minnesota, "Information overload in the newsroom."

Media Briefs

New BPA project. Broadcasters Promotion Association is sponsoring community involvement awards competition to recognize those in increasingly active public-service positions in television and radio. Judging will be based on intent and results of community service projects that took place between March 15, 1974, and March 15, 1975, not on style or elaborateness of presentation. Deadline for entries and \$15 fee (payable to BPA) is April 1. Audio-visuals should not exceed 10 minutes, entries should be no larger than 8½ x 11 inches and materials entered in 1973 competition are not eligible. Contact: Professor Robert Schlater, Television and Radio Department, 322 Union Building, Michigan State University, East Lansing, Mich. 48823.

Kaiser signs. Media Payment Corp., New York, reports that seven TV stations of Kaiser Broadcasting Co. as well as

Kaiser Broadcasting Spot Sales have signed with MPC for its payment, credit, collection and data-processing service. Media Payment now serves 238 radio and TV stations and says it processes spot billings that amount to more than \$175 million annually.

Easy money. WMAL-FM Washington is out to help listeners "get more than they pay for," earning station publicity in turn through discounts offered by 23 sponsors. Promos suggest, for instance, "Have your hair redesigned and save \$1. Or your front-end realigned and save \$4." Jeffrey Greenhawt, general sales manager, reports response in neighborhood of 30,000 requests for "easy money" coupon books. Retailers' offers are good for two-month period.

Longer wait. Action on 1972 renewal application of noncommercial WDUQ(FM) Pittsburgh and related petition to deny filed by Community Coalition for Media Change has been postponed by FCC until it has time to examine station's 1975 sup-



...and he doesn't even work for us.

Mr. Richard Chapin is a gentleman, intelligent, especially when it comes to selecting a location for the Sands Hotel. He knows the odds will weigh the hotel in purchasing service and his place as representative as a member of the professional ranks of an organization that has a right to be chosen the Sands. He has spent 20 consecutive management meetings. Even though he works for Mr. Chapin, he still likes to work for us by working the Sands to his advantage.

FOR INFORMATION PLEASE CALL SANDS GENERAL MGR 702-735-9111

Sands
A SIGNED HOTEL LAS VEGAS NE VAS

Chapin gets the credit. The choice of Las Vegas as the site of the National Association of Broadcasters 1975 convention (April 6-9) was made in 1972 over the objection of some NAB members who continue to wonder who sold the board on the gaming city. Their answer may have been provided in an advertisement (see above) that the Sands hotel has run in specialty publications, including *Successful Meetings*. The ad gives the credit to Richard Chapin (Stuart Stations, Lincoln, Neb.), who was chairman of the NAB joint board when the Las Vegas decision was made.

Mr. Chapin remains a man to deal with in conventioning; he's chairman of the NAB's convention site committee, which met last Wednesday in Washington to review bids from locations for future conventions beginning in 1978. The committee was given run downs on cost data and available facilities by representatives of six cities—St. Louis, Detroit, Miami, Dallas, Atlanta and New Orleans—but did not make a choice.

plemental renewal application. Coalition had charged Duquesne University, station licensee, with misrepresentations in its application for construction permit to increase power, discrimination in employment and irregularities in its programing. **Turn them off early.** American Lung Association has developed and will distribute media health campaign aimed at children aged 3-8. Series of animated spots and nine-minute animated film is designed to discourage cigarette smoking before it starts.

Cable firm seeks to stop sale of KBOI-TV Boise

United Cable Television Corp. has filed a petition to deny the assignment of KBOI-TV Boise, Idaho, from Boise Valley Broadcasters Corp. to Donrey Communications Co., for what it termed a "cool \$1,708,000" (BROADCASTING, Feb. 3). According to United, Boise Valley has for the past seven years successfully "frustrated" its attempts to provide "meaningful" cable service in the Boise area and should not now be able to walk away with "enormous windfall profits" gained at the expense of the public.

The expense, United said, is the lack of cable service; a fact due primarily to the "obstructionist tactics" of Boise Valley, it suggested. United charged that the TV license's challenge to the legality of United's franchise that was pursued through the state court system, and successful attempts to block the introduction of distant signal carriage, based on a pleading of serious "economic impact," are the tactics that have left the area without cable service at this time.

If the commission rewards such tactics by allowing Boise Valley to reap a large profit, United said, the community's trust in the fairness of federal regulation would be shaken.

If the commission does authorize the assignment, it should impose conditions on the sale which would prevent a new licensee from opposing additional distant signal cable service on economic impact grounds, according to United.

Changing Hands

Announced

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

■ **WVON(AM)** and **WNUS-FM** Chicago, **WIXY(AM)**-**WDOK(FM)** Cleveland and **WDEE(AM)** Detroit: Preliminary agreement reached for sale by Globetrotter Communications Inc. to Combined Communications Inc., Phoenix, as part of \$35-million package involving other Globetrotter assets (see page 20).

■ **KIIS(AM)** Los Angeles: Negotiations under way for sale by Eleven-Fifty Corp. to Combined Communications for CCI stock with current value of \$250,000 plus assumption of large liabilities (see page 20).

■ **KEZL(FM)** San Diego: Negotiations under way for sale by PSA Broadcasting Co. to Combined Communications for



Time-Life Television Is Bullish On **AMERICA**

A personal history of the U.S. by Alistair Cooke
13 hours or 26 half hours/color
Now in Syndication

Sold to date to:

Albany-Schenectady	WTEN
Atlanta	WAGA
Boise	KBCI
Boston	WCVB
Chattanooga	WDEF
Cincinnati	WLWT
Columbus, O.	WOSU
Dayton	WKEF
Flint-Saginaw-Bay City	WJRT
Ft. Wayne	WPTA
Fresno	KMPH
Greenville, S.C.	WFBC
Little Rock	KATV
Louisville	WHAS
Milwaukee	WITI
Monterey-Salinas	KMST
Nashville	WSM
Portland, Ore.	KOIN
Sacramento	KOVR
San Francisco	KRON
Tampa	WTVT
Tulsa	KTUL
Washington, D.C.	WMAL

And for full series sponsorship sold to:

Southern California Gas Company
First National Bank of St. Louis
Ouachita National Bank

Reasons for you to become bullish on AMERICA

- The ideal bicentennial series
- Winner of a Peabody Award and four Emmys
- Wonderful flexibility—can run in *any time period*, including prime time

A co-production of Time-Life Television
and BBC-TV

TIME LIFE
TELEVISION

Time & Life Building/New York, N.Y. 10020
(212) 556-7783

\$850,000 (see page 20).

■ **WTWO(TV)** Terre Haute, Ind.: Sold by Illiana Telecasting Corp. to Fabri Development Corp. for \$4,650,000. Seller, voting trust of Booth Newspapers Inc., which publishes eight Michigan daily and Sunday newspapers and *Parade* magazine, acquired station four years ago for \$5 million (BROADCASTING, Jan. 18, 1971). Newspaper firm is publicly traded, although John L. Booth family has controlling interest. Mr. Booth owns 100% of Booth American Co., licensee of **WIOU(AM)**-**WKMO(FM)** Kokomo and **WJVA(AM)**-**WRBR(FM)** South Bend, both Indiana; **WJLB(AM)**-**WMZK(FM)** Detroit, **WIBM(AM)**-**WBBC(FM)** Jackson and **WGSW(AM)**-**WSBM(FM)** Saginaw, all Michigan; **WABQ(AM)**-**WXEN(FM)** Cleveland and **WTOD(AM)**-**WKLR(FM)** Toledo, Ohio. Mr. Booth additionally owns cable systems in Michigan and Virginia. Buyer, Malcolm Glazer, is Rochester, N.Y., businessman with interests in banking, shopping centers and mobile-home parks. He has no other broadcast interests. **WTWO(TV)** is an NBC affiliate on channel 2 with 100 kw visual, 19.5 kw aural and antenna 950 feet above average terrain. Broker: Blackburn & Co.

Approved

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

■ **KEEL(AM)**-**KMBQ(FM)** Shreveport, La.; **KAAY(AM)** Little Rock, Ark.; **WAKY(AM)** Louisville, Ky.: Sold by LIN Broadcast-

ing Corp. to Multimedia Inc. for \$9.3 million. LIN, publicly traded, owns **WAND(TV)** Decatur, Ill.; **WBBF(AM)**-**WBFB(FM)** Rochester, N.Y.; **WFIL(AM)** Philadelphia; **WIL(AM)**-**KFMS(FM)** St. Louis; **WAVY-TV** Portsmouth-Norfolk-Newport News, Va.; **KILT-AM-FM** Houston, and **KXAS-TV** Fort Worth. Multimedia, also publicly traded, is licensee of **WFBC-AM-FM-TV** Greenville, S.C.; **WWNC(AM)** Asheville, N.C.; **WXII(TV)** Winston-Salem, N.C.; **WBIR-AM-FM-TV** Knoxville, Tenn., and **WMAZ-AM-FM-TV** Macon, Ga., and owns newspapers in Greenville, Asheville, Montgomery, Ala., and Clarksville, Tenn. **KEEL** is on 710 khz with 50 kw day and 5 kw night. **KMBQ(FM)** is on 93.7 mhz with 100 kw and antenna 265 feet above average terrain. **KAAY** is full time on 1090 khz with 50 kw. **WAKY** is on 790 khz with 5 kw day and 1 kw night.

■ **KLO(AM)** Ogden, Utah: Sold by Radio Ogden, Inc. to KLO Broadcasting Co. for \$500,000. Seller, Richard P. Wheeler, owns **KSPD(AM)** Spokane, Wash. Buyer, Robert E. Davis, owns and manages **KWIK(AM)** Pocatello, Idaho. **KLO** operates full time on 1430 khz with 5 kw.

■ Other station sales approved last week include: **KENA(AM)**-**KSKR(FM)** Mena, Ark.; **KLWT(AM)** Lebanon, Mo.; **WBUZ(AM)** Fredonia, N.Y.; **KKUL(FM)** Tulsa, Okla.; **KJDY(AM)** John Day and **KPRB(AM)** Redmond, both Oregon; and **KCAS(AM)** Slaton, Tex. See page 55 for details.

Programing

Unlikely alliance makes its case for PTAR III

FCC, along with ABC, NBC and Justice, fights in court for latest version of rule; citizen groups oppose exemptions; Frank files again

The FCC last week found itself in such disparate company as the Justice Department, ABC and NBC in filing briefs in the U.S. Court of Appeals in New York, in defense of the commission's third version of the controversial prime-time access rule.

Besides the all-out defenders of PTAR III, 13 citizen groups filed a friend of the court brief sharply critical of some aspects of the rule, but urging the court to exercise care in dealing with the alleged deficiencies. The groups are firm supporters of the access concept.

Not all of its allies were as unqualified in their support of the rule as the commission. It argued that the regulation has accomplished its primary aims of increasing diversity of sources of programing and decreasing affiliate dependence on networks for prime-time programing. But none felt there was any reason to find it unconstitutional.

The principal issues in the case are the exemptions the commission tacked on to what is essentially PTAR I in coming up with the newest version. Like its predecessor, the rule would bar top-50 market affiliates from airing more than three hours of network or off-network programing in prime time. But exempt from the rule are children's, public-affairs and documentary programs.

The commission and the two networks held that the exemptions do not violate the First Amendment, as some critics—including CBS—claim. They noted that broadcasters are not required to carry, nor are they barred from carrying, any kind of programing. They also say that there is ample precedent in commission policy—including policy reflected in PTAR I, which the court held to be constitutional, for exemptions tailored to encourage the airing of certain kinds of programing. Furthermore, the commission, which has been plagued with requests for waivers of PTAR I to permit the airing of certain kinds of programing, said it has the authority to fashion a rule in a manner that facilitates its administration.

The commission and the networks also sought to rebut the arguments of some critics that the commission was unreasonable in setting next September as the effective date for PTAR III. Independent producers who support the basic rule say they do not have enough time to prepare product for the season. However, the commission said producers have been on notice at least since Feb. 6, 1974, when PTAR II was issued that PTAR would be modified. (PTAR II was remanded to the commission by the same court on

**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

PACIFIC NORTHWEST \$130,000 Single Station Market

Exceptional opportunity for owner-operator—non-directional standard 6:00 AM sign-on daytimer. 2½ acres real property. Almost all gear is new. Stable economy. Right in center of boating, fishing and hunting. College nearby. 29% down, and good terms on balance if qualified.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
1202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
Suite 510
(404) 892-4855

BEVERLY HILLS 90212
9465 Wilshire Blvd
(213) 274-8151

75-15

the ground the September 1974 effective date did not afford producers sufficient time to prepare for the new season.)

The Department of Justice was clearly unenthusiastic about PTAR III. It had supported PTAR I and had urged the commission to commit itself to keeping the rule in effect for five years. So it feels the exemptions added to the rule and the failure to provide "assurances of stability" will reduce the rule's effectiveness in promoting competition and diversity. But, it said in its brief, "the decision of the commission was within its discretion and is not reversible." (The department took the opportunity to note that it has filed antitrust suits against the networks aimed at reducing "competitive restraints on independent producers," and to add that they will be continued, regardless of the outcome of the court challenge of PTAR III.)

The citizen groups, in the friend-of-the-court brief filed in their behalf by the Citizens Communications Center, supported the rule but opposed the exemptions—they said that many broadcasters are filling the access time made available by PTAR I with local programming. But, they added, in permitting the networks to recover access time with the exempt programs, the commission "irrationally" undermines the rule.

Unlike others critical of the exemptions, however, the groups do not urge the court to find them unconstitutional. For they fear that such a holding would deliver a "sweeping and unnecessary blow to 40 years of commission regulation" aimed at assuring the public will receive certain kinds of local, informational and other specialized program service. It is enough to reverse the exemptions as "irrational," they said.

The groups made it clear in their brief that they regard the prime-time rule as imposing on broadcasters an obligation to provide local programming. They noted that the commission in adopting PTAR III cited local programming as one of the "really significant benefits" flowing from PTAR I, and added that they assume the commission will enforce the "local programming requirements" primarily through the license renewal process.

Sandy Frank Program Sales Inc. also filed a brief last week. It had filed one in the first round, supporting the rule but urging the court to overturn the exemptions and to find the commission acted capriciously in setting September 1975 as the rule's effective date. But last week it filed a response to the brief of six major prosecution studies, which had urged the court to overturn the rule as unconstitutional. Sandy Frank argued that the production companies sought to "distort the purposes of PTAR I," and then argue that the rule—"measured against the improper objective"—had failed and should be abandoned.

Sandy Frank noted the companies contended that the purpose of the rule was to impose a predetermined program diversity on television and to improve the quality of television programs. The fact of the matter is, Sandy Frank added, that the commission was concerned with reducing "the unduly high level of con-

centration of control of television in the three national networks." And it sought to reduce that dominance by providing an opportunity for additional sources of programming to develop. In this regard, Sandy Frank said, as did the commission, "the rule has been a success." Television licensees are to a limited degree "masters of their evening schedules," Sandy Frank said, and an "abundance" of new programming is entering the market.

Family viewing facts of life catching up to syndicators

But some see silver lining for 'quality' shows in first-run market; independent stations face worst problems of all

Syndicators are beginning to adjust—reluctantly—to the realities of a 7 to 9 p.m. family-entertainment block of programming every night beginning next September.

Some even profess to see a fair degree of flexibility for counterprogramming within prime-time access slots on the network affiliates in the top-50 markets, although game shows and wildlife shows still predominate because of their relatively low production cost.

Says Lou Friedland, president of MCA

TV: "We're providing a genuine alternative in Don Adams's *Screen Test*, which is basically a pure entertainment show. The format puts three young people in competitive situations, but the contest aspect of the show is minimal. It's really a vehicle for important stars" (James Caan, Jason Miller and Connie Stevens in the pilot) "to get involved in fun situations with the contestants." MCA has sold *Screen Test* to the NBC-owned stations for prime access, and sales are reported brisk in markets throughout the country.

Abe Mandell, president of Independent Television Corp., claims the sales record for a new show. "In the 19 days since we left the NATPE (National Association of Television Program Executives) convention in Atlanta," Mr. Mandell said last Wednesday (March 5), "*Space 1999* has racked up ironclad contracts in 48 markets." He ticks off the stations, which include WPIX-TV New York, KPRC-TV Houston, WCVB-TV Boston and WTVJ-TV Miami, and says that he expects to wrap up deals in Los Angeles and Chicago before the month is out. He adds that the program, which runs 60 minutes, is suitable for all-family early-evening fringe time. "The villains in the show aren't killed, they're stunned by ray guns," he says. "And there's no sex whatsoever in the show."

Sandy Frank, president of his own film syndication company, is eager about *The Bobby Vinton Show*, a comedy-variety half-hour that the CBS-owned stations have picked up. "The show is clean and

HOW MUCH IS YOUR FACILITY WORTH?

Today's rapid changing market place coupled with inflationary conditions really have caused considerable upheaval in the value of broadcast facilities.

Whether you are faced with refinancing, estate problems, potential sale, or just plain curious—why not consider a recognized professional appraisal.

For complete Midwest service details and cost
Contact: Howard J. Stasen — Chicago Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 6060 No. Central Expressway, 75206 (214) 691-2345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

should appeal to the broad spectrum of Middle American families, from kids and teens right on up," Mr. Frank says. He also mentions Worldvision's *Skiboy* (about an American Olympics-trainee in Switzerland) as a program that's trying to break out of the quiz-show, animal-show mold.

Mr. Frank, who has made a one-company cause in one aspect of the prime-time-access controversy—his attempt to have the FCC forbid stations from stripping the same series across-the-board (Monday through Friday) in access time—is making another issue out of the "quality" access programming theme (albeit one in which he has a substantial personal interest). In a Mailgram broadside to stations and government officials two weeks ago, he maintained that if stations failed to respond to the higher budgeted series of the *Vinton*, *Skiboy*, *Space 1999* genre, the government might repeal PTAR altogether. "It is the stations themselves that have the most to lose by inertia," he said. "Failure [to support such series] could see the full restoration of the networks to all evening time periods from 7 p.m. on."

In that category, too, Giraud Chester, the executive vice president of Goodson-Todman Productions (*The Price Is Right*, *The Match Game*), points to Four Star's *The Wonderful World of Magic*, a series of taped half-hour exhibitions by some of the most accomplished sleight-of-hand artists in the world.

And industry sources say the CBS-owned stations in New York, Los Angeles and Philadelphia are close to a deal for Syndicast Services' *Travelin' On*, a series of half-hour concerts taped on location throughout the country, with singer-composer Ray Stevens as host and with guest stars like Olivia Newton-John (who appears in the pilot).

Henry Gillespie, senior vice president for marketing at Viacom, says his company was ready to go ahead with a new half-hour cop show in prime access before the family-viewing steamroller came along. The show was put on the back burner a few months ago while financing was being arranged, he says, but once the new guidelines were promulgated, the concept evaporated.

If new cop series are pretty much out of bounds in prime access because of the family guidelines, nonnetwork-affiliated stations may be forced to scrub off-network series of this type from the pre-9 p.m. hours. It's generally believed that the National Association of Broadcasters code board extended the original 8 to 9 p.m. network-originated family hour plan back to 7 in order to make it more difficult for independents to strip series like *Mod Squad*, *Ironside* and *The FBI* from 7 to 8 p.m. and clean up in the ratings against the kind of programming the network affiliates usually offer in that time period: a half-hour of news and a nonaction-oriented prime-access half-hour.

Even though only 17 independent stations (none situated in the key markets of New York and Los Angeles) subscribe to the NAB code, "all of the independ-

ents will probably have to go along with the family guidelines," said one source close to this situation. "It's a political thing—what station wants to risk the FCC's coming up to it and saying, 'Why aren't you living up to the industry standards on sex and violence?'"

This source adds that independent stations traditionally set their highest rate-card prices in what he calls "early-evening fringe time," which can start as soon as 5 p.m. and usually ends at 8 p.m., with the 7 to 8 p.m. slot considered probably the most lucrative hour and, as a rule, the time period when the independents run action-adventure shows.

The question these sources are asking is whether stations will make multimillion-dollar commitments to, say, an off-network cop series if they'll then have to play it off in a time period like 11 p.m. to midnight, when the competition is tougher and the potential audience smaller.

Syndicators are also asking this question. MCA's Lou Friedland says he's worried about the kind of station resistance he may run into when *Kojak*, which was high on *McCall's* magazine's list of the most violent shows on the air (BROADCASTING, Feb. 24), is ready for pre-sale in the next year or two. This worry carries over into the types of pilots MCA is trying to sell to the networks for the 1975-76 season. If MCA gets another *Kojak*-type show on one of the network's prime-time schedules for next September and it becomes a big hit, again like *Kojak*, Mr. Friedland conjectures, won't the company run into the same problem trying to sell it into syndication four or five years hence, particularly if the family-entertainment guidelines have taken hold on stations throughout the country?

The same thoughts are running through the mind of Alan Silverbach, vice president in charge of syndicated sales for 20th Century-Fox Television. Of a controversial pilot, which falls into the action-adventure category, Mr. Silverbach says, "My feeling is that a major studio wouldn't go ahead with it unless it is guaranteed a profit going in. That would mean the network would have to cover its production costs, and the studio would have to make some initial foreign syndication sales right off the bat."

Blye-Beard survey finds TV executives of mixed emotions toward PTAR: bad for public, but good for profit picture

A majority (57%) of TV station executives surveyed by Blye-Beard Productions say that the prime-time access rule has not benefitted the public. An even greater majority (90%) say that it has benefitted station operators themselves. Yet still another majority (60%) say that PTAR has improved over-all service to the community.

The Blye-Beard survey, conducted by W/E Associates Research, New York,

No PTAR for PTV. At the prompting of the Public Broadcasting Service, which asked the FCC to make clear that its prime time access rule does not apply to public stations, the FCC said last week that it did not. The vote was 7-0, with Commissioners Robert E. Lee and Benjamin L. Hooks concurring. They agree PTAR was not intended to apply to PTV, but, in statement written by Mr. Hooks, question whether it should.

was among presidents, general managers and chief program executives of network affiliated stations in the top 50 markets—300 in all. It achieved a return of 34.6% (104 completed questionnaires). The results in one respect—a reported appetite for more diversity in prime-access program offerings—reportedly were encouraging enough to persuade Blye-Beard to proceed with its plans for a musical/variety series starring Bobby Vinton, and syndicated by the Sandy Frank distribution company.

Other key answers from the survey: 63% felt that PTAR had not increased program diversity to the public; 66% said it had permitted stations to offer more locally produced programs in their communities; 62% felt distributors had not offered programs that were not available in network schedules; 74% felt that quality of access programming would improve if the rule were stabilized for five years.

Big quiz show of '50's heading back up trail

Viacom sets sights on prime-time access slot for '\$64,000 Question'

Viacom is resuscitating *The \$64,000 Question* and aiming it for a weekly prime-time access berth beginning in September 1976.

Sources close to the negotiations said that the CBS-owned stations may have the inside track on the show, although they hastened to add that no contracts have been signed.

In its heyday, from 1955 to 1958, *The \$64,000 Question* became something of an institution in its Tuesday 10 p.m. time period, regularly chalking up ratings in the high 30's. At the peak of its popularity, however, the show was washed off the CBS network schedule in the wake of the quiz-show scandals. However, Henry Gillespie, Viacom's senior vice president for marketing, contends that no charges were ever leveled against the *The \$64,000 Question* itself.

Steve Carlin, who produced the original show, will co-produce the new version with Viacom. A newcomer, Mike Darrow, will be the host.

Big-money game shows have been creeping back onto station schedules in the last year or so, with, for example, *The \$25,000 Pyramid* and *Treasure Hunt* (which also includes a top prize of \$25,000) both successful in prime-access time slots. In addition, NBC-TV is featuring a

IKEGAMI

Portable Color Camera Systems

Now Affiliates are
joining the trend to
real-time news...and
higher ratings!



All four networks, dozens of independents and now the affiliates

are replacing film cameras with the Ikegami Camera System. Its NTSC video signal can go directly on the air. Or be taped and played without film delays. Your station gets a priceless "first with the news" image . . . and it shows up in the ratings. Proof: VARIETY reports the Ikegami is the first piece of hardware to have a substantial effect on news ratings in Chicago.

This is the only micro-mini electronic news gathering system that delivers the picture quality, reliability and ruggedness of film cameras. And it's truly portable . . . only 12 lbs. with an auxiliary backpack of 22 lbs. Operating costs are much lower than film, too. Join the trend. Be the first "instant news" station in your market. With the Ikegami Portable Color Camera System.



Ralph L. Hucaby
Vice President
Director of
Engineering
WLAG-TV, Nashville
(CBS affiliate)

"Our Ikegami cameras deliver better picture quality than we got with color film . . . *live!* We're broadcasting four or more real-time news feeds a day from remote vans, via microwave links. Color is strictly broadcast quality. These little portables have surpassed all my expectations in stability, quality and ruggedness."

"Our switch to live news has created more talk in town than any technical programming change we've ever made!"

For further information and/or demonstration, call or write:

IKEGAMI ELECTRONICS INDUSTRIES INC. OF NEW YORK

35-27 31st Street, Long Island City, New York 11106/Telephone: (212) 932-2577

"EASY RIDER" RODE TO A 48 SHARE IN LOS ANGELES.

"Easy Rider"—which had never before been shown on television in the Los Angeles market—delivered a 12 rating and 48 share as the Saturday Night Movie on KABC-TV Channel 7 on February 8th—almost equal to the total audience of the other six stations combined!

What's more, "Easy Rider" outran by one-third or better all Saturday Night Movies this year!—and as far as the station's records indicate, it *outperformed every Saturday Night Movie in the eight years since the series began on KABC-TV!*

"Easy Rider" is just one of 30 frontrunners in Columbia Pictures Television's Features for the 70's Volume One—30 movies that move!



SOURCE: NSI Meter Market Service, Los Angeles, Jan 1973-Feb 8, 1975. 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 upon request.

Get on the inside track with Volume One. 54 stations already have, including: WABC-TV New York; KABC-TV Los Angeles; WLS-TV Chicago; WPVI-TV Philadelph. WXYZ-TV Detroit; KTVU San Francisco; WKBF-TV Cleveland; WDCA-TV Washington, D.C.; WTAE-TV Pittsburgh; KTVI St. Louis; KTVT Dallas/Ft. Worth; WJZ-TV Baltimore; KTRK-TV Houston; WRTV Indianapolis; WCPO-TV Cincinnati; WAGA-TV Atlanta; KIRO-TV Seattle/Tacoma; WTVJ Miami; KCMO-TV Kansas City; WITI-TV Milwaukee; WKBW-TV Buffalo; KTXL Sacramento/Stockton; WBNS-TV Columbus, Ohio; WTVT Tampa/St. Petersburg; WNGE Nashville; KMGH-TV Denver; WJAR-TV Providence;

DOWN THE ROAD, YOU'LL FIND 29 MORE UNBEATABLE MOVIES.

The Bridge on the River Kwai

William Holden, Alec Guinness, Jack Hawkins

The Professionals

Burt Lancaster, Lee Marvin, Jack Palance,
Robert Ryan, Claudia Cardinale

To Sir, With Love

Sidney Poitier, Suzy Kendall, Judy Geeson

***The Love Machine**

John Phillip Law, Dyan Cannon, Robert Ryan, Jackie Cooper

Cactus Flower

Walter Matthau, Ingrid Bergman, Goldie Hawn

Born Free

Virginia McKenna, Bill Travers

Fool's Parade

James Stewart, George Kennedy, Anne Baxter, William Windom

***Easy Rider**

Peter Fonda, Jack Nicholson, Karen Black, Dennis Hopper

Doctors' Wives

Dyan Cannon, Gene Hackman, Richard Crenna, Carroll O'Connor

Buck and The Preacher

Sidney Poitier, Harry Belafonte, Ruby Dee, Cameron Mitchell

The Executioner

George Peppard, Joan Collins, Judy Geeson, Oscar Homolka

***Cisco Pike**

Gene Hackman, Karen Black, Kris Kristofferson

R.P.M.

Anthony Quinn, Ann-Margret, Gary Lockwood

***Happy Birthday, Wanda June**

Rod Steiger, Susannah York, Don Murray

Assignment K

Stephen Boyd, Camilla Sparo, Michael Redgrave

***Black Gunn**

Jim Brown, Martin Landau

Cromwell

Richard Harris, Alec Guinness, Robert Morley, Dorothy Tutin

***A Reflection of Fear**

Robert Shaw, Sally Kellerman, Mary Ure

You Can't Win 'em All

Tony Curtis, Charles Bronson

The Horsemen

Omar Sharif, Jack Palance, Leigh Taylor-Young

The Southern Star

George Segal, Ursula Andress, Orson Welles

***The Virgin Soldiers**

Lynn Redgrave, Hywel Bennett, Nigel Patrick

***Stand Up and Be Counted**

Stella Stevens, Steve Lawrence,
Jacqueline Bisset, Gary Lockwood

The Tiger Makes Out

Eli Wallach, Ann Jackson

The Land Raiders

Telly Savalas, Arlene Dahl, George Maharis

Bless The Beasts & Children

Bill Mummy, Barry Robins

Summertree

Michael Douglas, Barbara Bel Geddes, Brenda Vaccaro

Two Faces of Dr. Jekyll

Paul Massie, Dawn Adams, Christopher Lee

Gidget Gets Married

Don Ameche, Joan Bennett, MacDonald Carey, Elinor Donahue

Black Noon

Roy Thinnes, Ray Milland, Yvette Mimieux

Features for the 70's Volume One Columbia Pictures Television

A Division of Columbia Pictures Industries, Inc.

*Never Before Shown On Television

SYR-TV Syracuse; WCBT-TV Charleston/Huntington; WAVE-TV Louisville; KWTU Oklahoma City; KPHO-TV Phoenix; KTVH Wichita/Hutchinson; KGTV San Diego; WOW-TV Omaha; WTPA Harrisburg/York; WNEM-TV Flint/Saginaw/Bay City; WFRV-TV Green Bay; WMT-TV Cedar Rapids; KCCI-TV Des Moines; KJEO, Fresno; KXLY-TV Spokane; WFIE-TV Evansville; WDIO-TV Duluth/Superior; KOLN-TV Lincoln/Hastings; KTHI-TV Fargo; KMEG-TV Sioux City; KGMB-TV Honolulu; KDBC-TV El Paso; KRDO-TV Colorado Springs/Pueblo; WKYT-TV Lexington; KAPP-TV Yakima; KORK-TV Las Vegas; KOLO-TV Reno. **And remember, around the next turn is Volume Two.**

"\$100,000 Shamrock Sweepstakes" on all six of its daytime game shows this week, with the six winners (one from each show) meeting next Monday on the network's *Celebrity Sweepstakes* to compete for the chance to win \$100,000.

Thurmond introduces bill to ban nudity, explicit sex from TV

A bill to prohibit nudity, obscenity and explicit sexual activity on television was introduced last week by Senator Strom Thurmond (R-S.C.).

In accompanying remarks Senator Thurmond said that "like many parents, I am naturally interested in and concerned about the nature of the material which comes into our homes every day." He said television "has special qualities" that distinguish it from other media partly because parents have less opportunity to screen what their children watch than they do with books, magazines and other printed matter.

"It seems to me," he said, "that an elementary standard of the public interest would take into account the concern that millions of Americans share about the level of sexual material entering their homes." And he said further, "I think it is entirely appropriate to help the FCC determine and define the standards by which the 'public interest' is judged."

His bill, two paragraphs long, would amend the Communications Act to read: "The Congress finds that in view of the purpose of this Act . . . 'to maintain the control of the United States over all the channels of interstate and foreign radio transmission,' television broadcasting stations should in the public interest be prohibited from broadcasting programs portraying nudity, obscenity or explicit sexual activity, any of which are offensive to the public taste and morals." Then it directs the commission to prescribe regulations to implement the provision.

Networks go fishing for improved ratings

NBC-TV to shuffle three programs temporarily and ABC makes test switch of two shows in L.A. only

NBC-TV and ABC-TV are putting some of their second-season shows on temporary duty in nights other than their present slots to see how the ratings will go.

NBC-TV last week announced its moves that involve three prime-time series.

Lucas Tanner (Wednesday, 9-10 p.m., NYT) will try its wings in the 10 p.m. Thursday period on April 3 and in the 10 p.m. Wednesday slot on April 9.

Petrocelli (Wednesday, 10-11 p.m.), which, as previously announced, will be temporarily dislodged by a new Universal series, *The Law*, on March 19 and March 26, will get a Thursday-at-10 try-

out on March 27 and a Wednesday-at-10 shot on April 2.

Movin' On will move up from 10 p.m. Thursday to Wednesday at 10 on April 2 and to Wednesday at 9 on April 9.

Beginning April 10, the three series will be returned to their regular time slots.

On a much smaller scale, ABC-TV began an experiment last week involving two of its regularly scheduled prime-time shows, an experiment that will be confined to its owned station in Los Angeles, KABC-TV. *Baretta* (Friday, 10-11 p.m.) is getting a two-week trial in the 10 p.m. Wednesday slot (March 5 and March 12) and the show usually seen in that period in Los Angeles, *Get Christie Love*, is getting two shots at the Friday-at-10 audience (March 7 and March 14).

ABC's research people will be poring over the Los Angeles Nielsen overnights for the two Wednesdays and Fridays to see if any rating strengths are discernible in the two shows, which are otherwise odds-on bets for cancellation (BROADCASTING, March 3).

ACT raises sights

New Carnegie grant will be used to seek greater national status

Backed by a Carnegie Corp. grant of \$165,000, Action for Children's Television has drawn up a national campaign for broader public support of ACT as a "self-sufficient, grass-roots" organization. Much of the grant will be used for a promotion and membership campaign designed to heighten public awareness of ACT and its goals and to broaden the financial base of the seven-year-old organization.

ACT President Peggy Charren announced plans last week for a direct mail campaign, print advertising and public service announcements for national television. All ACT PSA's to date have been locally produced and funded.

The group's Newtonville, Mass., headquarters now has 100 local contacts nationwide and has achieved concrete results in its dealings with local stations and with the National Association of Broadcasters. Notable among the actions taken after some degree of ACT urging were the NAB code ruling to reduce spot loads on weekend children's programming from 16 to nine-and-one-half minutes for each hour by December of this year and the voluntary withdrawal by drug manufacturers of vitamin ads directed at children.

SAG-AFTRA unity pushed

Members of the New York local of the Screen Actors Guild approved a resolution last week calling on SAG and the American Federation of Television and Radio Artists to speed up their talks about a merger of the two unions.

Since virtually all performers belong to both AFTRA and SAG, the resolution last week was interpreted as a man-

date to the unions to move more quickly on the issue. Committees of AFTRA and SAG have been working on the merger since mid-1974.

The unions now negotiate jointly in the areas of commercials and prime-time television programming. The commercials contracts will expire Nov. 16 and negotiations with advertisers and agencies are scheduled to open in New York in September.

Two more votes for limiting reruns

Coalition says it would create more jobs for blacks, lessen exposure to racially offensive programming; union cites help to Hollywood

The question of whether or not to limit the number of network reruns during prime time has evoked a yes from both the National Black Media Coalition and the International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators, although for different reasons.

NBMC, in reply comments that were filed with the FCC, bypassed the constitutional arguments for restricting reruns that were articulated in initial comments filed in response to the petition for rule-making brought by Bernard A. Balmuth, a Hollywood film editor (BROADCASTING, Feb. 3). Those arguments raised the constitutional question of whether the commission could make programming decisions and the need to permit new voices to serve the public. But according to the coalition, the "compelling" reasons to restrict reruns to 25% of all prime time programming, are to free up more jobs for blacks and to substitute new programming that will assure more blacks are seen on television.

Additionally, the coalition claimed that limiting reruns would spare citizens, especially children, from repeats of programs that were racially offensive in the first place.

IATSE took the more typical approach of citing the "Hollywood economic issue", as reason to restrict reruns. The group asserted that the only way the public could be heard is through the FCC, since the networks collectively can manipulate the market and keep new programs off the air in deference to rerun material. Furthermore, the group suggested that creating a demand for new programming would really help the Hollywood film industry without doing any significant harm to the already financially solvent networks. Whatever new costs are incurred, said the group, would be partially offset by economies flowing from production and exploitation of new material.

The economies, IATSE explained, would result from the fact that the per-episode cost of a series is reduced the longer the series runs, total audience is greater for new material, and more original programming would give the networks a greater inventory to sell after the series

***Blair Television
now represents
KAMR-TV****

***the Cannan Communications
station in
Amarillo, Texas***



Blair Television

America's leading television station representative
A division of JOHN BLAIR & COMPANY

RAYMOND E. POINDEXTER
VICE PRESIDENT & GENERAL MANAGER

*Formerly KGNC-TV





**Authorized
CP-16 Dealers
and Service Centers**

**North American
LISTING**

D — Dealer S — Service D/S — Dealer & Service

CALIFORNIA

Alan Gordon
Enterprises, Inc. D/S
5362 N. Cahuenga Blvd.
North Hollywood, Ca. 91601

Adolph Gesser Inc. D/S
181 Second St.
San Francisco, Ca. 94105

F&B/Ceco, Inc. D/S
7051 Santa Monica Blvd.
Hollywood, Ca. 90038

San Diego Camera
Exchange S
1071 Sixth Ave.
San Diego, Ca. 92101

COLORADO

Stan Phillips & Associates/
Camera Service S
2245 W. 30th Avenue
Denver, Colorado 80211

DISTRICT OF COLUMBIA

Bronner Cine-Sound D/S
5215 Wisconsin Ave., N.W.
Washington, D.C. 20015

FLORIDA

Image Devices, Inc. D/S
811 N.W. 115th St.
Miami, Fla. 33168

GEORGIA

Atlanta Film
Equipment Rentals D/S
1846 Briarwood Rd., N.E.
Atlanta, Ga. 30329

HAWAII

Pacific Instrumentation D/S
5388 Papal Street
Honolulu, Hawaii 96821

ILLINOIS

Victor Duncan, Inc. D/S
676 St. Clair St.
Chicago, Ill. 60611

LOUISIANA

Pan American Films D/S
822 N. Rampart St.
New Orleans, La. 70116

MASSACHUSETTS

Sanford Camera &
Projector Repairs S
1054 Massachusetts Ave.
Arlington, Mass. 02174

MICHIGAN

Victor Duncan, Inc. D/S
11043 Gratiot Ave.
Detroit, Mich. 48213

MINNESOTA

Galaxy Film Service D/S
3000 France Ave.
Minneapolis, Minn. 55416

MISSOURI

Calvin Cinequip, Inc. D/S
215 W. Pershing Road
Kansas City, Mo. 64108

NEW YORK

F&B/Ceco, Inc. D/S
315 West 43rd St.
New York, N.Y. 10036

The Camera Mart D/S
456 W. 55th St.
New York, N.Y. 10019

NORTH CAROLINA

Standard Theatre
Supply Co. D/S
125 Higgins St.
Greensboro, N.C. 27420

TENNESSEE

BN Billings Photo D/S
129 South Front Ave.
Rockwood, Tenn. 37854

Motion Picture
Laboratories, Inc. D/S
781 S. Main St.
Memphis, Tenn. 38102

TEXAS

Victor Duncan, Inc. D/S
2659 Fondren Ave.
Dallas, Texas 75206

UTAH

Stockdale & Co., Inc. D/S
200 E. First South
Salt Lake City, Utah 84111

WASHINGTON

Glazer's Camera Supply D
1923 Third Ave.
Seattle, Washington 98101

Phototronics S
223 West Lake North
Seattle, Washington 98109

CANADA

Cine Audio S
10251-106 St.
Edmonton, Alberta

Alex L. Clark Limited D/S
3751 Bloor Street West
Islington, Ontario M9A 1A2

Branches:
1070 Bleury Street D/S
Montreal 128, Quebec

7104 Hunterwood Rd., N.W. D/S
Calgary 51, Alberta

Steve's Camera Service S
189 East 28th Ave
Vancouver B.C. V5V 2M3

MEXICO

Alan Gordon
Enterprises, Inc. D/S
c/o R.E.C.E.S.A.
Rio Amazona 85
Mexico 5 D.F.

Listing as of: Mar. 1, 1975



leaves network prime time.

The due date for reply comments on the rerun issue has been extended to March 17.

**Doll's biting, burning
cut from ABC terror movie**

ABC-TV's editors did some last-minute scissoring on about one minute of the final third of its "Trilogy of Terror" episode on Tuesday Movie of the Week (March 4, 8:30-10 p.m., NYT).

The scenes dwelled on the terrorization of a beautiful young woman (played by Karen Black) by a fiendishly sharp-toothed fetish doll. One scene, the editing of which, sources say, was personally ordered by Alfred Schneider, the network's vice president for standards and practices, involved the doll sinking its teeth into the neck of Miss Black. Also truncated was a close-up of the screaming doll being burnt to a crisp in an oven, an image that had to go, according to one source, because Mr. Schneider thought it looked too much like a burning fetus.

Even with these cuts, the network still put up warning notices during the telecast, advising viewers of the episode's mature subject matter. ABC sources, however, said none of its affiliates rejected or delayed the show, and no phone calls, pro or con, were recorded by the switchboard operators.

Program Briefs

Yablans and Fox. Long term exclusive production deal between 20th Century-Fox Film Corp. and Frank Yablans, former president of Paramount Pictures Corp., and its subsidiary, Paramount Television, was announced last week. Mr. Yablans will head an independent theatrical film production unit to be based in New York; his agreement is for two years, plus option to continue for additional three years. Mr. Yablans left as Paramount president after Barry Diller, ABC prime-time programming vice president, became chairman of Paramount Pictures last October (BROADCASTING, Jan. 6).

Buckley loses again. William F. Buckley Jr. will have to continue paying his American Federation of Television-Radio Artists dues. U.S. Supreme Court has denied his petition for rehearing of its earlier decision not to review lower-court ruling. Federal court of appeals (second circuit) earlier decision was that union-dues requirement does not violate Mr. Buckley's First Amendment rights.

More Connors. CBS has acquired rights to Jimmy Connors—John Newcombe tennis match for undisclosed sum, following up CBS Sports' broadcast of similar contest between Mr. Connors and Rod Laver. April 26 match will be broadcast live at 3:30 p.m., EDT, from Caesar's Palace, Las Vegas, as special edition of network's CBS Sports Spectacular.

Back to life. Kukla, Fran and Ollie, 1950's TV series, is being reincarnated

in 24 new half-hour shows. Project is being produced by Martin Tahse Productions, Beverly Hills, Calif., and will be syndicated by Baron Enterprises Inc., Beverly Hills.

Bosox TV up in '75. WSBK-TV Boston, Mass., will telecast five pre-season and 100 or so regular season games of Boston Red Sox this season. This is up from total reported last week (BROADCASTING, March 3) and compares to 70 games telecast by WBZ-TV Boston in 1974.

**Ohio State
awards to 64**

Sixty-four Ohio State Awards for excellence in educational, informational and public affairs broadcasting will be conferred tomorrow (March 11) in Columbus, Ohio. Winners for 1975 were selected from 632 entries from broadcasters and production agencies around the world.

Sponsored by the Institute for Education by Radio-Television, Ohio State University, the awards have been given annually since 1937. Guest speaker at the luncheon ceremonies will be William G. Harley, president of the National Association of Educational Broadcasters.

The 1975 winners:

Radio, formal instruction:

(Network) Performing arts and humanities, children and youth: CBC, Toronto, "The Canterbury Tales Part II—Charlatans and Churls in Chaucer." Natural and physical sciences, children and youth: CBC, Toronto, "Grand Tour of the Gas Giants." Social sciences (community problems): CBC, Toronto, "Student Magazine . . . #1 Dr. Christian Barnard."

(Metropolitan) Performing arts and humanities, children and youth: WNYE-FM Brooklyn, N.Y., "When Hitler Stole Pink Rabbit." Social sciences (community problems), children and youth: WNYE-FM Brooklyn, N.Y., "International Aspects of Women's Liberation." Social sciences (individual problems), children and youth: WNYE-FM Brooklyn, N.Y., "Dental Health: Little Bear's Circus Job." (Local) Performing arts and humanities, children and youth: Alberta School Broadcasts, Edmonton, Alberta, "The Frog Prince." Social sciences (community problems), children and youth: WHA(AM), The Educational Communications Board, Wisconsin Bar Foundation, Madison, Wis., "Freedom of Religion." Social sciences (community problems), children and youth: WBGO-FM Newark, N.J., "Heading the City Government." Social sciences (individual problems), children and youth: Minnesota School of the Air, KUOM(AM) Minneapolis, "The Most Common Fear of All."

Radio, informal instruction:

(Network) Performing arts and humanities, adults and general audience: Earplay, Madison, Wis., "Properties." Natural and physical sciences, adults and general audience: CBC, Toronto, "Autism." Social sciences (community problems), adults and general audience: NBC News, New York, "High Crimes and Misdemeanors." Social sciences (individual problems), adults and general audience: CBC, Toronto, "The Bedouins."

(Metropolitan) Performing arts and humanities, adults and general audience: Theater of Phynance Radio Workshop, division All-Media Dramatic Workshop; The Radio Workshop; c/o WNIB Chicago, "Embers" and "Brave New World." Natural and physical sciences, adults and general audience: WRFM(FM) New York, "The Medical Trap." Social sciences (community problems), adults and general audience: WNEW(AM) New York, "The Hidden Passenger." Social sciences (community problems), adults and general audience: WMAQ(AM) Chicago, "Grocery Store Check Out." Social sciences (community problems), adults and general audience: United Jewish Appeal-Federation of Jewish Philanthropies, New York, "The Jewish World." Social sciences (individual problems), adults and general audience: WMAL(AM) Washington, "Battles Just Begun."

(Local) Performing arts and humanities, adults and general audience: WMUK Special Projects, Western Michigan University and WMUK(FM); Kalamazoo, Mich., "Future Tense!" Performing arts and humanities, adults and general audience: WITF-FM Hershey, Pa., "The Opera: Der Ring des

Trade up to a CP-16/A and save \$1225.

Within three short years, the CP-16/A has become the most preferred 16mm sound camera in the TV-newsfilm/documentary field — with many of the larger stations standardizing their entire newsfilm operation on the CP-16 camera system.

No matter what new equipment developments may be in the offing for TV-news, our non-reflex CP-16 and CP-16/A camera models continue, and will continue, to make good equipment sense. Especially for those who operate "one-man-band" style.

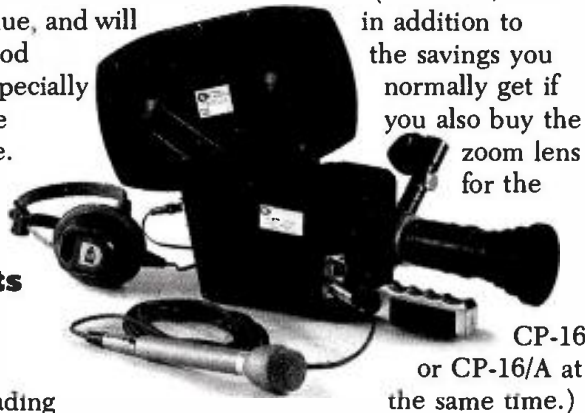
A special offer from Cinema Products and your local CP-16 dealer.*

Even though upgrading TV-newsfilm equipment is relatively inexpensive, there are stations that may find it increasingly difficult to do so — what with ever tightening budgets and the shrinking purchasing power of the dollar.

And so, to introduce you to the CP-16 camera system, a system fully supported by an extensive, well trained dealer/service network, we are pleased to offer you, for a limited time only, a unique opportunity to acquire a CP-16 or CP-16/A at fantastic savings!

Here's all you have to do. Trade in any 16mm newsfilm-type camera you presently own — whatever its condition, no matter how old — for a brand new, *all new* CP-16/A with built-in Crystasound amplifier.

Your authorized local CP-16 dealer will give you \$1225 off list price on any CP-16/A camera package. Or \$1000 off on a standard CP-16. (Of course, this is



Plus two-year warranty and free "loaner."

Its proven performance in the field has established the CP-16 as the most reliable and dependable camera system, least likely to break down in the day-to-day grind of newsfilm work.

As part of this special offer, we take great pride in extending our factory warranty to a full two years on all mechanical and electronic components. *Provided* you purchase your camera from your authorized *local* CP-16 dealer.

And, should your CP-16 or CP-16/A require any repairs covered by this special two-year warranty, your local dealer will provide you with a free CP-16 "loaner." This is but one example of the outstanding after-sales service and total back-up you can expect from your authorized local CP-16 dealer.

But you must act now!

With savings and benefits like these, why risk your precious equipment dollars on yet another "re-manufactured" conversion?

Move up to a brand new, *all new* CP-16/A, the uncontested leader in the TV-newsfilm/documentary field. You owe it to yourself.

But remember, this unusual offer is good only from March 1st to July 1st, 1975. So hurry. See your authorized local CP-16 dealer now.

*See adjacent page for listing of authorized North American CP-16 Dealers participating in this special offer.

CINEMA

E Technology In The
Service Of Creativity

products
CORPORATION

2037 Granville Avenue, Los Angeles, California 90028
Telephone: (213) 478-0711 ■ Telex: 69-4339 ■ Cable: Chedeveo

Nibelungen: Goetterdaemmerung." Social sciences (community problems), adults and general audience; WGNT(AM) Huntington, W. Va., "The Silent Cry." Social sciences (community problems), adults and general audience; KBIA(FM) Columbia, Mo., "The Meat Squeeze"; special award to KMOX(AM) St. Louis (for a series of in-depth investigative assignments into local and national problems). Social sciences (individual problems), adults and general audience; WSB(AM) Atlanta, "Seven Signals." Social sciences (individual problems), adults and general audience; KPFA-FM Berkeley, Calif., "One Billion Seconds Later: The Social History of LSD-25."

Television, formal instruction:

(Metropolitan) Performing arts and humanities, children and youth: The Ontario Educational Communications Authority, Toronto, "The Best Educated Man in the World." Natural and physical sciences, children and youth: The Ontario Educational Communications Authority, Toronto, "Quest into Matter." Social sciences (individual problems), children and youth: Northern Virginia Educational Telecommunications Assn.; North Springfield, "Whatcha Gonna Do?—A Time of Changes." Natural and physical sciences, adults and general audience: The Network for Continuing Medical Education, New York, "The National Antibiotic Therapy Test." Social sciences (individual problems), adults and general audience: Dave Bell Associates, Hollywood, "Human Relations and School Discipline."

(Local) Performing arts and humanities, children and youth: South Carolina ETV Network, Columbia, "The Gift of the Magi." Performing arts and humanities, children and youth: National ITV Development/WETA-TV, Washington, Cover to Cover: "The 18th Emergency" and "The Sea Egg." Social sciences (community problems), children and youth: Georgia Department of Education, Atlanta, "1974." Social sciences (individual problems), children and youth: WMUL-TV, Huntington, W. Va., "Fire Safety." Performing arts and humanities, adults and general audience: Kentucky Educational Television, Lexington, "Prose-Style and Tone." Natural and physical sciences, adults and general audience: Kentucky Educational Television, Lexington, "Mathematics 8." Social sciences (community problems), adults and general audience: Educational Television Office, University of California, Berkeley, "Examination of Witnesses." Social sciences (individual problems), adults and general audience: Maryland State Department of Education, Division of Instructional Television, Owings Mills, Md.: "Teaching Reading Comprehension."

Television, informal instruction

(Network) Performing arts and humanities, children and youth: CBS Television Network, New York, "The CBS Festival of Lively Arts for Young People." Social sciences (community problems), children and youth: ABC Television Network, New York, "Rookie of the Year." Social sciences (individual problems), children and youth: British Broadcasting Corp., New York, "Vision On—Puddies and Pools." Social sciences (individual problems), children and youth: CBS Television Network, New York, "Fat Albert and the Cosby Kids." Performing arts and humanities, adults and general audience: CBS News, New York, "The Questions of Abraham." Natural and physical sciences, adults and general audience: WNET-TV New York, "Heart Disease—The 20th Century Epidemic." Natural and physical sciences, adults and general audience: British Broadcasting Corp., "The National Public Affairs Center for Television, Washington." "The Impeachment of Andrew Johnson." Social sciences (community problems), adults and general audience: CBS Television Network, New York, "The Autobiography of Miss Jane Pittman." Social sciences (community problems), adults and general audience: CBS Television Network, New York, "Bicentennial Minutes." Social sciences (individual problems), adults and general audience: ABC News, New York, "The Right to Die." Social sciences (individual problems), adults and general audience: NBC, New York, "A Case of Rape."

(Metropolitan) Performing arts and humanities, adults and general audience: WTTW(TV) Chicago, "Paintings: The Permanent Collection of the Art Institute of Chicago." Performing arts and humanities, adults and general audience: WCVB-TV Boston, "Forever Gershwin." Social sciences (community problems), adults and general audience: WCVB-TV, Boston, "No Fish Tomorrow." Social sciences (community problems), adults and general audience: WNET-TV, New York, "Help!" Social sciences (individual problems), adults and general audience: WABC-TV, New York, "A Handful of Hope: Autistic Children and Their Parents." WCVB-TV Boston.

(Local) Social sciences (individual problems), children and youth: WITF-TV Hershey, Pa., "Metals and Machines." Performing arts and humanities, adults and general audience: WPBT-TV, North Miami, Fla., "What's An Orchestra All About?" Social sciences (community problems), adults and general audience: WFSB-TV, Hartford, Conn., "Scandal Ride: the Ambulance." Social sciences (community problems), adults and general audience: WHEN-TV Syracuse, N.Y., "I Love You So Good-bye." Social sciences (community problems), adults and general audience: WGTW(TV), Georgia Center for Continuing Education, Athens, "The Bikinians." Social sciences (individual problems), adults and general audience: WLAC-TV, Nashville, "The Big White Horse." Social sciences (individual problems), adults and general audience: WFAA-TV Dallas, "Silent Violence: Occupational Diseases of the Lung."

Broadcast Advertising

Nielsen comes up with short counts in 18 markets

Rating company, economizing with mailed reports, is forced to withdraw January-February books; special audit by Broadcast Rating Council asked; KSTP-TV threatens suit, then relents

The A. C. Nielsen Co. headed off a lawsuit last week by the almost unheard-of action of withdrawing a local TV market rating report. And it hoped to tune out a lot of static it was getting from broadcasters, reps and agencies by asking the Broadcast Rating Council to run a special audit on its January-February reports for 18 markets.

The countermoves stemmed at least in part from a postal experiment that backfired, leaving Nielsen with inadequate samples in all 18 markets measured in January-February. All 18 reports omitted individual-week data and inserted notices saying in-tab diary samples for some weeks were "substantially below our target" but expressing confidence they would be up to snuff again in the next measurement.

The response from broadcasters, reps and agencies ranged from anger to apathy but included a lawsuit filed by KSTP-TV Minneapolis-St. Paul in U.S. District Court there to prevent use of the report. Stanley S. Hubbard, president and general manager of the station, confirmed the filing of the suit but said it was withdrawn after the Nielsen people agreed to withdraw the report. "We had a nice talk," he said. "They're reasonable people."

Other sources said Nielsen representatives had agreed to "voluntarily withdraw" the Minneapolis-St. Paul report during discussions in the district court judge's chambers. It was assumed that subscribers to this report would receive refunds.

Several broadcast research specialists said they could recall no previous instance in which a rating firm withdrew a report, although most agreed it probably had happened at some time. "There have been instances where services issued revised reports," one asserted, "but I can't think of any where the entire report was just withdrawn, period."

Nielsen sources said they had commissioned the rating council to conduct a special audit, at Nielsen's expense. Council sources indicated they would do so, and said they were awaiting word from the council's independent auditors as to what, specifically, would be involved. They said they assumed that some parts of the audit would probably apply to all 18 reports but that other parts might involve only some of the 18.

The problem began when Nielsen "tested" the use of third-class mail rather than first-class for the distribution of some

diaries. Others close to the situation speculated that the fall-off in diary return rates may have been complicated by other procedural tests as well, but said they hoped the BRC audits would provide clarification.

Nielsen sources maintained that some of the 18 reports "are perfectly normal," but emphasized that first-class mail would be used throughout the February-March sweep measurements. They declined to discuss the Minneapolis-St. Paul controversy, however, pending preparation and distribution of an explanation to subscribers.

Other January-February markets are Atlanta, Baltimore, Boston, Buffalo, N.Y., Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Mo., Los Angeles, Milwaukee, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco and Washington.

TV baseball fans are not all Archie Bunkers

TVAR study in three markets shows audiences have good profiles, include a high proportion of women

The viewer of local baseball telecasts is not the stereotyped, middle-aged, lower-income and poorly educated male—and "he" may not even be a "he."

In fact, a study released by Television Advertising Representatives indicates that quite the opposite is true. Steve Seymour, TVAR president, summarized the conclusions as follows: Local telecasting

Milestone. Department and discount stores last year became local television's first \$100-million category other than franchise businesses, by boosting their expenditures to \$104 million (up from \$88.4 million, a gain of 18%), the Television Bureau of Advertising reported last week. TVB made the disclosure in calling attention to its fourth retail TV commercials workshop, to be held April 28-29 at the Hotel Biltmore in New York. Fee is \$150.

Big spenders. Banks and savings and loan associations are making a bigger mark in local television, according to an analysis released last week by Television Bureau of Advertising. Not only do they represent the second largest local TV advertising category, after department and discount stores (above), but individually they rank among the top three TV users in 26 of the top 75 markets. And in seven of those markets—Fort Wayne, Ind.; Grand Rapids-Kalamazoo, Mich.; Indianapolis, Nashville, Omaha, Pittsburgh and Rochester, N.Y.—a savings and loan or a bank exceeds even the heaviest national and regional brand expenditures. The category invested \$69.5 million in TV in the first nine months of 1974 (up 18% for the period), TVB reported.



What's in a name?" Romeo and Juliet

Great names can also be great trademarks.

"Good name in man or woman...is the immediate jewel of their souls..." Othello

And great trademarks can be as valuable to you as they are to the companies that own them. Because they help ensure that when you ask for something you get what you asked for.

"Speak the speech I pray you, as I pronounced it to you..." Hamlet

So, in order to protect yourself, and us, please use Xerox as a proper adjective and not as a verb or noun. Thus, you can copy on the Xerox copier but you can't Xerox something. You can go to the Xerox copier but not to the Xerox.

"Zounds! I was never so bethump'd by words..." King John

We don't want to bethump you with words; please just use our name correctly.

XEROX

of major-league baseball has a special appeal to young adults, adult heads of larger and higher-educated families and higher-educated heads of households; about 80% of the women who view baseball are "interested and active viewers," and local baseball viewers remember products advertised during telecasts and associate these products with the local team.

The study was conducted by TVAR in Pittsburgh, Oakland-San Francisco and Baltimore where the firm represents stations that carry play-by-play of major league teams (KDKA-TV Pittsburgh, KPX-TV San Francisco and WJZ-TV Baltimore).

The study was designed by George Feldman, vice president of creative services for TVAR in conjunction with Commercial Analysts Co., New York, which validated the results. Questionnaires were sent to 250 individuals in each of the three markets, half male and half female.

Mr. Feldman observed that the basic conclusions were the same in all three markets though the results were not as positive in Oakland for several reasons: The Oakland A's games are relatively new to the market; 1974 was the first year the telecasts were carried on a network-affiliated outlet, and KPX-TV carried only 20 games last season, while KDKA-TV originated 35 and WJZ-TV, 50.

Some highlights of the study: In the 18-34 age group, 54.5% viewed Oakland games, 70.7% saw Pittsburgh games and 65.0% watched Baltimore games over the course of a season; 50.5% in Oakland had some college or more, with the percentage rising to 82.9% in Pittsburgh and 67.4% in Pittsburgh; 58% in Oakland had family incomes of \$15,000 or more, with the figure climbing to 85.2% in Pittsburgh and 71.1% in Baltimore; 52% of the women in the Oakland market watched the local baseball telecasts, with the figure in Pittsburgh 66.3% and in Baltimore 47.8%.

TV-oriented P&G buys more in print

Efforts feed fuel to speculation about revised media strategy

Procter & Gamble Co., Cincinnati, television's largest advertiser, is reported to be running a 600-line couponed advertisement on so-called Best Food Day (either Wednesday or Thursday) in 730 newspapers this week on behalf of Crest toothpaste.

P & G, a closed-mouthed company, would not confirm or deny that the print effort would be carried out or say whether it represented a change in its media strategy. A spokesman at the Newspaper Advertising Bureau in New York said he had heard of the Crest campaign from various sources and added that P & G has run several couponed advertisements this year. On February 9, P & G used a schedule in Sunday newspapers to promote Camay bar soap, Head and Shoulders shampoo and Bounty paper towels, and last Wednesday (March 5) the company carried a 25 cents-off coupon ad in

newspapers for Era detergent. He estimated the Crest campaign to be worth \$192,000.

In 1973, the last year for which complete figures are available, P & G allotted about \$310 million to measured advertising, with an estimated \$225 million in TV and only \$1.6 million in newspapers. Earlier, a P & G spokesman had said the company constantly reviews its advertising but does not discuss its media schedules before its campaigns begin (BROADCASTING, Feb. 17).

Tough road faces FTC in its quest for nutritional ad guidelines

Comments deadline pushed back as commission admits complexity; CBBB forum March 21 to touch issue

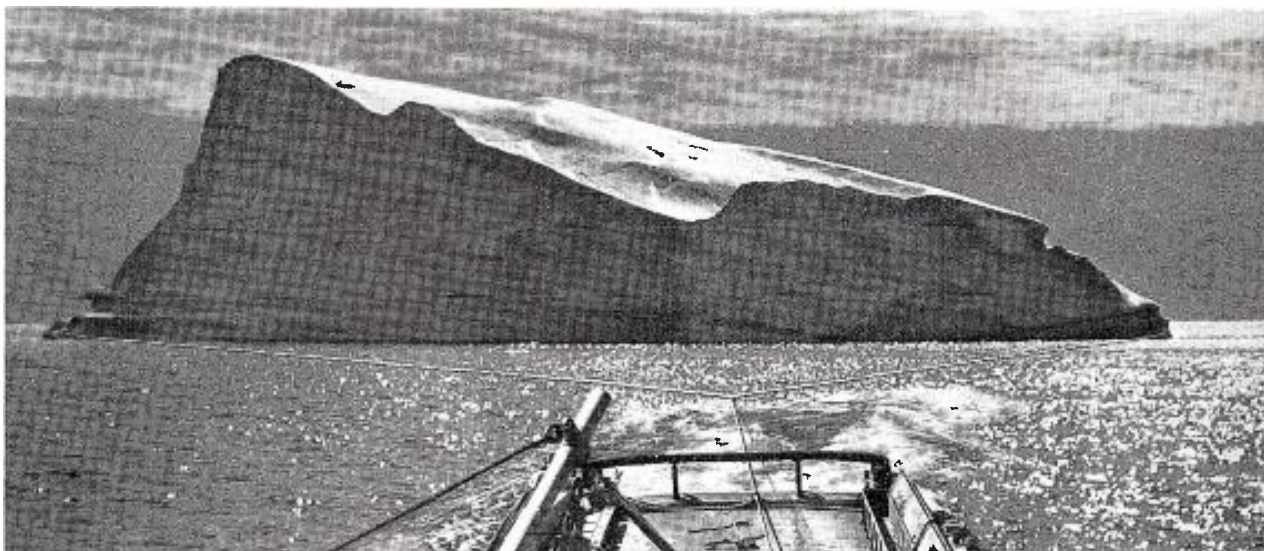
The controversy over the Federal Trade Commission's proposed new regulations to make food advertisers substantiate nutritional claims will remain "in suspended animation" until the agency's new rulemaking procedure is set, according to a spokesman. The deadline for rule comments has been postponed "at least 60 days" beyond the original Feb. 5 date (BROADCASTING, Nov. 11, 1974) in what the FTC calls "the most complex and comprehensive rulemaking in its history." The proposed rules, to apply to advertisements that make claims about nutritional values in foods, are intended to produce "scrupulous accuracy" in the food advertising business (now \$800 million annually, advertising's highest spender, according to the FTC). It would require substantiation of nutrition, nourishment, energy and calorie claims and comparisons. However, the proposed rule is distinct from the mandatory affirmative disclosures recommended by the FTC staff—but not officially endorsed by the commission—which would require specific information about ingredients in all food advertising, whether or not nutritional claims are made.

A joint committee representing the American Advertising Federation, the American Association of Advertising Agencies and the Association of National Advertisers, has been formed under chairmanship of Barton Cummings, chairman of the executive committee of Compton Advertising. These groups have submitted individual petitions thus far but are expected to file jointly when the FTC moves to set the new deadline. AAF's petition to the FTC, asking for an eight-month extension, was denied, but must have had some influence since the commission is redoing procedures in line with the FTC Improvements Act of 1973. One agency executive said his private conversations with FTC staff members indicated it will be "only a matter of months"—not a year or two respite as some had hoped—before the rules are firm. The situation reportedly is "still

The ad on the facing page is one of a series appearing in 13 major business, newsweekly, and financial publications, including the Wall Street Journal, Fortune, Business Week and Time. The purpose of each ad is to describe Sun Oil Company's technological and managerial innovations in energy exploration and production.

The days of easy oil are gone. At Sun, we're committed to meet the challenge of developing new energy sources. We're doing things that weren't technologically or financially feasible a few years ago.

The potential to solve our country's energy needs is here. We're taking the necessary risks to help make it happen.



BILLIONS OF BARRELS OF OIL MAY BE WAITING UNDER ICEBERG ALLEY.

WE'RE MOVING MOUNTAINS TO GET IT.

Mountainous icebergs, as tall as 20-story buildings and two city blocks wide, break away from glaciers in the Arctic and stampede down the coast of Labrador. Anyone with a drill rig bobbing in their path puts 30 to 50 million dollars on the line.

But we're there, with our partners. We follow the icebergs for miles on radar. We plot their drift, pray for good winds and favorable currents, and if necessary, tow them with tugboats till we're sure they'll pass out of range. Then we drill.

Our exploration program has just begun in Iceberg Alley. Canadian surveys estimate a possible 21-billion barrel potential. Although these estimates have a high degree of uncertainty, we feel the potential justifies the risk—or we wouldn't be there.

We didn't set out to move mountains in the beginning. But the days of cheap and easy oil are gone.

Almost everywhere we look—Labrador, the Arctic, the North Sea—it's move mountains, or do without the oil.

So where the potential is great and profitable, we do what we have to do.

You'll be hearing from us.

FOLLOW THE SUN 

Sun Oil Company, St. Davids, Pennsylvania

30 Man-Years In the Making



More than 30 people have worked for over a year updating and modifying all existing programs and developing new computer programs to use the expanded facilities, and increased efficiencies made possible by the Burroughs 6700 computer, now the heart of the BIAS system.

Join the satisfied customers coast to coast and in England and Canada, working with BIAS-2... the world's largest on-line broadcast computer system, providing management information on all areas of radio and TV station operation.

Call 901-332-3544 collect; ask for Pat Choate, Director of Marketing.

BROADCAST INDUSTRY AUTOMATION SYSTEM
a division of Data Communications Corp.
3000 Directors Row, Memphis, Tennessee 38131

very fluid" as it has been through three years of drafting and redrafting the nutritional advertising rule. The stalemate over the FTC's rulemaking powers was resolved at the close of 1974 by a compromise law, the Consumer Product Warranties/FTC Improvements Act, which broadens the FTC's jurisdiction from matters "in commerce" to those "in or affecting commerce," sets moderate "due process" limits on commission rulemaking processes, and specifies information to be included in consumer-product warranties.

The warranty, to go into effect July 4, will be the subject of a March 21 forum sponsored by the Council of Better Business Bureaus at the Washington Hilton hotel, Washington. J. Thomas Rosch, director of the FTC's Bureau of Consumer Protection; Chris White, deputy assistant, FTC division of marketing practices; and S. Lynn Sutcliffe, Senate Commerce Committee member, will be on a panel with representatives of RCA, General Motors and other major companies. Chairman of the forum will be CBBB Vice Chairman Wallace R. Persons.

Rebate ads under fire

Representative Benjamin Rosenthal (D-N.Y.) has asked the Federal Trade Commission to investigate possible deception in the print and broadcast advertising of automobile manufacturers offering rebates on purchases of new cars. He noted that the car manufacturers are selling cars at full price, then sending rebate checks to buyers later. However, Representative Rosenthal said, the amount of the rebate is included in the purchase price on which financing interest and sales are collected. He contended the advertising rebate should be cut from the original purchase price. He also suggested that, should the FTC find deception in current practices, restitution be made to auto customers.

Two Senate bills would require dollar figures in some advertising

Commerce Committee ponders forced disclosure of costs to operate energy-related products

The Senate Commerce Committee has under consideration two bills that would require in part that advertising for major household appliances or automobiles give consumers an idea of how much they can expect to pay to operate the products.

The aim of both measures—title 12 of the administration's Energy Independence Act of 1975 (S. 594) and the Truth in Energy Act of 1975 (S. 349), authored by Senator John Tunney (D-Calif.)—is to encourage conservation of energy by making available information about the energy efficiency of cars and major appliances such as refrigerators, air conditioners and washing machines. The Tunney bill would require the labels of those products to include estimates of average annual cost of operation. The administration bill endorses no single guideline for measuring energy consumption, but Roger W. Sant, assistant administrator for energy conservation and environment at the Federal Energy Administration said during hearings two weeks ago that FEA supports not only cost labeling, but the use of widely recognized fuel ratings, such as miles per gallon for automobiles, as well as the use of charts comparing the operating cost of a given automobile or appliance with that of others in the same class.

In both bills energy efficiency data would have to be included in advertising for the products; in the Tunney bill, whenever the purchase price is mentioned in the ad, or in the administration bill, whenever an ad makes any reference to the product's energy use. During the hearings, the FEA spokesman said he did not think using the product's initial

BAR reports television-network sales as of Feb. 23

ABC \$108,731,300 (30.5%); CBS \$124,853,600 (35.1%); NBC \$122,571,400 (34.4%)

Day parts	Total minutes week ended Feb. 23	Total dollars week ended Feb. 23	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on-10 a.m.	112	\$ 653,400	745	\$ 4,551,400	\$ 2,977,200
Monday-Friday 10 a.m.-6 p.m.	1,008	10,567,700	7,382	79,442,900	69,406,800
Saturday-Sunday Sign-on-6 p.m.	299	4,630,900	2,191	36,811,100	34,692,800
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,550,800	761	19,591,800	18,336,500
Sunday 6 p.m.-7:30 p.m.	22	649,800	139	3,949,700	4,050,800
Monday-Sunday 7:30 p.m.-11 p.m.	402	26,746,200	3,076	189,287,200	183,865,400
Monday-Sunday 11 p.m.-Sign-off	180	3,261,100	1,326	22,522,200	17,083,700
Total	2,121	\$49,059,900	15,620	\$356,156,300	\$330,413,200

Source: Broadcast Advertisers Reports



Goin' bananas. Bic Pen Corp., Milford, Conn., is intensifying its television advertising this spring for three of its products. A major effort centers on the Bic Banana marker pen starting tomorrow (March 11) on all three TV networks on prime-time and daytime programs. The objective of the campaign is to show that the marker pens come in different packs and colors. The advertising recreates the atmosphere of a banana boat, complete with calypso music and dancers. Bic last week also launched a spring campaign for the Bic Butane disposable lighter on all three networks in fringe and prime-time. And, on weekends, the company is advertising its Bic Banana Ink Crayons on children's programs on the three TV networks. Agency for Bic is Wells, Rich, Greene, New York.

cost as the trigger for mandatory disclosure of energy data in advertising is the best plan. "Perhaps the net result would be that advertisers will not mention cost or efficiency at all, in which case this provision will work to the detriment of our over-all objective." He preferred the language of the administration bill on that point.

On the subject of what should or should not trigger energy-efficiency information in product advertising, Richard Herzog, assistant director for the division of national advertising at the Federal Trade Commission, suggested to the Commerce Committee that that sort of decision be left up to the commission, which would be responsible for implementing the Tunney bill's labeling program. Said the FTC official: "The commission's experience has demonstrated that there are a host of problems in developing advertising disclosure provisions . . . it is essential that the general statutory language leave the commission free to resolve those difficulties in applying its expertise to determine what constitutes unfair or deceptive advertising."

No time to cut down

Companies thinking of cutting advertising budgets because of the recession should think again, Stanley I. Tannenbaum, chairman and creative director of Kenyon & Eckhardt, New York, said in a speech at the University of Wisconsin Advertising Conference Feb. 28. "This may be the best opportunity you've ever had to increase your advertising's efficiency," he said. In the current recession, he said, "more and more businessmen are

becoming more and more enlightened" in the realization that they must continue to protect their consumer franchises.

Ad tax specter arises again

Four states submit proposals as media mounts its opposition

Four state legislatures in search of new revenue sources have proposed advertising taxes in what advertising proponents are calling "discriminatory" actions.

Maine, Maryland, Vermont and Rhode Island have introduced ad tax proposals, with hearings already begun (March 4) in Maryland. Jonah Gitlitz, executive vice president of the American Advertising Federation, Washington, reports the AAF is supplying material to media, state broadcast associations and newspaper representatives, who are testifying to defeat the bills, but the AAF is keeping arms-length from legislative matters on the state level.

Maine's bill (H-402), would put a 5% sales tax on the purchase of advertising time and space, with the intent to

It's our birthday.

WE'RE TEN YEARS OLD

Ten years ago Ron Curtis & Company made its first contact with a key communications executive. Now, ten years later, our professional recruiters personally interview over 100 key executives each day.

We're saving clients valuable time, confidentially exposing their opportunity to more potential candidates than they could locate in any other way. Our clients find the use of an outside recruiter is the easiest way possible to solve a troublesome management problem.

So, we'd like to take this opportunity—our tenth birthday—to say thanks to all those who've helped us grow. And, we pledge to continue the high standards of professional recruiting you've come to expect.

BROADCASTING
Executive recruitment specialists in
Engineering, Financial, News,
Programming, Promotion, Station and
Group Management.



**Ron
Curtis
& Company**

O'Hare Plaza, 5725 East River Road,
Chicago, Illinois 60631
(312) 693-6171

Management Consultants specializing in executive recruitment for Radio,
Television, Cable TV, Newspapers, Magazines, Direct Mail and Outdoor.

Good start. Advertisers spent \$200.8 million on network television in the first month of 1975, a 9.3% increase over the January 1974 figure of \$185.4 million. Weekday daytime sales showed the largest gain, rising 19.4% over last January to \$50.4 million. Weekend daytime was next, up 9.5% to \$19.3 million. The figures below are from Broadcast Advertisers Report, as released by the Television Bureau of Advertising.

	Jan. 1974	Jan 1975	% change
Daytime	\$ 59,687.0	\$ 69,695.5	+16.8
Weekday	42,093.9	50,431.9	+19.8
Weekend	17,593.1	19,263.6	+ 9.5
Nighttime	124,070.7	131,150.6	+ 5.7
Total	\$183,757.7	\$200,846.1	+ 9.3

	ABC	CBS	NBC	TOTAL
January	\$59,183.6	\$70,020.2	\$71,642.3	\$200,846.1

increase state revenue by an estimated \$1,450,000 a year. No hearing has been scheduled; the bill is assigned to the state's House Committee on Taxation. Maryland's H-625 would extend the state's 4% sales and use tax to ad time and space. The bill, assigned to the House Ways and Means Committee, is part of an omnibus proposal applying the tax to many other businesses.

Vermont's Governor Thomas Salmon proposed applying the state's 3% sales tax to ad times and space; the matter is under consideration by the House Ways and Means Committee.

Rhode Island's S-311 would apply the

state's 2% sales tax to advertising; it has been assigned to the state's Senate Committee on Finance.

The quest for additional revenue through an advertising tax is an old tactic for some states and cities. Nearly 18 years ago Baltimore attempted unsuccessfully to impose such a levy, touching off a rash of similar efforts in other localities throughout the U.S. (BROADCASTING, Nov. 11, 1957 et seq.). Four years ago the idea resurfaced in New York City and Washington but ultimately was rejected (BROADCASTING, June 14, Nov. 22, 1971).

No deal in sight on copyright

Broadcasters, cable operators argue over same old ground in FCC and federal bar symposium

The conflict between broadcasters and cablecasters over the cable provisions in the Senate's copyright bill (S. 22) continued last Monday during a three-hour symposium sponsored by the FCC and the Federal Communications Bar Association.

But an aide to Senator John McClellan (D-Ark.), sponsor of the bill and chairman of the Senate Copyright Subcommittee, made it plain that all the talk would have no effect on the bill's cable content at the subcommittee level. The bill pending in the Senate is the same as one passed by the Senate last September, and the subcommittee has "no desire to reopen issues already discussed," according to Thomas Brennan, chief counsel for the subcommittee.

The Copyright Subcommittee will forego hearings and proceed with markup on the bill soon after Easter, another subcommittee aide said last week.

Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee with jurisdiction over copyright legislation, plans to hold hearings on copyright revision in April, whether the Senate has finished or not.

Mr. Brennan also said he does not anticipate that the Senate bill will include a section in last year's bill authorizing the FCC to make rules restricting sports programming on cable or a section establishing royalties to be paid by broadcasters to record performers and manufacturers. Both those provisions were deleted by the Senate before final passage last year. Performance royalties will be revived in separate legislation to be introduced "any day now" by Senator Hugh Scott (R-Pa.).

What the Senate copyright bill does establish is a copyright liability for cable systems for retransmission of copyrighted programming received from television and radio stations and from other signals authorized by the FCC. Unlike broadcasters, however, cable systems would not have to negotiate fees with individual copyright holders. The bill provides a scale of fees that cable operators would pay into a pool to be divided and distributed by the register of copyrights to copyright holders. The schedule provides fees ranging from 0.5% of annual gross receipts up to \$40,000 to 2.5% of gross receipts of \$160,000 or more.

The bill also would establish a Copyright Royalty Tribunal to review and revise the fee schedule if it thinks it necessary. An initial review of fees would take place in 1977, and again in 1984 and every five years thereafter. The tribunal's work would be performed by three-member panels selected by the American Arbitration Association.

The provision setting out the fees for

Business Briefs

Client-swiping charges. J. Walter Thompson has sued H. J. Barnum Jr., former president of JWT Affiliated Companies Division, for more than \$1 million, charging Dr. Barnum with conspiracy to take away Thompson clients and employees while still on JWT's payroll. In its suit, JWT charged that Dr. Barnum formed Barnum Communications while serving as director and member of executive committee of agency and that three major clients of Delktos, part of Affiliated Companies Division, have resigned to be represented by Barnum. Dr. Barnum left JWT Jan. 31.

On TV's magic carpet. Lees Carpets, King of Prussia, Pa., major advertiser in print media in past years, is placing television spots in 200 markets with peak frequency planned for early April. Limited follow-up on radio is being considered. TV commercials were created by Wayne Associates, in-house advertising agency of Lees.

Philadelphia branch. PRO Time Sales, national radio representative, has opened Philadelphia office, to be headed by Charles Smith, former general manager of WSME(AM) Sanford, Me. 1015 Chestnut Street (215) 922-4387.

Texaco special. Texaco Inc., which has sponsored Metropolitan Opera radio broadcasts for 35 years, will be full sponsor of one-hour TV special, *Danny Kaye's Look-In at the Metropolitan Opera*, with Metropolitan's Robert Merrill and Beverly Sills as guest stars, on CBS-TV Sunday, April 27 (5-6 p.m. NYT). Benton & Bowles is agency.



The best rock sound
in Chicago is put
out by an AEL FM-25KD
Stereo Transmitter
Just ask WXRT

AEL stereo transmitters always
send the very best.
FM: 2,500, 12,000, 25,000,
50,000 watts.
AM: 5,000, 10,000, 50,000 watts.



Call or Write:



AMERICAN ELECTRONIC LABORATORIES, INC.
P.O. Box 552, Lansdale, PA 19446
Tel: 215/822-2929 - TWX: 510/661-4976

See us at Booth 404 North—NAB Convention

cable systems drew adverse comment from broadcast and cable representatives alike at last Monday's symposium. Harry Olsson, general attorney for CBS, wondered how the Constitution's provision that an author should have exclusive right to his work could be squared with "government giving out compulsory licenses willy nilly." In deciding how much an author will make from cable systems, he said, the government acts as if it is the author. "The Russians are probably as kind to their authors in their way," he remarked. His last word was that copyright rates should be set by the marketplace.

Sol Schildhouse, former chief of the FCC's Cable Television Bureau now in law practice, argued, as he has before, against the imposition of any copyright liability in cable. "I suggest cable ought to be stricken from that bill," said Mr. Schildhouse, "not for all time, for the moment only."

Mr. Schildhouse's remarks drew an instant rebuttal from Don Zeifang, government relations vice president for the National Association of Broadcasters, who argued that the proposed fees for cable are too low. Mr. Zeifang objected to the presence of any fee schedule in the legislation. He called for a return to the 1971 consensus agreement among broadcasters, cable operators and copyright owners that led to the FCC's adoption of present cable rules. The consensus presumably put the parties on record as favoring legislation to establish cable liability for copyright use but leaving the fees to arbitration in case cables and copyright owners could not agree on scales to be put in the law. The scales eventually adopted by the Senate were opposed by the copyright owners.

Mr. Zeifang said the bill also goes against the consensus agreement by extending the compulsory license to include whatever broadcast signals the FCC may in the future add to those it already permits cables to carry. In effect, he said, this means cables would never have to pay "another dime" for broadcast signals, however many they added.

Alfred Stern, chairman of Warner Cable Corp., and chairman of the National Cable Television Association's copyright committee, replied that if the consensus agreement had been sidelined, the Senate should be held responsible. "If the Senate decides we will pay copyright and there will be a tribunal, then that's what will happen," he said. The NCTA's official position has been and still is to support the Senate copyright bill's cable provisions, he said, and he defended the bill's fee schedule, saying that the cable industry "will pay larger annual fees to copyright holders the larger we get."

Barbara Ringer, registrar of copyrights, gave the symposium an overview of copyright law. Her message was that broadcasters and cable operators should keep in mind that there is a great deal more to the copyright bill than the cable provisions. "Cable is certainly not a gut issue," she said. Congress has failed to deliver a major revision of the copyright

law since 1909, she noted, and "it would be immoral to let the thing languish another generation simply because broadcasters and cablecasters cannot agree on a formula." She appealed for the two industries to support copyright revision "with or without a cable section."

Cable knocks on the doors of Washington

Heavily attended legislative conference meets with FCC, congressional types; Wiley gets bad reviews, Moss is a hit

About 140 CATV system operators converged on Washington last week for a two-day legislative conference with Congress and the FCC in an effort to persuade key members of both that proposed laws and rules on copyright, sports blackout and pay cable were unfair and likely to drive some systems out of business.

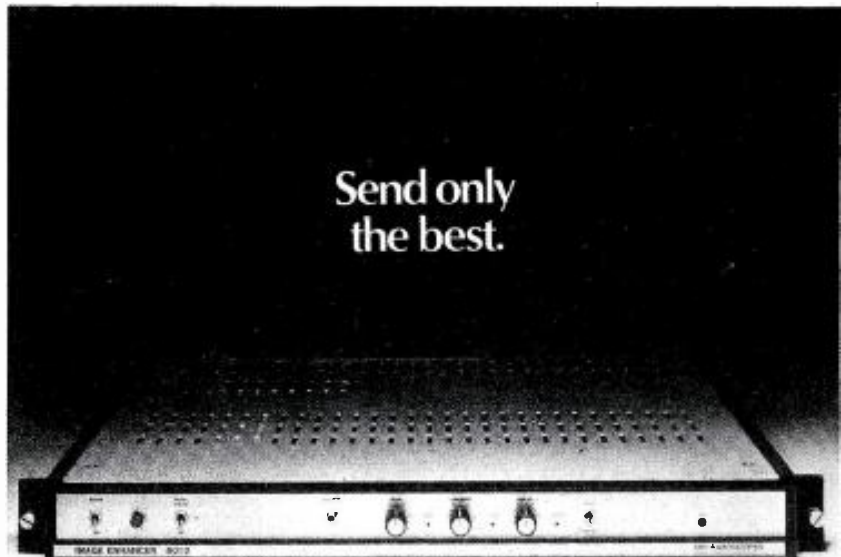
The conference, organized by the National Cable Television Association, drew almost twice as many participants as had been anticipated, and if all had been said before, the effect of the conference was bracing to everyone.

It didn't begin that way, for at the morning session on Monday, FCC Chairman Richard E. Wiley dropped by, to ex-

plain again the commission's position. That session wasn't open to the press, but afterward several operators seemed to share the sentiments of a Texas delegate who said, "I guess we're lucky he's only got two sides of his mouth to talk out of at the same time."

Luncheon at the Rayburn House Office Building produced some welcome and perhaps promising words from Representative John E. Moss (D-Calif.), new chairman of the Commerce Committee's Investigations Subcommittee, who drew applause with such statements as "there is every reason to believe that the main cause [of depressed economics of the cable industry] is the hostile regulatory environment in which that industry must operate," and with a reference to the FCC cable rules as "the most complex regulations ever devised by the mind of man."

Toward the end of his speech, Representative Moss departed from his prepared text. After noting that his Investigations Subcommittee is scheduled to begin a study of the role and operation of independent regulatory agencies, giving particular attention to their effect on competition in the industries which they regulate, Representative Moss's prepared text had said, "Although the study of the FCC will not be focused on the commission's regulation of the cable television industry, that subject certainly cannot be ignored." Instead, he ad libbed, there was "too much evidence that regulatory agen-



CBS Laboratories Mark IV Image Enhancer is preferred by most TV stations. Because it sharpens both vertical and horizontal detail. And improves picture resolution as well as color fidelity. The Mark IV, with unique "crispned-comb" filter, separates chrominance from luminance, providing sharper contrasts with more defined picture detail.

Available for all monochrome and color cameras.

From CBS Laboratories, of course.

CBS LABORATORIES

A Division of CBS, Inc.
227 High Ridge Road, Stamford, Connecticut 06905



Encouraging words. John E. Moss (D-Calif.), new chairman of the House Commerce Committee's Subcommittee on Investigations, speaks to 140 CATV system operators at a luncheon last week in Washington during the annual legislative conference sponsored by the National Cable Television Association.

cies have tended to hand over to the dominant sector of the industries they regulate the true powers of regulation. That I don't like because it is destructive of competition. It is not free enterprise that made this nation great, but free competitive enterprise."

At a panel discussion following the lunch, various members of the NCTA board of directors, government officials and operators examined the range of cable issues, from re-regulation, through copyright, sports blackout and pay cable. John Gwin, former NCTA president, now of Cox Cable, said that the trade association's re-regulation effort would begin with asking the FCC to re-examine the existing philosophy under which cable rules are drawn, contending that that philosophy is based on fallacious assumptions.

Drawing on a Justice Department analysis, Mr. Gwin said that two of the incorrect premises on which the FCC rules are based are that broadcasters are subjected to unfair competition from cable and that the public interest requires preservation of marginal broadcasters through subsidies gained from restricting cable growth. David Kinley, the FCC Cable Television Bureau chief, reviewed nonduplication developments and said that to get the necessary votes on the commission for adoption of a flat 35-mile zone, a compromise had to be reached which affords 35-mile protection only in the top-100 markets and either 15 or 20 additional miles of protection for stations not in the top-100 markets.

On the pole attachment dispute, Mr. Kinley reported that the point of difference between the NCTA and AT&T was how to measure capacity use. Depending on different measures, he said the outcome would vary between 5% and 50%. He said there was strong pressure for a quick solution because pole attachment hikes were "getting out of hand," and that his bureau and the Common Carrier

Bureau would "probably have to agree on a price that probably will be unacceptable to the phone company as a basis of negotiations with NCTA." In that case, he said, the commission will have to assert jurisdiction over both the issue and the power companies.

Barry Stigers of Verto Cable TV, Scranton, Pa., gave a detailed analysis of the effect of the proposed sports blackout rule on his system. He imports signals from two New York and one Philadelphia independent stations, but under the existing syndicated exclusivity rules must black out about 40% of those programs. Under the proposed sports blackout rule, he said, his subscribers will lose a minimum of 70% of the programming from the New York stations.

Other speakers at the session included Robert Ross of the Office of Telecommunications Policy, who explained OTP's proposed cable law; Ed Allen of the NCTA board and Western Communications, Inc., who said that when the copyright bill goes before the House for hearings, NCTA will seek a quid pro quo for its support of the bill; that is, a congressional resolution urging the FCC to lift all nonduplication and exclusivity rules, and Ralph Barauch, president of Viacom International, who reviewed FCC rules on pay cable and urged their abolition.

Monday evening NCTA held a reception which was attended also by 31 Congressmen and four Senators. On Tuesday the cable operators visited key members of Congress and sent teams to meet with FCC members.

TNT now serving 7 states, plans Cornhusker football

Target Network Television, a cable television program service that began operations in January with feeds to 50 cable systems in six midwestern states has announced it is expanding to include Indiana and will present all of the 1975 University of Nebraska football games on a delayed basis.

Offering CATV systems nine-and-a-half hours of programming daily, via microwave relay, TNT reaches cable subscribers in Missouri, Nebraska, Kentucky, Iowa, Kansas and Oklahoma. The addition of Indiana will add 200,000 potential cable subscribers, and the network, which is a subsidiary of KBMA-TV Kansas City, Mo., hopes to extend soon into Illinois and Ohio.

Cable-repeat trial urged

A pilot test in several markets to determine the attractiveness of various types of repeat broadcasts of over-the-air programs on CATV systems has been suggested by Rand Corp.'s Leland L. Johnson. Idea is contained in a study, "Expanding the Use of Commercial and Noncommercial Broadcast Programming on Cable Television Systems," one of a series published by Rand under a grant from the John and Mary Markle Foundation. Among the proposals considered are taping of public-broadcast pro-

grams, of news and documentary programs from commercial TV stations and of entertainment and sports, also from commercial broadcast stations—all to be repeated either the same day or on alternate days. The major problem is cost, estimated up to \$40,000 annually to record two hours of commercial news and public affairs plus four hours of prime-time public broadcasting. But, Dr. Johnson noted, this amount could be defrayed by the addition of 650 new subscribers.

Worth of proposed cable bill is in eye of beholder

At Washington law conference, OTP spokesman praises its measure while FCC calls it backward step

Participants at a Catholic University Law Review conference on cable television, in Washington last week, were treated to a mock congressional hearing on the proposed cable-television bill that has been drafted by the Office of Telecommunications Policy.

Robert Ross, an OTP attorney, was presented as a witness in favor of the draft legislation; he saw it as the means for freeing cable television from the smothering bureaucratic embrace of the FCC. David Kinley, chief of the commission's Cable Television Bureau, contended, on the other hand, that the bill marks a step backward toward a kind of regulation Congress regarded as obsolete 40 years ago.

But, if the third "witness's" observations are correct, the exercise was as academic as its setting. The proposed bill "will never pass," said Gary Christensen, a former general counsel of the National Cable Television Association who is now practicing law in Washington.

"It doesn't really help cable television, so why should cable interests support it?" he asked. It will attract the opposition of broadcasters, he added. And since it would limit the commission's authority, he said the FCC will oppose it.

The proposal would restrict commission authority to those matters, such as retransmission of television signals and cable-system technical standards, that appear to require uniform enforcement at the national level. Everything else would be reserved to state or local regulation, with adjudications involving cable systems left to the courts, not the commission.

OTP says the proposal would implement the recommendation of the Cabinet Committee on Cable Television that cable be taken out of the regulatory mold which contains broadcasting, and permit its development to be governed by competition rather than by regulation.

Mr. Kinley was reflecting the commission's considered opinion. A few hours before the mock hearing, the commission had completed work on its comments on the proposal that it was to send to the Office of Management and Budget.

And the commission's position is that

the draft bill substitutes inflexibility for the flexibility of regulation. Mr. Kinley said the proposal ignores the fact that Congress created the FCC and other independent agencies in the 1930's to provide the kind of day-to-day, detailed regulation of industries that, he said, could not be provided by courts interpreting congressional statutes.

He also said the OTP appears to have confused the basis of the commission's jurisdiction over cable—it is ancillary to broadcasting—with the commission's perception of cable as a medium. The commission's scheme, he said, "views cable as an independent medium, not as an adjunct to broadcasting." The commission's rules, he said, are based on the idea of cable "as a medium of abundance."

Mr. Christensen was sour about the approaches of both OTP and the FCC. "Both are based on a public interest too vague to be defined," he said, adding, "Any successful regulatory program must tie the public interest to the profit motive."

FCC Chairman Richard E. Wiley also touched on the issues the OTP proposal has raised, in a luncheon address to the law review conference. And in the process, he managed a jibe at Acting OTP Director John Eger, who a week earlier, in a speech to a state cable association meeting in Dallas, had used some strong and colorful language in calling for an end to the FCC's dominant role in cable regulation (BROADCASTING, March 3); and despite a decision to delete the language on delivery, he changed his mind again and read the speech as written.

Mr. Wiley said that he could not agree with the OTP proposal because it would deny the commission the flexibility it now has to make changes in cable regulations as they are needed. Then he said: "While I have great respect for the architects of this bill—whether or not, incidentally, that respect is a matter of mutuality—I must resist their efforts to cast the regulation of an emerging industry into the hardened form of the United States Code."

Turn cable loose against broadcasters, don't close off access to public, says citizen's cable project director

Rebutting FCC chairman's position that cable's own regulations need relaxing, CCCCP's White says the real answer is in giving cable access to full range of TV product

If the FCC feels the cable television industry needs relief, it should "remove the protectionist restraints upon cable's legitimate competition with broadcasters." It should not eliminate or postpone the 20-channel capacity, access-channel and other requirements now scheduled to be imposed by March 31, 1977, on systems that were in operation before March 31, 1972.

Curtis T. White, director of the Citi-

zen Communications Center's Cable Project, offered those views last week in a letter to FCC Chairman Richard E. Wiley. The chairman, in a speech two months ago, said some of those requirements were "unrealistic or unnecessary" [BROADCASTING, Jan. 27]. He spoke of the inability of the "fledgling industry" to provide the "free" services the requirements were meant to make available.

And the commission two weeks ago issued a notice of proposed rulemaking looking to the postponement or cancellation of the March 31, 1977, deadline. The commission said substantial questions had been raised as to the ability of the systems in operation when the new rules were adopted to comply with them by the deadline. It also said it planned to issue a subsequent rulemaking concerning possible changes in the requirements.

But to Mr. White, the requirements, specifically one providing for public access channels, are designed to afford the public "long-awaited benefits of cable technology." The proposed deadline extension, he added, "is not within the purview nor spirit of the commission's past commitments to the public." Mr. White said the commission could aid cable by removing the restraints imposed on it as a result of the 1971 consensus agreement. That agreement, which was reached by representatives of the cable and broadcasting industries as well as copyright owners, paved the way for the commission's adoption of its package of 1972 rules. But, Mr. White said that agreement is now "a dead letter—a point copyright owners and broadcasters at least, would dispute." The commission, he said, "should immediately act to remove 'overregulation' in the area of product . . . denied to cable." And pay cable, distant-signal importation and program exclusivity, he added, "are areas ripe for reregulation."

That kind of reregulation, he said, would enable the commission to require the pre-1972 systems to meet the present March 31, 1977 deadline for rebuilding. "With adequate content to offer, cable will have the economic base to bring the diversity of additional public services that will justify its place in the national communications system."

Cable Briefs

Rockland rocked. New York Cable Commission has ordered Rockland Cablevision to refund more than \$34,000 to subscribers in towns of Haverstraw and Stony Point, collected from June, 1973, through March, 1974, by means of rate increase granted by municipalities but not approved by commission according to regulations.

Going West. Communications Equity Corp., financial and media brokerage firm specializing in cable television, has announced relocation of its offices from New Jersey to 8200 Normandale Road, Suite 323, Bloomington, Minn. 55437.

CBS goes beyond proposed rules for cable sports carriage

Network comments to FCC say rights should go to local broadcaster first, contend blackout law should not affect rulemaking

CBS has asked the FCC to forbid cable carriage of TV sports broadcasts on any distant signal, unless it is shown that rights to broadcast the game had been offered first to local broadcasters.

The recommendation goes "considerably further" than the commission's proposed rules, which would prohibit cable systems (located within the grade B contour of TV stations in the home town of a professional sports team) from importing distant televised sports on a day when the local team plays at home.

CBS's suggestions were in response to the FCC's request for additional comments on the sports-carriage issue, in an attempt to update its 1972 rulemaking notice to reflect changes that were brought about by the congressional sports blackout legislation (BROADCASTING, Jan. 20).

In answer to specific questions in the FCC's further notice of rulemaking, CBS contended that the 1973 law, which prohibits local TV blackouts of home games that are sold out three days in advance, should have no effect on the present rulemaking. After all, CBS said, the law only mandates the availability of games to television and should not interfere with the proposed rule, which establishes that cable cannot carry any professional sport (hockey, baseball, basketball or football) if a game of the same sport is carried by stations within 35 miles of the community in which the cable system is based.

Other points raised by the commission included:

The effect of the Senate's deletion of the sports-carriage provision in its copyright revision bill, to which CBS responded that it only puts "fuller responsibility" on the FCC to protect the gate receipts of sports teams playing at home.

Whether additional sports, other than the four presently covered in the rulemaking, should be included? CBS suggested that all sports, including minor league events and amateur contests, be covered.

Should "same league" protection be substituted for "same sport" protection? CBS expressed an adamant "no."

Others to file comments last week included Channel 6 Inc., licensee of KCEN-TV Temple, Tex., which concurred with CBS's basic position, and RVS Cablevision Corp., which predictably took an opposite viewpoint across the board.

RVS felt cable systems in top markets should also be allowed the right to contract with sports interests for carriage of professional games. Sports on distant signals should also be open to cable bidding, said RVS, regardless of whether local TV stations carry the game or not.

Supreme Court in WSB-TV case treats print and broadcast press as one

Invasion-of-privacy suit involving broadcast of rape victim's name ends in victory for Cox station; court makes no distinction between newspaper and radio-TV journalism

The Cox Broadcasting Corp. has proved to be the instrument that extended somewhat farther the First Amendment protection that is afforded the press, specifically including the broadcast press.

It was on an appeal brought by Cox that the Supreme Court last week, in an 8-to-1 decision, held that the right of privacy must give way when the press publishes accurate information based on public court records.

At issue was the broadcast of a news account by Cox's WSB-TV Atlanta of a court proceeding involving the rape of a 17-year-old Atlanta girl who subsequently died. The reporter, Tom Wassell, used the name of the victim, which he had obtained from the indictments handed down in the case, and thus broke a state law barring the publication of rape victims' names.

The state did not attempt to prosecute Cox. But the victim's father filed a \$1 million damage suit, claiming invasion of privacy and basing his suit on the state law. The trial court granted summary judgment to the father, but the state supreme court, while sending the case back for trial, upheld the constitutionality of the law.

Cox's defense has been that the broadcast was protected by the First and 14th Amendments (the 14th applies to the states the protections afforded citizens in dealing with the federal government). And the Supreme Court, in the opinion written by Justice Byron R. White, accepted that defense, although the scope of the opinion is limited.

The question to be resolved, Justice White wrote, is whether the state may impose sanctions on the accurate publication of the name of a rape victim obtained from judicial records maintained in connection with a judicial prosecution and open to public inspection. The answer, he said, is no.

The court specifically excluded from the reach of the opinion any reference to confidential official records, such as those of juvenile court proceedings. And it said that it was not dealing with Cox's argument that the First and 14th Amendments would protect a news organization from prosecution even if it obtained the information through investigation rather than from public records.

But Justice White made it clear the court was persuaded to go as far as it did because of its belief in the value of a

vigorous press. An individual with limited time and resources to observe first-hand the operations of his government "relies necessarily upon the press to bring to him in convenient form the facts of those operations," Justice White wrote. "Great responsibility is accordingly placed upon the news media to report fully and accurately the proceedings of government, and official records and documents open to the public are the basic data of governmental operations."

Justice White noted that there is a considerable body of law and precedent running in support of the individual's right of privacy. But he also said that "even the prevailing law of invasion of privacy generally recognizes that the interests in privacy fade when the information involved already appears on the public record. The conclusion is compelling when viewed in terms of the First and 14th Amendments and in light of the public interest in a vigorous press."

The lone dissenter from the high court's opinion was William H. Rehnquist, and he objected on procedural grounds. He felt the court should not have considered the case until after a judgment had been rendered in the trial ordered by the Georgia supreme court. However, Justice White said that WSB-TV should not be required to undergo a trial under a law that was of doubtful constitutionality.

To Justice William O. Douglas, an absolutist on the First Amendment, the court's opinion does not go far enough. He said, as he did in his separate opinion in the case involving the broadcast of state-run lotteries (see page 21), the government lacks the power to ban the publication of "news of the day."

Justice Lewis F. Powell Jr. would have gone farther than the court did on the question of whether truth constitutes a defense in a defamation case brought by a private citizen rather than a public person. The court said that question was an open one. Justice Powell said he thought the court had already settled it in the affirmative in a previous case.

The only member of the court whose views on the case were not explained was Chief Justice Warren E. Burger. He said he "concurs in the judgment" but did not give his reasons.

To some broadcast industry representatives, the opinion was particularly encouraging in that it appeared to treat broadcasters and newspapers as interchangeable parts of the "press." "Anytime there is an opinion treating broadcasters the same as newspapers on the same basis with respect to the First Amendment, it gives encouragement to broadcast journalism," said one communications attorney.

Steve Riggs, WSB-TV's news director, welcomed the opinion as one that would give the press in Georgia the right to make news judgments on stories involving rape. But he said he does not feel the opinion gives the press "a license to be irresponsible."

He noted that law enforcement officials and women have expressed concern that fear of publicity would make rape victims more reluctant than some already

are to report attacks to police. Not all rapes are newsworthy, he said. But when they are—as in the case of one that results in a murder charge—the news media should be free to decide to report them fully.

Drinan with Proxmire in fight on fairness

Massachusetts congressman criticizes inhibiting factors of doctrine, rejects validity of numbers argument

The FCC's fairness doctrine, rather than enhancing the people's right to know, threatens that right. And "rather than encouraging the expression of differing viewpoints, it chills their expression." So said Representative Robert Drinan (D-Mass.) in remarks in the *Congressional Record* last week.

Representative Drinan has introduced a bill (H.R. 2189), a duplicate of Senator William Proxmire's (D-Wis.) S. 2, which would in effect repeal the fairness doctrine and in fact would prevent the FCC from exercising any power or influence over broadcast programming (BROADCASTING, Feb. 3).

In his remarks Representative Drinan attempted to erode the basic premise on which proponents of the fairness doctrine base their argument that broadcast competition, hence the competition of ideas, is limited because the number of available channels is limited. That is false, he said. "The broadcast spectrum is not now, and may never be, saturated." In fact, he said, competition among broadcasters is more diverse than among newspapers. He pointed out that there are currently about 7,400 radio stations and 1,000 television stations, compared to only 1,750 daily newspapers in the country. And he made note of cities such as New York, Milwaukee and Wausau, Wis., where the radio and television stations far outnumber major daily newspapers.

The fairness doctrine, the congressman said, has the effect of steering broadcasters away from controversial issues for fear of drawing fines from the FCC or inviting fairness challenges which might result in lengthy and expensive court battles. "Rather than promoting diverse ideas," he said, "the fairness doctrine has stifled creative programming through the use of the fine and the power of license revocation. Rather than encouraging a large number of broadcasting stations, the fairness doctrine has required the development of large, well-financed stations as an entrance fee for freedom of expression."

As would Senator Proxmire's bill, Representative Drinan's legislation would redefine the term "public convenience and necessity" in the Communications Act so that it could not be construed as giving the FCC authority to require broadcasters to make time available for conflicting viewpoints, and would prohibit the commission from influencing in any way any program scheduling or content, except where such material is al-

ready prohibited by law (e.g. the law prohibiting the airing of obscenity, indecency and profanity).

The bill would also repeal the section of the Communications Act that permits the revocation of a license when a station wilfully refuses to allow time to political candidates. Too, it would repeal Section 315, the section requiring stations to give equal time to opposing candidates for political office and which obligates stations to afford "reasonable opportunity for the discussion of conflicting views on issues of public importance."

Finally, it would remove the section in the Communications Act prohibiting noncommercial educational stations from editorializing.

CBS RSVP's 'no thanks' to APBA invitation

Salant-Balch exchange ends effort by broadcast arm of AP to have three networks, as station owners, rotate in two spots on its board; ABC and NBC said to have accepted

A flurry of correspondence between Richard S. Salant, president of CBS News, and Frank A. Balch, president of the Associated Press Broadcasters Association, apparently ended last week with CBS underscoring its refusal of a seat on the APBA board.

Both ABC and NBC reportedly have accepted the offer of what was to be rotating membership among ABC, CBS and NBC in two seats on that board. In January, the APBA board voted a revision of its by-laws to allow network representation for the first time.

CBS News's reasons for demurring, as put forth in Mr. Salant's two letters to Mr. Balch, were twofold. Foremost was the network's feeling that broadcasters are being treated as "second-class citizens" by AP, with no vote on the main AP board and relegated to "the secondary and segregated broadcast board." AP's recent decision to allow two nonvoting broadcast members to participate in board meetings was characterized by Mr. Salant as "crumbs—though larger crumbs than five years ago—at the foot of the AP table."

CBS's second objection involved the limitation of APBA's offer to ABC, CBS, and NBC only, to the exclusion of Mutual and other networks.

Mr. Balch's replies stressed a mood of gradual change within AP, and called upon CBS and other networks to help effect that change—as APBA members. In response to CBS's second objection, Mr. Balch, who is president and general manager of WJOY(AM) Burlington, Vt., noted that network membership in APBA would be through owned-and-operated stations, and that the board's restrictive decision was meant to limit membership to those networks owning two or more stations, and not to exclude arbitrarily Mutual or any other network.

Mr. Balch told BROADCASTING last week

that the APBA board had accepted CBS's decision and considered the matter closed, but would welcome the network's participation should CBS think it appropriate.

Journalism Briefs

Headline speakers. Arab oil and domestic spying are two likely topics for discussion at annual meeting of Associated Press, April 7, at Marriott hotel, New Orleans. Sheik Ahmed Zaki Yamani, Saudi Arabia's minister of oil, will speak before luncheon meeting and William Colby, director of Central Intelligence Agency, will address morning business session. Some 1,400 AP members and guests are scheduled to attend one-day meeting which will include board of directors annual report and election of six new members to 18-member panel.

East-West fellowships. Jefferson Fellowships, offered by Center for Cultural and Technical Interchange Between East and West (government body in cooperation with University of Hawaii) will be awarded to eight newsmen and women for Jan. 19-May 8, 1976 period. In past, Asian and Pacific journalists have been chosen, according to John Hulteng, assistant director, who stressed: "We would be glad to have U.S. applicants." Contact: *Dr. Wilbur Schramm, director, Jefferson Fellowship Program, 1777 East-West Road, Honolulu 96822.*

Equipment & Engineering

All in favor: more time and power to AM's

Comments continue to approve FCC's idea to increase service limits on AM stations; most want more than was suggested

A flood of over 100 comments reached the FCC last week in support of the commission's proposal to relax requirements for daytime and nighttime power increases for existing AM stations. Generally, the comments served as a replay of those filed earlier (BROADCASTING, Feb. 10); broadcasters with daytime AM facilities suggested the FCC include expansion into nighttime service in the over-all rule relaxation, suburban stations sought relaxation or abandonment of the commission's "suburban policy" and class IV licensees sought inclusion of their service in the rulemaking.

Mutual Radio urged the FCC to eliminate the present requirement that AM's must bring service to an underserved community to gain full-time authorization. Mutual favors granting nighttime opera-

TOLL FREE Order Number 800 638-0977

Price list *	
Empty	\$1.75
40 sec.	2.00
70 sec.	2.10
100 sec.	2.15
2.5 min.	2.30
3.5 min.	2.40
5.5 min.	2.80
10.5 min.	3.65

Price list effective November 15, 1974 (subject to change without notice)

Orders of 24 or More SHIPPED PREPAID

TAPECASTER TCM, INC. Box 682 Rockville, Maryland 20851

MODEL A-2 Capitol

MADE EXPRESSLY FOR PROFESSIONAL BROADCAST STUDIOS

Audiotape

tion as long as there is no conflict with the FCC's interference requirements and the applicant is in a market with less than four fulltime AM stations.

Mutual, which operates the Mutual Black Network, also asked that the commission permit nighttime operation where such approval would meet interference standards and provide either first service or a first "competitive service" to a substantial segment of the community which has special needs. Mutual said that approximately half of the country's black-programmed stations are daytimers and are now restricted to daytime operation.

San Francisco Wireless Talking Machine Co., licensee of KIQI(AM) San Francisco, warned the commission that if AM daytimers were not allowed to expand into nighttime service, particularly in large metropolitan areas, the stations might become "obsolete" because of their inability to "survive financially."

Taking the same issue from another perspective, Gatorland Broadcasting Inc., licensee of WAOC(AM) St. Augustine, Fla., noted the problem faced by small-town daytime-only stations. Gatorland submitted that in its case the local station at night is actually from Charlotte, N.C., Nashville, Chicago or some other distant city. The situation will not be remedied, added Gatorland, unless the FCC permits stations like itself to begin nighttime operation and render the only local evening service in the community.

Renda Broadcasting Corp., licensee of WIXZ(AM) McKeesport, Pa., noted that unless the commission is prepared to revise its suburban policy, any relaxation in rules governing power increases will be useless to its situation.

McKeesport is 15 miles from Pittsburgh, and thus any significant power increase would cast the station's 5mV/m contour over the city.

The original impetus for the suburban policy, noted Renda, was to eliminate any unfair advantage a suburban applicant might have had in a comparative hearing, since they were entitled to first transmission service. Also the rule was an attempt to foreclose the possibility of a suburban applicant gaining his town's license with the intention of serving primarily the larger city nearby, added Renda. (The suburban rule requires 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.)

The "relevant test" in rebutting such a presumption, said Renda, should be revised to ascertain the intention of the applicant's commitments to his town of license and what commitments he makes to remain a local station.

Mark Media Inc., licensee of WKYK(AM) Burnsville, N.C., suggested that the FCC delete existing local service criteria, which it claimed places an "unrealistic burden" on stations like itself that are faced with geographical and topographical isolation. Burnsville is separated from other communities by mountains, and to get over the mountains, the station would need a substantial power

increase authorization, noted Mark Media.

Lotus Radio Corp., licensee of KONE(AM) Reno, and several other licensees filing joint comments, restated the position already advanced by a dozen class IV stations, requesting the FCC to include their service in its overall rulemaking.

Latest in video disks slated to be unveiled

Fruits of Philips-MCA collaboration to be shown next week, RCA shoots for March demonstration

The merged Philips-MCA video-disk system for playing prerecorded TV programming through a player attached to a conventional TV set will be shown in a series of demonstrations in New York next Monday through Friday (March 17-21), the two companies announced last week. N. V. Philips of the Netherlands and MCA Inc., each of which was developing its own disk system, agreed last fall to combine the two.

The combined system consists of a prerecorded video disk, similar in appearance to a long-playing phonograph record, and a player attachment through which a disk plays 30 minutes of color or monochrome pictures and sound. The player employs an optical system, in which a light beam rather than a needle or stylus relays the images and sound from the disk to the TV screen.

Another disk system, which uses a stylus, is being developed by RCA. Sources there said they hoped to have a permanent demonstration in New York starting the latter part of this month.

The Philip-MCA demonstration is to be held at the Hotel Pierre. The companies said invitations were being sent to representatives of the electronics and entertainment fields, finance, government, education, engineering and the press.

Technical Briefs

On tap in Toledo. Ampex Corp., Redwood City, Calif., has delivered two ACR-25 cassette video systems to Storer Broadcasting's WSPD-TV Toledo, Ohio, bringing to 10 number of Ampex systems installed at Storer TV stations under long-term agreement valued in excess of \$2.1 million. Other stations equipped with Ampex cassette video system: WJW-TV Cleveland; WJBK-TV Detroit; WAGA-TV Atlanta, and WITI-TV Milwaukee. KCST-TV San Diego has one ACR-25 under separate contract. Ampex unit is designed for full-time airing of commercials and short-duration programming.

Van for educators. International Video Corp., Sunnyvale, Calif., announces \$300,000 order for mobile color-TV van from noncommercial KVIE-TV Sacramento, Calif. Van, to be delivered in July, will include three IVC-7000 TV cameras as well as complete recording facilities.

New Beaulieu camera. Hervic Corp., U.S. distributor of Beaulieu movie cam-

eras, has made available Beaulieu 5008S sound-on-film super 8 camera with Beaulieu-Optivaron 6-66mm zoom lens with 11:1 zoom ratio. Camera features built in sound amplifier, unlimited lens interchangeability, mirrored shutter system, automatic exposure control, variable speed control on power zoom, and 8 f.p.s. or 24 f.p.s. sync speeds. Price: \$1,660.10. 14225 Ventura Boulevard, Sherman Oaks, Calif. 91423. (213) 981-2395.

Color rectifier. Rank Precision Industries Inc. has introduced Colourgrade, automatic color correction unit for rectifying color errors in film used by television. Corrector is designed to remedy unequal color densities in film which is reproduced and recorded through telecine process for television broadcast. Colourgrade makes continuous frame-by-frame corrections of lift, color balance and gain errors to output signal of color telecine chain. (Telecine system is designed to render old film suitable for television use.) Unit is priced in \$11,000-\$11,500 range. Available through Rank Precision Industries Inc., 411 East Jarvis Avenue, Des Plaines, Ill. 60018. (Rank has opened new Eastern Lens Sales Service Center at 12-90 Plaza Road, Fairlawn, N.J. 07410. [201] 791-6966.)

Visual too. FCC has amended its rules to provide engineering standards within which FM broadcast subcarrier service, operating with Subsidiary Communications Authority, can be provided by visual as well as aural means. Rule changes were deemed necessary to encompass visual systems such as broadcast-related facsimile, slowscan TV, teletypewriter and data transmissions, and to insure their compatibility with basic FM service. New rules require applicant to submit full details of proposed visual system, including characteristics of all filters and their location, and measurement results demonstrating that FM stations transmitting visual information will not radiate out-of-band signals of undue strength.

Automatic ID's. Stancil-Hoffman Corp. announces availability of ASC-100, automatic radio station identifier. Solid-state plug-in device contains 26-inch tape loop that can accommodate up to seven seconds of information. FCC-required call letters and city every hour and half hour needs only two-three seconds, company said. ASC-100 programs voice identification near beginning and near end of each 15-minute period, but only after there is five-second period of silence at transmitter. Price is around \$500. 921 North Highland Avenue, Los Angeles 90038.

Still picketing. Members of New York locals 52 and 644 of International Alliance of Theatrical Stage Employees continued to picket studios of WOR-TV New York last week in dispute over discharge of eight technicians by station following change of its news operation from film to tape. Picketing began on Feb. 26 with locals claiming discharges constituted breach of contract and filing suit in U.S. Southern District of New York. Station and locals held discussions last week but no settlement is in sight. WOR-TV claims

there is no basis for suit and has asked National Labor Relations Board to stop picketing. Station has introduced miniaturized tape cameras and says it now requires fewer staffers.

Boosters booted. FCC Broadcast Bureau has issued rulemaking notice to preclude authorization of new UHF translator signal boosters, although it would grandfather existing boosters. Bureau noted its study of broadcast re-regulation showed there was no longer interest or need for new boosters—only nine are presently in service and no applications have been filed in nine years. Instead broadcasters are using conventional UHF translators, study showed.

East goes West. Sony Corp. last week announced purchase of Wega Radio G.m.b.H. of West Germany and subsidiary, Wega Hi-Fi AG, for undisclosed amount. Two German companies produce color television receivers and other electrical appliances, with annual sales equivalent to \$52 million.

A slight nod to AT&T

The FCC has told AT&T it may file for a rate increase that would boost charges for private-line services, including radio (but not television) program transmission, by more than 3.5%. The commission rejected Bell's request for a 7.16% increase, on the ground its claims as to its costs did not justify the higher rates that would have produced another \$717 million for Bell annually. The new filing, if granted, would boost the rate of return allowed from 8.5% to 8.74%, but the commission will hold a hearing on whether the ceiling should be raised or lowered. The rate increase for which Bell was authorized to file would boost the costs to radio customers something under \$1 million.

Only the FCC's type

Ashton Hardy, the FCC's general counsel, says the commission's marketing rules prohibit the display of noncertified radio receivers at a trade show or the importation for sale of noncertified receivers.

The inquiry into the FCC's marketing rules was prompted by the Consumer Electronics Group of the Electronic Industries Association, which suggested that prototype displays are necessary to determine the market acceptability of receivers.

Mr. Hardy said, however, that any display of a receiver at a trade show constitutes an offer for sale and is prohibited if the receiver has not yet been certified by the FCC. This interpretation, said Mr. Hardy, applies whether the receiver is complete or merely a dummy or mock-up package.

With regard to importing for test and evaluation purposes receivers that have not been certified by the commission, Mr. Hardy said, such importation would only be permitted for testing to determine compliance with FCC requirements. The definition of "testing" would not be extended to cover "evaluation for sales purposes," he added.

Will the biggest comeback in '75 be the 45 record?

Singles sales seem to be gaining, and the push is on for lower prices

Reports from various corners of the music industry are somewhat contradictory, but the mood of most record company sources seems optimistic about record sales: They have remained remarkably strong in the face of the general economic slowdown. Particularly hopeful is the indication of a rise in singles sales, an important trend—if it develops—for top-40 radio.

Toward the end of 1974, singles sales were reported to be off by as much as 40%. The rock concert business was said to be down at least a third. And album sales, the industry's perpetual gold rush, were reported "sluggish" at the start of the year. While none of these signs occasioned panic or drastic changes in the record industry, they seem to have brought about a rethinking of company policies at several labels.

Price reductions of several shapes are leading manifestations of this re-thinking. CBS Records experimented at year's end with repricing many catalogue albums, with great success, and a number of companies are now implementing similar plans of their own, most reducing list price to \$4.98 or \$5.98 on items that normally would have sold for \$6.98.

Last week's National Association of Record Manufacturers convention contained much discussion of a possible drop in singles prices, and pressure from dealers desiring a larger profit margin seems to be building for a reduction in list price from \$1.29 to \$1.19. This would in effect bring the actual consumer's price for most singles below one dollar, considered by many a watershed in the record buyer's mind.

With or without a price drop, Columbia's national singles promotion director, Bob Sherwood, finds "sales of singles are holding up well against last year." He finds his label "slightly more selective" in releasing singles now, but Columbia, like most companies, hasn't made major cutbacks in the amount of product it puts out. He notes that the biggest drop in singles sales has come in country music, where a song may reach number one with sales of only 100,000 units, down from an approximate low of 150,000 units a year ago. Great financial success for a country single is apparently tied more closely than ever to crossover action.

Asked about developments in sales in recent weeks, Mr. Sherwood sees "a comeback in single sales." His view is seconded by Larry Uttal, president of Private Stock Records, a singles-oriented label begun by Mr. Uttal last fall after his departure from Bell Records, long considered one of the major singles

labels. Mr. Uttal had no qualms about starting a singles label in a time of economic uncertainty, and the label's first major-artist release, Frankie Valli's *My Eyes Adored You*, has become a sales and airplay leader in pop and MOR formats.

"Manufacturers are going back to working singles," Mr. Uttal claims, noting that he has emphasized them all along. "There's money to be made in singles, and they're the best promotional tool we have to break an artist." Mr. Uttal's formula involves working a single to find out its sales potential, and following with an album only if that potential is convincingly demonstrated. The technique is a cautious one, seemingly tailored to an age of tight money, but one which also allows a reasonable range for experiment given the comparatively low economic risk involved in issuing a single.

The renaissance in singles promotion which Mr. Uttal detects has manifested itself in the corporate junkets of Warner Bros. Records executives (BROADCASTING, March 3) and is apparently part of a rediscovery of the potentials of the 45 rpm record. For top-40 programmers, such a trend would have as its most immediate result an increase in promotional door-knocking by record promotion people, but programmers have an interest in seeing sales revive as well. Record research has grown increasingly difficult in markets in which singles sales have been very slow, and some program directors have turned to requests, disco action and an increasing reliance on national charts to program their stations. If the 45 is in fact back, deciding what to play will become that much easier.

Do the ties that bind radio and records cut off bigger sales?

Warner Records' Cronyn suggests labels lean too heavily on airplay for their marketing efforts

The symbiotic relationship between record sellers and radio was attacked last week by a major record-label executive.

Stan Cronyn, senior vice president of Warner Bros. Records, said that the record business relies too heavily on airplay. Speaking to members of the National Association of Recording Merchandisers, meeting in Los Angeles last week, Mr. Cronyn asked, "What would happen to our business if radio died?" And he answered himself, "Half of us would have to give up our Mercedes leases."

In the last five years, he said, the record industry has sold mostly what has been played on radio. "Isn't that stupid of us?" Mr. Cronyn asked, observing that this has given a monopoly to rock-and-roll music, while a major market of over-30 adults is left untapped by record sellers. Reliance on radio has reached such a point, he added, that Warner Bros. won't put an album out unless it can get airplay. "We're tied to a radio audience," Mr.

Cronyn commented, "an audience of single kids."

He urged a closer relationship among the various record industry trade associations, using money spent on conventions for better marketing purposes, packaging albums to add prestige to the record business so that records could be sold like high-priced books, reducing the cost of singles, etc.

Pick of the Grammys is Newton-John's 'I Honestly Love You'

Olivia Newton-John's *I Honestly Love You* won record of the year honors in last week's Grammy awards presentations by the National Association of Recording Arts and Sciences. Stevie Wonder and Marvin Hamlisch each were honored with four awards.

Mr. Wonder, who won five awards a year ago, earned his Grammys this year for two singles, *Boogie on Reggae Woman* and *Living for the City*, and his latest album, *Fulfillingness' First Finale*. Mr. Hamlisch was honored for his performance of Scott Joplin's *The Entertainer*, for his musical scoring for the film *The Way We Were*, and for his composition of the title song from that film.

The pop incursion into country playlists was pointed up by the balloters' choices in country categories: Anne Murray for *Love Song*, the Pointer Sisters for *Fairy Tale*, and Ronnie Milsap's *Please Don't Tell Me How the Story Ends*.

Most notable among the winners in the remainder of the 47 voting categories was Aretha Franklin, who won her 10th consecutive Grammy and remained the only woman to win NARAS's award for best rhythm and blues performance by a female.

Music Briefs

At Carnegie Hall. London Records, to promote exclusive playback of *Bluejays* LP by Justin Hayward and John Lodge (former Moody Blues) for press and radio programmers, has hired New York's Carnegie Hall for event, first hearing of album for all but few top label executives. *Bluejays* will be shipped to stations immediately after playback today (March 10).

Hayes with ABC. ABC Records has signed Isaac Hayes and his Hot Buttered Soul Records label to long-term contract. ABC will distribute all product on new label, and will also handle Mr. Hayes's publishing company, Incentive Music Inc. (BMI). Mr. Hayes will also produce other artists at his two Memphis recording studios; those records will be Hot Buttered Soul properties as well.

'Music magazine.' KBO Publishers Inc., publishers of *Country Music* magazine, will air biweekly one-hour radio series. *The Country Music Magazine of the Air*, beginning week of April 7. Series will be produced by magazine staff and Marshall Arts Productions Inc., and will fea-

ture interviews with country artists, and live in-studio recordings, Roger Schutt will be host. Series, which plans to air on weekly basis after initial six shows, is offered on barter basis, and has lined up 200 stations for first installment.

Breaking In

Tangled Up in Blue—Bob Dylan (Columbia) ■ None of Bob Dylan's post-*John Wesley Harding* albums has received the near-unanimous critical praise given his newest effort, *Blood on the Tracks*, and the single release from that album has shown early signs of being his most successful pop radio item since *Lay Lady Lay* in 1970. *Tangled Up in Blue* also revives another Bob Dylan tradition of sorts. He caused a stir in 1965 among top-40 programmers because of the length of his *Like A Rolling Stone*—a six minute single—and has again presented pop radio with a lengthy (5:31) ballad. The single shows his voice to be in peak condition. It is characterized by the intensity of lyric which is his stamp. *Tangled Up In Blue* was added in its first week by KOIL(AM) Omaha, KDWB(AM) and WDGY(AM), both Minneapolis, WYSL(AM) Buffalo, N.Y., KEWI(AM) Topeka, Kan., and WCOG(AM) Greensboro, N.C.

Amie—Pure Prairie League (RCA) ■ The length of the line from recording studio to chart success can hardly be better stated than through the career of this country-rock band. With two well-received albums in 1971 and 1972 and growing FM following, Pure Prairie League was forcibly disbanded by legal matters, but it has regained its unity and its popularity only recently through the re-release of its albums by RCA. *Amie*, an often-requested smooth ballad, has

been pulled as a single, and has been added at WCOL(AM) Columbus, Ohio, and KEWI(AM) Topeka, Kan.

Extras. The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's "Playlist" reporting below the first 75:

- AMIE, Pure Prairie League (RCA).
- BAD CO., Bad Co. (Swan Song).
- BEFORE THE NEXT TEARDROP FALLS, Freddy Fender (ABC/Dunhill).
- DICK & JANE, Bobby Vinton (ABC/Dunhill).
- HE DON'T LOVE YOU, Tony Orlando & Dawn (Arista).
- HUSH/I'M ALIVE, Blue Suede (EMI).
- I HAVE A DREAM, Donny Osmond (MGM).
- IT'S A MIRACLE, Barry Manilow (Arista).
- LEONA, Wet Willie (Capricorn).
- LOVE CORP., Hues Corp. (RCA).
- NO LOVE IN THE ROOM, Fifth Dimension (Arista).
- ONLY ONE WOMAN, Nigel Olsen (Rocket).
- SHINING STAR, Earth, Wind & Fire (Columbia).
- SHOWDOWN, Odia Coates (United Artists).
- SWING YOUR DADDY, Jim Gilstrap (Roxbury).
- THE PROPHET, Richard Harris (Atlantic).
- TURN TO STONE, Joe Walsh (ABC/Dunhill).
- WALKING IN RHYTHM, Blackbirds (Fantasy).
- WE MAY NEVER LOVE LIKE THIS, Maureen McGovern (20th Century).

Tracking the 'Playlist.' Following a pattern that seemed to be developing late last year, 1975 may be well on the way to becoming the year of the blockbuster. Following a five-week stay in the first position by Barry Manilow's *Mandy*, Olivia Newton-John's *Have You Never Been Mellow* replaces *Black Water* atop the "Playlist" after only six weeks on the chart, with reports of massive MOR and country airplay on the song adding to its success. A sharp contrast is provided by Frankie Valli's *My Eyes Adored You*, moving into the second position, one of the longest-building hits in some months and, with Mr. Valli's first solo album for Private Stock just released, a major MOR and pop success. Labelle's *Lady Marmalade* at eight seems to be the strongest gainer in the balance of the top 10. Minnie Riperton's *Lovin' You* continues to add pop and MOR stations, and is at 11 on the chart. The disco influence on pop airplay remains strong with newer releases: The B.T. Express's *Express* moves to 16, with Shirley Brown's *Shame Shame Shame* still gaining at 20 and Ben E. King's *Supernatural Thing Part I* booming onto the list at 31. Mr. King's appearance is overshadowed only by yet another instant airplay favorite, Elton John's lush and lengthy *Philadelphia Freedom*, leaping onto the list at 23. Other major gains in the middle range of the "Playlist" are made by Hot Chocolate's *Emma*, B. J. Thomas's (*Hey Won't You Play Another Somebody Done Somebody Wrong Song*, and Chicago's *Harry Truman*, the last bolted at 38. Leo Sayer's *Long Tall Glasses* (again bolted, at 43) continues in the forefront of Warner Brother's singles push. Barry White's *What Am I Gonna Do With You*, bolted again at 46, is climbing the list at his usual pace. Pop success appears due again for Neil Diamond, who follows his *Long-fellow Serenade* (after a delay of several weeks) with *I've Been This Way Before*, bolted this week at 60. The first of the several two-sided hits to appear in recent months with both sides receiving equal airplay are John Lennon's *Stand by Me* and Peggy Sue, which break in at 56. Other new chart additions include Billy Swan's *I'm Her Fool*, *L-O-V-E (Love)* from Al Green, Marie Osmond's *Who's Sorry Now*, *Satin Soul* by the Love Unlimited Orchestra, and Bob Dylan's *Tangled Up in Blue*.

The Broadcasting Playlist **Mar 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 Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
2	1	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	1	1	1	2
6	2	My Eyes Adored You (3:28) Frankie Valli—Private Stock	2	4	3	1
1	3	Black Water (3:53) Doobie Brothers—Warner Brothers	3	2	4	3
3	4	You're No Good (3:35) Linda Ronstadt—Capitol	4	3	2	4
7	5	Pick Up the Pieces (3:00) Average White Band—Atlantic	5	5	6	6
8	6	Fire (3:12) Ohio Players—Mercury	7	9	5	5
4	7	Best of My Love (3:25) Eagles—Asylum	6	6	7	7
12	8	Lady Marmalade (3:57) Labelle—Epic	10	10	8	8
5	9	Mandy (3:15) Barry Manilow—Arista	9	7	10	9
14	10	Lonely People (2:27) America—Warner Brothers	8	8	11	11
15	11	Lovin' You (3:20) Minnie Riperton—Epic	11	11	9	10
10	12	Lady (2:58) Slyx—Wooden Nickel	13	12	12	12
9	13	Some Kind of Wonderful (3:16) Grand Funk—Capitol	12	13	13	13
13	14	Doctor's Orders (2:56) Carol Douglas—Midland International	14	15	14	14
16	15	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	18	14	15	17
21	16	Express (3:25) B. T. Express—Roadshow	15	16	16	15
19	17	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	21	17	18	21
18	18	You Are So Beautiful (2:39) Joe Cocker—A&M	16	18	25	22
11	19	Please Mr. Postman (2:48) Carpenters—A&M	19	20	20	23
25	20	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	20	22	19	18
22	21	The No-No Song (2:30) Ringo Starr—Apple	22	19	23	19
24	22	Poetry Man (3:15) Phoebe Snow—Shelter	17	21	22	24
—	23	Philadelphia Freedom (5:38) Elton John Band—MCA	27	26	17	20
32	24	Emma (3:30) Hot Chocolate—Big Tree	31	24	21	16
23	25	Up in a Puff of Smoke (3:20) Polly Brown—GTO	23	23	24	26
20	26	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	26	25	26	28
30	27	My Boy (3:25) Elvis Presley—RCA	24	27	29	34
27	28	I'm a Woman (3:26) Maria Muldaur—Warner Brothers	25	28	30	32
29	29	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	38	30	28	25
26	30	Part of the Plan (3:18) Dan Fogelberg—Epic	47	32	27	27
—	31	Supernatural Thing (3:20) Ben E. King—Atlantic	28	44	31	30
41	32	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC/Dunhill	29	34	36	36
49	33	Chevy Van (2:54) Sammy Johns—GRC	30	31	37	31
28	34	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	39	40	32	29
57	35	Once You Get Started (3:28) Rufus—ABC/Dunhill	33	41	33	33
31	36	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	34	36	35	41
33	37	Kung Fu Fighting (3:18) Carl Douglas—20th Century	36	42	34	38
48	38	Harry Truman (3:00) Chicago—Columbia	35	38	40	39
36	39	Sad Sweet Dreamer (3:10) Sweet Sensation—Pye	37	45	38	40
17	40	Laughter in the Rain (2:50) Neil Sedaka—Rocket	44	29	49	37
35	41	Nightingale (3:32) Carole King—Ode	32	37	43	50

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
38	42	To the Door of the Sun (3:20) Al Martino—Capitol	40	35	46	45
53	43	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	45	47	39	35
46	44	The South's Gonna Do It (3:04) Charlie Daniels Band—Kama Sutra	52	48	42	46
39	45	Cats in the Cradle (3:29) Harry Chapin—Elektra	50	39	51	47
56	46	What Am I Gonna Do with You (3:24) Barry White—20th Century	42	53	45	49
45	47	Angie Baby (3:29) Helen Reddy—Capitol	51	43	50	48
34	48	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	43	51	41	59
37	49	Movin' On (3:21) Bad Company—Swan Song	58	46	48	44
44	50	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	63	33	62	42
42	51	#9 Dream (2:58) John Lennon—Apple	48	54	47	54
54	52	I Am Love (5:30) Jackson Five—Motown	55	56	53	43
59	53	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	54	50	54	51
40	54	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	41	63	44	67
43	55	Sweet Surrender (2:50) John Denver—RCA	49	52	56	56
—	56	Stand By Me/Peggy Sue (3:25) John Lennon—Apple	46	58	52	52
58	57	Don't Let Go (2:30) Commander Cody—Warner Bros.	56	57	55	57
52	58	I Get Lifted (2:50) George McCrae—TK Records	61	49	64	53
61	59	Emotion (2:52) Helen Reddy—Capitol	60	55	58	62
73	60	I've Been This Way Before (3:08) Neil Diamond—Columbia	53	59	63	63
51	61	Never Let Her Go (2:58) David Gates—Elektra	57	60	61	61
60	62	Butter Boy (3:20) Fanny—Casablanca	64	61	57	58
66	63	Killer Queen (3:00) Queen—Elektra	62	62	60	60
67	64	Bertha Butt Boogie (3:13) Jimmy Castor—Atlantic	67	64	59	55
47	65	Look in My Eyes Pretty Woman (3:40) Tony Orlando & Dawn—Arista	59	65	65	66
63	66	Boogie on Reggae Woman (4:05) Stevie Wonder—Tamla	68	73	66	72
—	67	I'm Her Fool (2:57) Billy Swan—Monument	73	71	67	64
—	68	L-O-V-E Love (3:22) Al Green—Hi	65	70	68	73
75	69	I Want to Learn a Love Song (3:39) Harry Chapin—Elektra	66	66	73	71
—	70	Who's Sorry Now (2:08) Marie Osmond—MGM	69	67	70	*
62	71	Snookeroo (3:18) Ringo Starr—Apple	75	*	69	74
—	72	Satin Soul (3:25) Love Unlimited Orchestra—20th Century	*	68	72	70
—	73	Thanks for the Smiles (2:35) Charlie Ross—Big Tree	70	69	*	*
—	74	How Long (3:09) Ace—Anchor	*	72	*	69
—	75	Tangled Up in Blue (5:31) Bob Dylan—Columbia	*	*	75	68

Alphabetical list (with this week's over-all rank): Angie Baby (47), Bertha Butt Boogie (64), Best of My Love (7), Black Water (3), Boogie on Reggae Woman (66), Bungle in the Jungle (48), Butter Boy (62), Can't Get It Out of My Head (29), Cats in the Cradle (45), Chevy Van (33), Doctor's Orders (14), Don't Call Us, We'll Call You (17), Don't Let Go (57), Emma (24), Emotion (59), Express (16), Fire (6), Get Dancin' (34), Harry Truman (38), Have You Never Been Mellow (1), Hey Won't You Play Another Somebody Done Somebody Wrong Song (32), How Long (74), I Am Love (52), I Get Lifted (58), I Want to Learn a Love Song (69), I'm a Woman (28), I'm Her Fool (67), I've Been This Way Before (60), Jackie Blue (53), Killer Queen (63), Kung Fu Fighting (37), Lady Marmalade (8), Lady (12), Laughter in the Rain (40), L-O-V-E (68), Lonely People (10), Long Tall Glasses (43), Look in My Eyes Pretty Woman (65), Lovin' You (11), Lucy in the Sky with Diamonds (36), Mandy (9), Morning Side of the Mountain (54), Movin' On (49), My Boy (27), My Eyes Adored You (2), Never Can Say Goodbye (26), Never Let Her Go (61), Nightingale (41), #9 Dream (51), Once You Get Started (35), Part of the Plan (30), Philadelphia Freedom (23), Pick Up the Pieces (5), Please Mr. Postman (19), Poetry Man (22), Roll on Down the Highway (15), Sad Sweet Dreamer (39), Satin Soul (72), Shame, Shame, Shame (20), Snookeroo (71), Some Kind of Wonderful (13), Stand By Me/Peggy Sue (56), Supernatural Thing (31), Sweet Surrender (55), Tangled Up in Blue (75), Thanks for the Smiles (73), The No-No Song (21), The South's Gonna Do It (44), To the Door of the Sun (42), Up in a Puff of Smoke (25), What Am I Gonna Do with You (46), When Will I See You Again (50), Who's Sorry Now (70), You Are So Beautiful (18), You're No Good (4).

Report tells why TV will weather economic storm

Blyth Eastman Dillon & Co., a Wall Street investment analysis firm, has forecast a 5% revenue growth for television broadcasting in 1975, despite a projection of a 15-20% drop in all corporate profits and a 2% decline in GNP. The TV industry projection is below that of the past three years but greater than the rate reached in the last three recessions and greater than the growth rate for all ad media, which the investment advisers said would expand 4%.

The firm contended that broadcasting is relatively immune from depression because, among other factors, about 85% of network and national TV advertising is for consumer nondurables—the least vulnerable segments of economy; new advertisers, such as loan companies and retailers are expanding their commitments to TV, particularly at the local level; audience levels are expected to increase at a faster rate during hard times, as TV is the least expensive form of entertainment, and the networks can be expected to continue effective programing cost controls.

The report was done by leisure time analyst Richard W. Steenken who said TV costs have risen, but at far less than the double-digit inflation rate of the past year. Other good signs are a friendly FCC, the frequency allocations that pre-

clude new VHF competitors, a TV industry that is untroubled by labor problems, and the fact that major broadcasters have strong finances and cash flow without demand for large capital investment. The best investment bets in the report: CBS and Capital Cities, while ABC and Cox Broadcasting are also considered worth purchasing.

Payroll hike, rising costs limit WRG quarter profits

Shareholders at last week's annual meeting of Wells, Rich, Greene, New York, were advised that earnings for the first fiscal quarter ending last Jan. 31 were lower than last year but the agency expects "a reasonably good year" for 1975. Mary Wells Lawrence, board chairman, reported that first quarter income amounted to \$377,000 (31 cents per share), compared with \$615,000 (\$1.32 per share) in the corresponding period last year. She said first quarter billings dropped slightly to \$45,507,000 from \$45,599,000 in the same period a year ago.

Mrs. Lawrence said about half of the decline in the first-quarter earnings was attributable to the "full impact of raises granted throughout the agency and new employes added during fiscal 1974," and the remainder to inflation and increased operating costs. She predicted that the second half of the year would show improvement and said "we expect billings to increase slightly throughout the year."

MGM's 'modest' gain. Television revenues for MCA Inc., diversified Hollywood movie-TV producer, moved up 32%, from \$119,881,000 in 1973 to \$158,505,000 in 1974, jump termed "modest" by Lew R. Wasserman, MCA board chairman, in announcing highest total annual revenues and net income in company's history. Total 1974 revenues were \$641,874,000 and net income was \$57,768,000 (\$6.85 per share), up 53.6%, 125.4% and 123.9%, respectively. Last year same figures were \$417,784,000, \$25,663,000 (\$3.06 per share). Biggest moneymakers, according to Mr. Wasserman, were theatrical films ("The Sting", "Airport 75", "Earthquake"), records and music and recreation services.

Ups and downs. Revenues from filmed TV programs slid downward by over \$400,000 but revenues from owned TV stations went up by over \$350,000, 1974 yearend report by 20th Century Fox shows. TV programing brought in \$26,954,000 for the year ended Dec. 28, 1974, compared to \$27,392,000 for 1973 year. TV station revenues from KMSP-TV Minneapolis-St. Paul totaled \$6,998,000 in 1974; \$6,634,000 in 1973. Earnings from TV station were \$2,737,000 in 1974. Overall, Fox had total revenues in 1974 of \$281,915,000 compared to \$250,429,000 year before, and earnings, after extraordinary items, of \$10,952,000 (\$1.39 per share), compared with \$10,749,000 (\$1.01 per share) year previous.

Broadcasting's index of 133 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. March 5	Closing Wed. Feb. 28	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ARC	N	18 1/4	18 3/8	- 1/8	- .68	28 3/8	12 3/8	6	17,186	313,644
CAPITAL CITIES	CCR	N	35 1/4	30 3/4	+ 4 1/2	+ 14.63	39 1/4	19 1/2	13	7,164	252,531
CBS	CBS	N	41 1/4	38	+ 3 1/4	+ 8.55	41 1/4	25	12	28,092	1,158,795
CONCERT NETWORK***	O		1/8	1/8		.00	7/8	1/8		2,200	275
COX	COX	N	17 7/8	17 7/8		.00	19 3/8	9 3/8	9	5,831	104,229
GROSS TELECASTING	GGG	A	9 1/8	9 1/4	- 1/8	- 1.35	13 5/8	6 3/8	6	800	7,300
LIN	LINB	O	5 1/8	4 1/2	+ 5/8	+ 13.88	6 3/4	2	5	2,297	11,772
MOONEY*	MOON	O	3 1/4	3 1/4		.00	3 5/8	1	9	385	1,251
RAHALL	RAHL	O	2 3/4	2 1/2	+ 1/4	+ 10.00	5	1 3/4	6	1,297	3,566
SCRIPPS-HOWARD	SCRIP	O	16 1/2	16 3/4	- 1/4	- 1.49	17 1/2	13 1/2	6	2,589	42,718
STARR	SBC	M	4 1/8	3 1/2	+ 5/8	+ 17.85	9	3 1/4	3	1,091	4,500
STORER	SBC	N	16 1/4	14 3/4	+ 1 1/2	+ 10.16	17 3/8	10 7/8	6	4,725	76,781
TAFT	TFB	N	19	17 1/8	+ 1 7/8	+ 10.94	23 3/8	10 3/4	6	4,011	76,209
WDDO COMM.*	O		1/2	1/2		.00	1	1/4	4	292	146
TOTAL										77,960	2,053,717
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 1/2	1 1/2		.00	2 1/2	3/4	9	1,265	1,897
AVCO	AV	N	3 5/8	3 3/4	- 1/8	- 3.33	8 7/8	2 1/8	10	11,481	41,618
BARTELL MEDIA	BMC	A	1 1/2	1 1/2		.00	2 3/8	5/8	2	2,257	3,385
JOHN BLAIR	BJ	N	4 3/4	4 3/4		.00	7 1/2	3 1/2	5	2,403	11,414
CAMPDOWN IND.***	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	3 1/2	3 3/8	+ 1/8	+ 3.70	4 1/4	1 1/2	7	4,162	14,567
COMBINED COMM.	CCA	N	14 3/8	10 7/8	+ 3 1/2	+ 32.18	14 3/8	5 1/8	9	4,603	66,168
COWLES	CWL	N	6 1/2	6 1/4	+ 1/4	+ 4.00	7 1/8	3 7/8	9	3,969	25,798
DUN & BRADSTREET	DNB	N	26 3/4	25 1/8	+ 1 5/8	+ 6.46	36	14 5/8	18	26,555	710,346
FAIRCHILD IND.	FEN	N	5 3/4	6 1/8	- 3/8	- 6.12	6 3/4	3 3/4	8	4,550	26,162
FUQUA	FOA	N	5 1/4	4 3/4	+ 1/2	+ 10.52	10 3/4	3 1/8	4	7,273	38,183
GANNETT CO.	GCI	N	31 7/8	29 3/4	+ 2 1/8	+ 7.14	38 1/4	20 1/2	21	21,080	671,925
GENERAL TIRE	GY	N	13 5/8	13	+ 5/8	+ 4.80	18 1/4	10 1/4	4	21,518	293,182
GLOBETROTTER	GLBTA	O	2 1/2	2 5/8	- 1/8	- 4.76	4 3/4	7/8	6	2,731	6,827
GRAY COMMUN.*	O		6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HMN	N	11 1/4	10 7/8	+ 3/8	+ 3.44	14 1/4	6	8	4,340	48,825

	Stock symbol	Exch.	Closing Wed. March 5	Closing Wed. Feb. 26	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
							High	Low			
JEFFERSON-PILOT	JP	N	32 1/2	31	+ 1 1/2	+ 4.83	38 1/4	20 1/2	14	24,188	786,110
KAISER INDUSTRIES*	KI	A	6 7/8	7 1/8	- 1/4	- 3.50	8 1/2	4 1/4	3	27,487	188,973
KANSAS STATE NET.*	KSN	O	3 3/4	3 3/4		.00	3 7/8	2 3/4	7	1,741	6,528
KINGSTIP	KTP	A	4	3 3/4	+ 1/4	+ 6.66	6 3/4	1 1/2	10	1,154	4,616
KNIGHT-RIDDER	RPI	N	10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,202
LAMB COMMUN.***		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	15 1/4	14 1/2	+ 3/4	+ 5.17	16 1/4	10 3/4	9	3,352	51,118
LIBERTY	LC	N	11	10 1/2	+ 1/2	+ 4.76	15 5/8	7 1/8	5	6,626	72,886
MCGRAW-HILL	MHP	N	9 1/4	8 7/8	+ 3/8	+ 4.22	9 1/4	5 1/2	8	23,291	215,441
MEDIA GENERAL	MEG	A	24 1/2	24 3/8	+ 1/8	+ .51	26 1/2	15 1/2	10	3,552	87,024
MEREOITH	MOP	N	10 1/2	9	+ 1 1/2	+ 16.66	11 3/8	8	4	2,984	31,332
METROMEDIA	MET	N	8 1/2	8	+ 1/2	+ 6.25	10 5/8	4 1/2	7	6,447	54,799
MULTIMEDIA	MMED	O	13	13		.00	14 1/4	8 3/4	9	4,388	57,044
NEW YORK TIMES CO.	NYKA	A	10 5/8	9 1/2	+ 1 1/8	+ 11.84	13 3/4	6 7/8	6	10,231	108,704
OUTLET CO.	OTU	N	9 1/2	9 5/8	- 1/8	- 1.29	10	7	4	1,379	13,100
POST CORP.	POST	O	5 1/2	5 3/4	- 1/4	- 4.34	16 1/2	4 3/4	4	882	4,851
PSA	PSA	N	5 1/2	5 1/8	+ 3/8	+ 7.31	10	3 3/4	6	3,181	17,495
REEVES TELECOM	RBT	A	1 1/4	1 1/4		.00	1 3/4	5/8	21	2,376	2,970
ROLLINS	ROL	N	17 7/8	17 1/4	+ 5/8	+ 3.62	19 3/4	6 1/2	14	13,341	238,470
RUST CRAFT	RUS	A	7 1/4	6 1/4	+ 1	+ 16.00	10 1/4	5 1/8	6	2,341	16,972
SAN JUAN RACING	SJR	N	7 1/2	7 1/2		.00	13 3/8	5 1/2	6	2,509	18,817
SCHERING-POUGH	SGP	N	63 1/4	60 5/8	+ 2 5/8	+ 4.32	74 3/8	44 3/4	29	53,823	3,404,304
SONDERLING	SDB	A	6 3/8	5 3/8	+ 1	+ 18.60	10	3 1/2	4	747	4,762
TECHNICAL OPERATIONS	TO	A	5 3/4	4 5/8	+ 1 1/8	+ 24.32	6 3/4	2 3/8	5	1,344	7,728
TIMES MIRROR CO.	TMC	N	16 3/4	16	+ 3/4	+ 4.68	17 5/8	9 1/4	9	31,385	525,698
WASHINGTON POST CO.	WPO	A	23	22 3/4	+ 1/4	+ 1.09	24 3/8	14 3/4	8	4,750	109,250
WOMETCO	WOM	N	9 7/8	9 5/8	+ 1/4	+ 2.59	10 1/4	6 1/4	7	5,985	59,101
TOTAL										368,064	8,139,177

Cablecasting

AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	7/8	3/4	+ 1/8	+ 16.66	2 1/8	1/2	3	1,672	1,463
AMERICAN TV & COMM.	AMTV	O	11 1/4	10 3/4	+ 1/2	+ 4.65	19 1/4	5 1/2	22	3,295	37,068
ATHENA COMM.**		O	1/4	1/4		.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	4 1/2	5	- 1/2	- 10.00	24 1/8	2 1/2	6	7,933	35,698
CABLECOM-GENERAL	CCG	A	3 3/4	3	+ 3/4	+ 25.00	4 1/2	1 1/2	9	2,560	9,600
CABLE FUNDING*	CFUN	O	5 1/2	5 1/2		.00	7 3/8	3 7/8	138	1,121	6,165
CABLE INFO.**		O	1/4	1/4		.00	1 1/4	1/4	1	663	165
CITIZENS FIN.**	CPN	A	1 1/2	1 1/2		.00	4 1/4	7/8	1	2,697	4,045
COMCAST*		O	3	2 1/2	+ 1/2	+ 20.00	3	3/4	13	1,705	5,115
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 1/2		.00	3 3/8	1	30	4,761	7,141
COX CABLE	CXC	A	8 1/2	7 1/2	+ 1	+ 13.33	15 1/4	3 3/4	14	3,560	30,260
ENTRON*	ENT	O	1	3/4	+ 1/4	+ 33.33	1	3/8	7	1,358	1,358
GENERAL INSTRUMENT	GRL	N	8 1/2	7 7/8	+ 5/8	+ 7.93	17 1/8	5/8	4	7,060	60,010
GENERAL TV*		O	1/4	1/4		.00	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	7	6 3/4	+ 1/4	+ 3.70	9 1/2	4	7	963	6,741
TELE-COMMUNICATION	TCOM	O	2 3/8	2 1/8	+ 1/4	+ 11.76	5 3/4	7/8	2	5,181	12,304
TELEPROMPTER	TP	N	3 3/4	3 3/8	+ 3/8	+ 11.11	8 1/4	1 3/8	2	16,013	60,048
TIME INC.	TL	N	35	33 1/4	+ 1 3/4	+ 5.26	40 1/4	24 7/8	7	9,957	348,495
TOCOM*	TOCM	O	2	2 1/8	- 1/8	- 5.88	4 7/8	1 3/4	5	634	1,268
UA-COLUMBIA CABLE	UACC	O	7 1/2	7 1/2		.00	7 1/2	3 3/4	13	1,795	13,462
UNITED CABLE TV CORP	UCTV	O	2	1 3/4	+ 1/4	+ 14.28	4 5/8	1/4	6	1,879	3,758
VIACOM	VIA	N	4 7/8	4 1/2	+ 3/8	+ 8.33	7 1/2	2 5/8	7	3,850	18,768
VIKOA**	VIK	A	1 1/8	1	+ 1/8	+ 12.50	4	1/2	1	2,534	2,850
TOTAL										85,765	666,925

Programming

COLUMBIA PICTURES	CPS	N	5 1/4	4 1/8	+ 1 1/8	+ 27.27	5 1/4	1 5/8	23	6,748	35,427
DISNEY	OIS	N	42 3/8	38 5/8	+ 3 3/4	+ 9.70	54 1/2	18 3/4	25	29,755	1,260,868
FILMWAYS	FWY	A	5	4 1/8	+ 7/8	+ 21.21	6	2 1/8	6	1,812	9,060
FOUR STAR			1/4	1/4		.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	29 3/8	27 3/8	+ 2	+ 7.30	29 3/8	18 3/8	4	14,470	425,056
MCA	MCA	N	41 3/8	36 7/8	+ 4 1/2	+ 12.20	41 3/8	19 1/4	7	8,465	350,239
MGM	MGM	N	31 3/4	29 1/4	+ 2 1/2	+ 8.54	31 3/4	9 1/4	6	4,883	155,035
TELE-TAPE**		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.*		O	2 3/4	2 1/4	+ 1/2	+ 22.22	4 1/8	1 1/4	6	943	2,593
TRANSAMERICA	TA	N	7 7/8	7 1/2	+ 3/8	+ 5.00	10 3/8	5 1/2	13	65,006	511,922
20TH CENTURY-FOX	TF	N	8 7/8	8 7/8		.00	9 1/8	4 1/2	23	7,532	66,846
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	11 3/4	11 1/2	+ 1/4	+ 2.17	18 1/2	6 7/8	4	16,317	191,724
WRATHER	WCO	A	2 3/4	2 1/4	+ 1/2	+ 22.22	8 1/8	1 1/4	34	2,229	6,129
TOTAL										165,483	3,016,728

Service

BBDO INC.		O	14	13 3/4	+ 1/4	+ 1.81	14 1/4	10	6	2,513	35,182
COMSAT	CO	N	36 1/8	33 1/2	+ 2 5/8	+ 7.83	40 3/8	23 3/4	8	10,000	361,250
DOYLE DANE BERNBACH	DOYL	O	7 3/4	7 3/4		.00	11 1/2	5 5/8	4	1,796	13,919
ELKINS INSTITUTE****	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	8 1/8	7 3/4	+ 3/8	+ 4.83	11 1/4	5 3/8	6	2,196	17,842
GREY ADVERTISING	GREY	O	6 3/8	6 3/4	- 3/8	- 5.55	8 3/8	5 5/8	3	1,255	8,000
INTERPUBLIC GROUP	IPG	N	14	12 3/8	+ 1 5/8	+ 13.13	14	8 1/8	6	2,319	32,466
MARVIN JOSEPHSON*	MRVN	O	7 1/2	7 1/2		.00	8 1/2	3 1/4	5	802	6,015
MCI COMMUNICATIONS	MCIC	O	2	2 3/8	- 3/8	- 15.78	6 1/2	1		13,309	26,618
MOVIELAB	MOV	A	1	7/8	+ 1/8	+ 14.28	1 5/8	1/2	6	1,407	1,407
MPD VIDEOTRONICS	MPD	A	2	2		.00	2 5/8	1	3	539	1,078
NEDHAM, HARPER	NDHMA	O	6 5/8	6	+ 5/8	+ 10.41	7 1/2	3 5/8	4	918	6,081
A. C. NIELSEN	NIELB	O	17 1/2	14 7/8	+ 2 5/8	+ 17.64	28	7 3/8	17	10,598	185,465

Stock symbol	Exch.	Closing Wed. March 5	Closing Wed. Feb. 26	Net change in week	% change in week	1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
OGILVY & MATHER	OGIL	O	18 1/4	18 1/4				6	1,807	32,977	
J. WALTER THOMPSON	JWT	N	5 7/8	5 1/4	+ 5/8			17	2,624	15,416	
UNIVERSAL COMM.***		O	1/8	1/8					715	89	
TOTAL									54,695	744,042	
Electronics											
AMPEX	APX	N	4 1/4	4 1/8	+ 1/8	+ 3.03	4 7/8	2 1/4	4	10,885	46,261
CCA ELECTRONICS***	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/8	1 3/4	- 3/8	- 21.42	2 1/8	1	6	2,324	3,195
COHU, INC.	COH	A	1 3/4	1 3/8	+ 3/8	+ 27.27	3 7/8	1 1/4	7	1,619	2,833
CONRAC	CAX	N	18	15 1/4	+ 2 3/4	+ 18.03	21	10	8	1,261	22,698
GENERAL ELECTRIC	GE	N	44	42 1/2	+ 1 1/2	+ 3.52	65	30	13	181,988	8,007,472
HARRIS CORP.	HRS	N	19 3/8	19 1/2	- 1/8	- .64	33 1/2	13 1/8		6,175	119,640
INTERNATIONAL VIDED	IVCP	O	2 3/8	2 1/8	+ 1/4	+ 11.76	7 1/2	1 1/4	30	2,730	6,483
MAGNAVOX	MAG	N	6	5 7/8	+ 1/8	+ 2.12	9 7/8	3 3/4	17	17,799	106,794
3M	MMM	N	55	51 3/4	+ 3 1/4	+ 6.28	80 1/2	44 1/8	21	113,729	6,255,095
MOTOROLA	MOT	N	49	44 1/8	+ 4 7/8	+ 11.04	61 7/8	34 1/8	16	28,053	1,374,597
DAK INDUSTRIES	DEN	N	8 3/4	7 5/8	+ 1 1/8	+ 14.75	12 7/8	5 1/4	3	1,639	14,341
RCA	RCA	N	14 1/4	13 1/2	+ 3/4	+ 5.55	21 1/2	9 7/8	10	74,463	1,061,097
ROCKWELL INTL.	ROK	N	20 5/8	24	- 3 3/8	- 14.06	28 3/8	18 3/8	5	30,802	635,291
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	8 7/8	8 1/2	+ 3/8	+ 4.41	29 7/8	4 3/4	18	172,500	1,530,937
TEKTRONIX	TEK	N	31 1/2	27 5/8	+ 3 7/8	+ 14.02	47 3/4	18 1/2	12	8,651	272,506
TELEMATION	TIHT	O	1	1		.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.***		O	6	6		.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	8 5/8	8 1/8	+ 1/2	+ 6.15	13 1/4	6	8	6,862	59,184
WESTINGHOUSE	WX	N	12 5/8	11 5/8	+ 1	+ 8.60	26	8 1/2	41	87,770	1,108,096
ZENITH	ZE	N	15 5/8	13 3/4	+ 1 7/8	+ 13.63	31 5/8	10	12	18,797	293,703
TOTAL									773,911	20,931,149	
GRAND TOTAL									1,525,878	35,551,738	

Standard & Poor's Industrial Average 92.7 89.7 +3.0

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. Earn-
ing 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.

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
McGraw-Hill	year 12/31	510,382,000	+ 8.5%	29,848,000	+ 16.7%	1.20	470,264,000	25,569,000	1.02
Schering-Plough Corp.	year 12/31	703,797,000	+ 14.9%	123,978,000	+ 16.9%	2.30	611,577,000	105,977,000	1.97
Sonderling Broadcasting Corp.	year 12/31	22,772,000	- 3.8%	1,068,000	- 45.7%	1.39	23,673,000	1,967,000	2.16
Twentieth Century-Fox	year 12/28	281,915,000	+ 8.6%	10,952,000	+ 1.9%	1.39	259,429,000	10,749,000	1.28

* Change too great to be meaningful.

Fates & Fortunes®

Media

Gary Burns, general manager, WTTM-(AM) Trenton, N.J., named additionally to same post, WFEC(AM) Harrisburg, Pa. Both are Great Scott stations.

Charles H. Westbrook, general manager, WSSB(AM) Durham, N.C., named to same post, WTOB(AM) Winston-Salem, N.C.
J. Mitchell Russell, general manager, WZOO(AM) Asheboro, N.C., succeeds Mr. Westbrook. Both WSSB and WTOB are Woods Communications stations.

Ken Vanderlaan, formerly news director, WIBM(AM)-WHFI(FM) Jackson, Mich., named operations manager, KTTR(AM) and KZNN(FM) Rolla, Mo.

Chuck Sherman, operations manager, WPMH(AM) Portsmouth/Norfolk, Va., named general manager.

Joe Cosgrove, formerly advertising and public relations director, Harvey Aluminum Co., Torrance, Calif., named general manager, KMIR-TV Palm Springs, Calif.

Arnold Becker, assistant director, CBS-TV network research, named director. Post was formerly held by Jay Eliasberg, now VP-research, CBS/Broadcast Group (BROADCASTING, Feb. 17).

Charles Lichenstein, former White House staff aide, named assistant to president of Public Broadcasting Service, Washington.

Ed Flynn, program director, WWCO-AM-FM Waterbury, Conn., named operations manager.



Turner

multaneously named to State Extension

William F. Turner, executive vice president, KCAU-TV Sioux City, Iowa, elected president and general manager and will assume full corporate responsibility for Forward of Iowa division of Forward Communications Corp., Sioux City. Mr. Turner was simultaneously named to State Extension

Advisory Committee, Iowa State University education program, Sioux City.

Allan Land, VP, WHIZ-AM-FM-TV, Zanesville, Ohio, has been named to the pay television committee of the National Association of Broadcasters. His appointment brings total committee membership to six (BROADCASTING, Feb. 17).

Newly elected officers, Buffalo (N.Y.) Radio Association Group: **R. Thomas Cronk**, WKBW(AM), president-treasurer; **John B. Casciani**, WBNY-FM, VP; and **Harold Calvin**, WGR-AM-FM, secretary.

William R. McAndrew Jr., writer, NBC press department, named broadcast media representative for unit. He is son of late president of NBC News.

Robert P. Rimes, director of advertising and sales promotion for KGTV(TV) San Diego and parent McGraw-Hill Broadcasting Co., named to newly created position of director of creative services for parent company, New York.

Alexander Smallens Jr., director, ABC's American FM Radio Network, named to newly created position of director of public services, ABC Radio Network.

Antonio B. Mon, manager with Arthur Young & Co., New York, certified public accounting firm, appointed director of administration, LIN Broadcasting Corp., New York.

Broadcast Advertising

Nicholas J. Verbitsky, account executive, Christal Co., New York, named VP and East Coast manager; **Keith S. Jackson**, account executive in San Francisco, named VP and West Coast manager, with headquarters in that city.

Jack Steng and **Larry Goldberg**, account executives, TeleRep Inc., New York, named New York group managers.

Cameron Higgins, director, computer services department, Doyle Dane Bernbach, New York, named VP.

Lawrence Butner, VP and radio-television director; **Joseph J. Duome**, director of public relations division and **Richard L. Fernandes** and **Robert L. Stewart**, both VP's, Albert Frank-Guenther Law, New York, elected senior VP's.

Carole Gray, administrative assistant to president, The Katz Agency, New York,



Taking the oath. Mark Evans Austad, former vice president for public affairs, Metromedia Inc. became the United States ambassador to Finland last week. He was sworn in by Chief of Protocol Henry E. Catto Jr. (l) with Mrs. Austad holding the Bible.

"Good news tonight." Ben Laird, owner of WDUZ(AM) Green Bay and WDUX-FM Waupaca, both Wisconsin, received First Founder's Award from Wisconsin Broadcasters Association, Madison, at group's midwinter meeting. Mr. Laird, honored for his work in forming the association in 1940's, urged positive presentation of news: "Let's give our listeners a story they can take hope in," he said.

appointed associate director, advertising and public relations.

James J. Carr, director of television national sales development, Avco Broadcasting, New York, relocated to company's headquarters, Cincinnati.

David L. McGahey, formerly general sales manager, KNEW(AM) Oakland, Calif., named general sales manager, KFOG(FM) San Francisco.

Roland Galli, sales manager, KGO(AM) San Francisco, named general sales manager. **Ron Denman**, retail sales director, KGO, named sales manager.

Paul D. Arnzen, national sales manager, WPRI-TV Providence, R.I., named general sales manager.

Gary Dean, national sales manager, WPEC(TV) West Palm Beach, Fla., named general sales manager.

Richard C. Snowdon, account executive, Katz Agency, Atlanta, named national sales manager, WLAC-AM-FM Nashville.

Ralph Hartman, general manager, WFEC(AM) Harrisburg, Pa., named national sales manager. **Dan Dwyer**, formerly with WPST(FM) Trenton, N.J., named general sales manager, WTTM(AM) Trenton. WFEC and WTTM are Great Scott stations.

John Kendall, national sales manager, KPTV(TV) Portland, Ore., named to same post, KXAS-TV Dallas-Fort Worth. He is succeeded by **Martin Brantley**, formerly in sales, KGO-TV San Francisco.

Thomas Wall, local sales manager, WJRT-TV Flint, Mich., named local sales manager, WPRI-TV Providence, R.I. **Philip W. French**, account executive, WJRT-TV, succeeds Mr. Wall. WJRT-TV and WPRI-TV are Poole Broadcasting Co. stations.

Vici Williams, account executive, WEZI(FM) Memphis, named local sales manager.

John F. Dziadzio, senior accountant, Rayfield, Albano and Leaf, New York, named assistant treasurer, Air Time, Inc., New York media services company.

Richard Corrigan, copy supervisor, Needham, Harper & Steers, Chicago, named creative supervisor.

Gregory R. Stehlin, advertising-promotion writer, WLWT(TV) Cincinnati, named audience promotion manager, WCPO-TV there.

Charles Bazemore, VP-marketing, Burton Campbell & Kelley Advertising, Atlanta, named senior VP-management supervisor, Weltin Advertising, Atlanta.

Richard Brenckman, broadcast producer, Clinton E. Frank, Dallas, named broadcast production director. **Hilary Courage**,

broadcast coordinator, CEF, Dallas, named assistant producer.

Belva Williams, print traffic manager, Clinton E. Frank, Dallas, named traffic supervisor, Glenn, Bozell & Jacobs Inc., Dallas. **Sharon Ann Shute**, assistant traffic manager, Bloom Advertising Agency, Dallas, named traffic manager, GB&J. **Philip J. Brown**, promotion manager, MCI Productions, Dallas, named broadcast producer, GB&J. **Carolyn Hill**, with Tracy-Locke Advertising, Dallas, named radio-television talent and residuals coordinator, CB&J.

Dianne Harris, account executive, KXYZ(AM) Houston, named director, new retail sales department.

Programing

Dennis C. Stanfill, board chairman and chief executive officer, 20th Century-Fox Film Corp., Hollywood, elected president as well. Mr. Stanfill had previously taken over duties of **Gordon Stulberg**, who had resigned as president (BROADCASTING, Jan. 6). Mr. Stanfill joined Fox in 1969 as executive vice president, and was named chairman in 1971. Fox not only has TV production and syndication unit, but also owns KMSP-TV Minneapolis-St. Paul, and is buying KMOL-TV San Antonio, Tex., and has agreed in principle to buy KCPX-TV Salt Lake City.

Jack E. Shafer, program manager, KMGH-TV Denver and director of programing for parent company, McGraw-Hill Broadcasting Co., New York, assumes full-time duties with parent company.

Roy A. Smith, formerly general manager, 21st Century Productions at WLAC-TV Nashville, named general manager, Opryland Productions, division of WSM Inc., Nashville.

Chick Watkins, formerly assistant program director and production director, named program director, WGAR(AM) Cleveland.

Kenneth A. Trinkle, production manager, KPLR-TV St. Louis, named to same post, WLWC(TV) Columbus, Ohio.

Andy J. Kindle, independent producer-director, formerly production manager, WTOG-TV Tampa-St. Petersburg, Fla., named staff producer-director, WMAL-TV Washington.

Nancy Malone, actress-producer-director-writer, named director of development, 20th Century-Fox Television.

Madison D. Lacy, director of production liaison, Public Broadcasting Service, Washington, named coordinator for production liaison and special projects.

Dan Testa, news reporter, WTLV(TV) Jacksonville, Fla., named producer, Florida Public Radio Network, composed of noncommercial WFSU-FM Tallahassee, WUSF(FM) Tampa, WTHS-FM Miami, WHRS(FM) Boynton Beach and WJCT(FM) Jacksonville.

Roger B. Fransecky, director of University Media Services Center and associate professor of education and communications, University of Cincinnati, Ohio, named to evaluate Avco/Meredith Broad-

casting Corp.'s *Young People's Specials*.

Broadcast Journalism

Andrew Fisher, suburban correspondent, WCBS-TV New York, named manager of news and information services, WPRI-TV Providence, R.I.

Jerry Levin, news editor, WPIX-TV New York, named news director, WBRC-TV Birmingham, Ala.

Douglas A. Ramsey, chief correspondent, United Press International Television News, New York, named news director, KSAT-TV San Antonio, Tex.

Charles Collingwood, chief European correspondent, CBS News, based in London, named special correspondent, New York, reporting and anchoring CBS News special reports.

George Lehner, anchorman and producer, WFMJ-TV Youngstown, Ohio, named general assignment reporter, WLWC(TV) Columbus, Ohio.

Don Wilcox Jr., weekend sports, WCIA-TV Champaign, Ill., named sports editor, succeeding Tom Jones who joins University of Illinois, Champaign, public information office. **Virg Jacques**, with sports information office, U. of I., named reporter, WCIA, succeeding **Quentin Bradford** who joined WAGA-TV Atlanta (BROADCASTING, Feb. 3).

Cable

Harvey Johnson, director of sales, Teleprompter Corp.'s Manhattan (New York) CATV Corp., named director of sales, Teleprompter Corp.

Stephen A. Merrill, manager, American Cable Television Inc.'s systems, Paradise Valley and Fountain Hills, Ariz., named general manager ACT's Eloy, Ariz., system, soon to be serving Casa Grande, Ariz.

Equipment & Engineering

Robert B. Schwartz, corporate secretary and assistant general counsel, corporate matters, Communications Satellite Corp., Washington, named director of Comsat's office of public information, succeeding **Matthew Gordon**, retired Feb. 28 (BROADCASTING, Feb. 24). **James A. Amdur**, assistant general counsel, tax and administration, succeeds Mr. Schwartz as assistant general counsel for corporate and tax matters.

Allied Fields

Ward L. Quaal, formerly president, WGN Continental Broadcasting Co., Chicago, and now broadcast consultant, elected to board of trustees, MacCormac Junior College, Chicago.

Linwood Holton, U.S. assistant secretary

of state, and **Sara-Ann Determan**, **Alfred John Dougherty**, **Joseph M. Hassett**, **James J. Rosenhauer**, and **Peter F. Rousset**, formerly associates, Hogan & Hartson, Washington law firm, named members of firm.

Victor E. Ferrall Jr., with Washington law firm, Koteen & Burt, named partner in Jones, Day, Reavis & Pogue, also Washington, as of March 17.

Deaths

Edith Howard Walton, 71, television and radio panelist, died March 1 in Falmouth, Mass. Miss Walton parlayed career as fiction reviewer and art critic for newspapers and magazines into panelist's spot on *The Author Meets the Critics*, which started as NBC network radio show in 1940's and later became network TV show. From 1953 to 1960, she was panelist on *Make Up Your Mind*, CBS radio show that was transferred to ABC and later became TV show on noncommercial WNET(TV) New York. Her last radio show was *Speaking Up With Edith Walton*, which NBC broadcast in 1964 and 1965.

Stephen R. Klabon, 25, co-owner and chief engineer, WFDT(FM) Columbia City, Ind., was killed in car accident Feb. 25 in Columbia City. He is survived by his wife, Diane, and his parents, Mr. and Mrs. Ray Klabon.

For the Record®

As compiled by BROADCASTING, Feb. 24 through Feb. 28 and based on filings, authorizations and other FCC actions.

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

New stations

TV application

* **Billings, Mont.**—Montana Educational Broadcasting Commission seeks ch. 11 (198-204 mhz); ERP 316 kw vis., 63 kw aur., HAAT 563 ft. P.O. address: 923 N. Seventh, Bozeman 59715. Estimated construction cost \$772,000; first-year operating cost \$750,000. Consulting engineer: Thomas Jenkins. Principals: Kenneth R. Clark, executive director. Ann. Feb. 26.

AM starts

* **KATB Agana, Guam**—Authorized program operation on 570 khz, 5 kw. Action Feb. 14.

* **WBQN Barceloneta, Puerto Rico**—Authorized program operation on 1160 khz, 250 kw-D. Action Feb. 11.

FM applications

* **Boulder, Colo.**—Boulder Community Broadcast Assn. seeks 88.5 mhz, 1.29 kw., HAAT 215 ft. P.O. address: Community Free School, 885 Arapahoe Ave., Boulder, Colo. 80302. Estimated construction cost \$12,553; first-year operating cost \$7,000. Principal: Susan J. Patterson, chairperson.

Ann. Feb. 28.

* **Piscataway, N.J.**—Piscataway High School seeks 90.3 mhz, 10 w. P.O. address: Hoes Lane and Behmer Rd. 08854. Estimated construction cost \$6,322; first-year operating cost \$600. Principal: Edgar S. Alster, radio station advisor. Ann. Feb. 28.

* **Cheraw, S.C.**—Town and Country Radio seeks 103.1 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 631. 29520. Estimated construction cost \$25,436; first-year operating cost \$8,500; revenue \$10,000. Format: Easy lstg. C&W, Rock. Principal: Theodore J. Gray (100%) owns WCRE(AM) Cheraw, WTTX(AM) Appomattox, Va. and has interest in WKDE-AM-FM Altavista, Va. and has application pending for WRNB(AM) New Bern, N.C. Ann. Feb. 28.

* **Memphis, Tenn.**—Christian Brothers College Corp. seeks 88.1 mhz, 10w. HAAT 204 ft. P.O. address: 650 E. Parkway S. 38104. Estimated construction cost \$100; first-year operating cost \$500. Principal: Brother Camillus Dufresne, executive vice-president. Ann. Feb. 28.

* **Stowe, Vt.**—RFD Broadcasting seeks 101.7 mhz, 45 w., HAAT 2,275 ft. P.O. address: RFD #1 05672. Estimated construction cost \$34,879; first-year operating cost \$62,914; revenue \$83,824. Format: contemporary. Principals: William J. Riley (33%) is advertising director for resort hotel company in Stowe; Brian C. Harwood (33%) is administrative assistant and Kenley D. Squier (33%) is network announcer, and has interest in auto racing stadiums and 25% interest in WDEV(AM) Waterbury, Vt. Ann. Feb. 28.

* **New Martinsville, W.Va.**—Camity Broadcasters seeks 103.9 mhz, 940 w., HAAT 493 ft. P.O. address: Box 267. 26155. Estimated construction cost \$31,000; first-year operating cost \$17,500; revenue \$30,000. Principals: W. Tyrone Work (50%) has interest in drive-in theater and Michael S. Francis (50%) is attorney. Ann. Feb. 28.

FM action

* **Greeley, Colo.**—Colorado RG Inc. Broadcast Bureau granted 96.1 mhz, 100 kw, HAAT 662 ft. P.O. address: Box K, Greeley 80631. Estimated

construction cost \$106,891; first-year operating cost \$36,000; revenue \$30,000. Format: easy lstg. Principals: Joseph J. Tennesen (12%), Peter Macdonald (10%), Robert Wells (10%), et al. own KFKA(AM) Greeley (BPH-9189). Action Feb. 26.

* **Stowe, Vt.**—The Stowe School Broadcast Bureau granted 91.5 mhz, 10 w. HAAT 80 ft. P.O. address: Mountain Rd., Stowe 05672. Estimated construction cost \$4,785; first-year operating cost \$500. Format: Ed. Principal: Stevenson Morgan, president (BPED-1897). Action Feb. 26.

* **Fairmont, W. Va.**—Mountain Broadcasting Broadcast Bureau granted 97.9 mhz, 25 kw. HAAT 657 ft. P.O. address: 13503 Dowlals Drive, Rockville Md. 20852. Estimated construction cost \$81,790; first-year operating cost \$84,000; revenue \$90,000. Principals: Robert L. Purcell and Earl Judy Jr. (50% each). Mr. Purcell has interest in WBZY(AM) New Castle, Pa., and WCBX(AM) Eden, N.C. Mr. Judy is consulting engineer in Washington. Broadcast Bureau granted joint request by Marion Broadcast Corp. and Mountain Broadcasting, for approval of agreement to dismiss application of Marion Broadcast in return for partial payment of expenses incurred by Marion Broadcast in preparation and prosecution of its application. Action Feb. 26.

FM starts

* **KCJH Stockton, Calif.**—Authorized program operation on 90.5 mhz, TPO 10 w. Action Feb. 12.

* **KBAR-FM Burley, Idaho**—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 103 ft. Action Feb. 14.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

* **WLKL(FM) Mattoon, Ill.**, Community College District #317, State of Illinois (BLED-1349). Action Feb. 18.

* **WFWA(FM) Sullivan, Ill.**, Spencer and Free-land Broadcasting (BLH-6512). Action Feb. 18.

* **KRLX(FM) Northfield, Minn.**—Carleton College (BLED-1341). Action Feb. 24.

- WQPM(FM) Princeton, Minn.—P.M. Broadcasting Co. (BLH-6528). Action Feb. 24.
- KBSO(FM) Espanola, N.M.—The George A. Gonzales Broadcasting Co. (BLH-6553). Action Feb. 18.
- WQLX(FM) Galion, Ohio—Radio Galion (BLH-6452). Action Feb. 18.
- *KPFT(FM) Houston — Pacific Foundation (BLED-778). Action Feb. 18.
- KPJH(FM) St. Stockton, Tex.—KFST, Inc. (BLH-6447). Action Feb. 26.

Ownership changes

Applications

- WLMD(AM) Laurel, Md. (900 khz, 1 kw-D)—Seeks transfer of control of Sheftell Communications, parent of licensee, Interurban Broadcasting Corp. from Alexander W. Sheftell (46% before; none after) to William A. Lemer (46% before; 92% after). Consideration: \$35,000. Principals: Mr. Sheftell, former president and director of Sheftell Communications, is selling his interest and taking executive position with non-broadcast related company. Mr. Lemer is vice president and director of Sheftell Communications. Action Feb. 19.

Actions

- KENA(AM)-KSKR(FM) Mena, Ark. (AM: 1450 khz, 1 kw-D FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from William A. Reeves to Jack R. Reeves for \$91,500. Seller: William A. Reeves (50% before, none after) wishes to devote his time to other interests. Jack R. Reeves (50% before, 100% after) will continue to operate the station under Mena Broadcasting Co. (BAL-8349, BALH-2098). Action Feb. 26.
- WSWC-AM-FM Greenwood, Miss.—Application for assignment of license of LeFlore Broadcasting Co. (AM) and Dixie Broadcasting Co. (FM) to Cotton Center Broadcasting Co., dismissed at request of assignee. Action Feb. 24.
- KLWT(AM) Lebanon, Mo.—Broadcast Bureau granted transfer of control of Lebanon Broadcasting Co. from Zoe A. Coughenour, executrix of estate of O. R. Wright, and LeVaughn Rubottom to Zoe A. Coughenour; consideration \$42,840 (BTC-7660). Action Feb. 25.
- WJLK-AM-FM Ashbury Park, N.J.—Broadcast Bureau granted transfer of negative control of Ashbury Park Press, parent of Press Broadcasting Co., from Helen B. McMurray, Jules L. Plangere Jr. and Arthur L. Nims III, executors of estate of Wayne D. McMurray, to Mr. Plangere, pursuant to terms of Mr. McMurray's will (BTC-7534). Action Feb. 19.
- WBUZ(AM) Fredonia, N.Y. (1570 khz, 250w-D) Broadcast Bureau granted relinquishment of positive control of Catoctun Broadcasting Corp. from Lauren A. Colby (100% before; 50% after) to Henry R. Serafin (none before; 50% after). Consideration: \$17,500. Principal: Mr. Serafin is general manager of WBUZ (BTC-7513). Action Feb. 26.
- WSNL-TV Patchogue, N.Y. (ch. 67)—Broadcast Bureau granted transfer of control of Suburban Broadcasting Corp. from Robert A. Rosen, David H. Polinger, et al. (66% before; 13% after) to Stanley R. Yarmuth, Burton L. Koffman and Christian Yegen (none before, 80% after). No consideration. Principals: Mr. Yarmuth has several real estate interests; Mr. Koffman has loan company, banking, insurance and department store interests; Mr. Yegen is director of financial consultant firm. Action Feb. 24.
- WRUN-AM-FM Utica, N.Y.—Application of assignment of license of 1150 Broadcasting to Mohawk Stations, dismissed at request of assignee. Action Feb. 27.
- KKUL(FM) Tulsa, Okla. (103.3 mhz, 100 kw)—Broadcast Bureau granted acquisition of positive control of Central Broadcast Co. from L. M. Basley, M. A. Eichhorn (66% before, none after) to Gene C. Howard (33% before, 100% after). Consideration: \$108,940 (BTC-7439). Action Feb. 18.
- KJDY(AM) John Day, Ore. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from John Day Valley Broadcasters to T. A. Smith for \$25,000. Seller: Edna E. Fisher, executrix of estate of late C. H. Fisher (50%). Buyer: T. A. Smith, 50% owner of KJDY (BAL-8303). Action Feb. 19.
- KPRB(AM) Redmond, Ore. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Richard Ernest Combs to Big Sky Broadcasters Inc. for \$125,000. Seller: Mr. Combs is selling station because of health reasons. Buyers: Ron Post (80%), evangelist, and Harry Gift, announcer-salesman at KPRB (BAL-8329). Action Feb. 26.
- *WLYX(FM) and *WSWM(FM) Memphis—Broadcast Bureau granted assignment of license of

Southwestern Inc. to Southwestern At Memphis (BALED-32). Action Feb. 25.

- KCAS(AM) Slaton, Tex. (AM: 1050 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Star of Plains Broadcasting from James B. Hughes, Kermit S. Ruthmary and Kermit C. Ashby (100% before; none after) to Elmer F. and Amy H. Smith (none before; 100% after). Consideration: \$111,898. Principals: Mr. and Mrs. Smith. (50% each) have investments in real estate, stocks and bonds (BTC-7647). Action Feb. 19.
- KLO(AM) Ogden, Utah (1430 khz, 5 kw-DA-1)—Broadcast Bureau granted assignment of license from Radio Ogden Inc. to KLO Broadcasting Co. for \$500,000. Sellers: Richard B. Wheeler, president, et al. own KSPO(AM) Spokane, Wash. Buyers: Robert E. Davis (99.8%), his wife Margaret E. (.1%) and John Kugler (.1%). Mr. Davis is owner and manager and his wife is secretary of KWIK(AM) Pocatello, Idaho. Mr. Kugler is Pocatello lawyer (BAL-8247). Action Feb. 26.
- KTVW(TV) Tacoma, Wash.—Broadcast Bureau granted involuntary transfer of control of KTVW Inc. from Laird B. Peterson, receiver, to Robert A. Banks, trustee in bankruptcy (BTC-7668). Action Feb. 26.

Facilities changes

TV application

- KYVE-TV Yakima, Wash.—Seeks CP to change ERP to 315.9 kw (vis.): 32.3 kw (aur.); change type trans. and increase ant. height to 936 ft. Ann. Feb. 26.

TV actions

- WMAZ-TV Macon, Ga. — Broadcast Bureau granted request for authority to operate trans. by remote control from 1308 Gray Highway, Macon (BRCTV-175). Action Jan. 8.
- WHBF-TV Rock Island, Ill.—Broadcast Bureau granted CP to install alt. main trans. (BPCT-4822). Action Feb. 18.
- WKJG-TV Fort Wayne, Ind.—Broadcast Bureau granted CP to change ERP to 295 kw (vis.) (BPCT-4823). Action Feb. 24.
- *WNJT-TV South Bend, Ind.—Broadcast Bureau granted request for authority to operate trans. by remote control from 2424 California Rd., Elkhart, Ind. (BRCTV-72). Action Feb. 26.
- KCAU-TV Sioux City, Iowa—Broadcast Bureau granted CP to change type trans. (BPCT-4825). Action Feb. 18.
- WLKY-TV Louisville, Ky.—Broadcast Bureau granted CP to change ERP to 1290 kw (visual). 257 kw (aural); change type trans. (BPCT-4811). Action Feb. 18.
- *WCML-TV Alpena, Mich.—Broadcast Bureau granted mod. of CP to change type trans. and ant. (BMPET-839). Action Feb. 18.
- KMSP-TV Minneapolis — Broadcast Bureau granted CP for changes; install precise freq. control equipment (BPCT-4616). Action Feb. 26.
- *WUNF-TV Asheville, N.C.—Broadcast Bureau granted request for authority to operate trans. by remote control from WLOS-TV trans. building, Mt. Pisgah, 18 miles southwest of Asheville; condition (BRCTV-68). Action Dec. 23.
- WLWT(TV) Cincinnati — Broadcast Bureau granted request for authority to operate trans. by remote control from 140 West 9th Street, Cincinnati (BRCTV-227). Action Feb. 26.
- WGAL-TV Lancaster, Pa.—Broadcast Bureau granted request for authority to operate trans. by remote control from Columbia Ave. and Abbeyville Rd., Lancaster (BRCTV-225). Action Jan. 8.
- WPRI-TV Providence, R.I.—Broadcast Bureau granted request for authority to operate trans. by remote control from 25 Catamore Blvd., East Providence, R.I. (BRCTV-226). Action Jan. 8.
- *KSPS-TV Spokane, Wash.—Broadcast Bureau granted mod. of CP to change type trans. (BMPET-842). Action Feb. 18.
- WAOW-TV Wausau, Wis.—Broadcast Bureau granted CP to make changes (BPCT-4608). Action Feb. 26.
- WSAU-TV Wausau, Wis. — Broadcast Bureau granted CP to make changes in ant. system (BPCT-4615). Action Feb. 26.

AM applications

- KIKI Honolulu—Seeks CP to install new type trans. Ann. Feb. 26.
- WLBH Mattoon, Ill.—Seeks CP to make changes in ant. system. Ann. Feb. 26.
- WTOW Towson, Md.—Seeks CP to make changes in ant. system. Ann. Feb. 26.
- WIBM Jackson, Mich. — Seeks CP to make changes in ant. height. Ann. Feb. 26.
- WYNR Rochester, N.Y.—Seeks CP to make changes in ant. system. Ann. Feb. 26.

■ KDLK Del Rio, Tex.—Seeks CP to increase daytime power to 1 kw. Ann. Feb. 25.

AM actions

- WMIX Mt. Vernon, Ill. — Broadcast Bureau granted CP to add nighttime operation with 500 watts directional ant.; trans. located at 0.5 miles south of Route 64, Mt. Vernon; daytime remote control permitted; conditions (BP-19702). Action Feb. 26.
- KAMX Albuquerque, N.M.—Broadcast Bureau granted CP to increase power to 1 kw and add critical hours operation (BP-19758). Action Feb. 18.
- WLJJ Shelbyville, Tenn. — Broadcast Bureau granted CP to install new aux. trans. (BP-19873). Action Feb. 18.
- KOPY Alice, Tex.—Broadcast Bureau granted CP to increase ant. height to accommodate FM antenna; condition (BP-19789). Action Feb. 26.
- KITE Terrell Hills, Tex. — Broadcast Bureau granted CP to increase aux. trans. power 1 kw night, 5 kw day, DA-N, unlimited time and install new type trans. (BP-19865). Action Feb. 18.
- WEXM Jamesville, Va. — Broadcast Bureau granted mod. of CP to make changes in ant. system; conditions (BMP-13935). Action Feb. 19.

AM starts

- Following stations were authorized program operating authority for changed facilities on date shown: WCSV Crossville, Tenn. (BP-19,722), Feb. 14 and WSWG Greenwood, Miss. (BP-19,504), Feb. 13.

FM actions

- *Decatur, Ala.—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line of new station (BMPED-1208). Action Feb. 24.
- WBLX(FM) Mobile, Ala.—Broadcast Bureau granted mod. of CP to change trans. location to 1 mile east of Daphne, 10 miles southeast of Mobile; change studio and remote control location to Van Antwerp Building, Dauphin and Royal Streets, Mobile; make changes in ant. system; condition (BMPH-14365). Action Feb. 24.
- KSTO Agana, Guam—Broadcast Bureau granted CP to change trans. and studio location to Mt. Barragada. 5.5 miles east of Agana; make changes in ant. system (BPH-9286). Action Feb. 24.
- KCKK-FM Cedar Rapids, Iowa—FCC granted application of Kirkwood Community College to increase power from 10 w to 10 kw and its ant. height to 430 ft. Objection by KWWL-TV Waterloo, Iowa, saying increase could result in interference to its TV signal was denied. Action Feb. 26.
- WDFP Battle Creek, Mich.—Broadcast Bureau granted mod. of CP to change trans. location; operate by remote control from studio site at Main St., south of Golden Ave., Battle Creek; change trans and ant.; make change in ant. system; ERP 3 kw; ant. height 270 ft. (BMPH-14343). Action Jan. 8.
- *KWGS(FM) Tulsa, Okla.—Broadcast Bureau granted mod. of CP to change trans. location; make changes in ant. system; ERP 5.4 kw; ant. height 580 feet; remote control permitted (BMPED-1195). Action Feb. 19.
- *WPSI(FM) Lehman, Pa.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system and trans. line (BMPED-1196). Action Feb. 18.
- WDX-FM Orangeburg, S.C.—Broadcast Bureau granted CP to change trans. location to 1.3 miles south-southeast Intersection U.S. 601 and S.C. 906, Orangeburg; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 570 feet; remote control permitted (BPH-8890). Action Feb. 26.
- *KUSU-FM Logan, Utah — Broadcast Bureau granted mod. of CP to change trans.; make changes in transmission line; ERP 18.5 kw; ant. height 570 feet (BMPED-1201). Action Feb. 18.

FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: KKSS St. Louis (BPH-8758), Feb. 14; WPRB Princeton, N.J. (BPH-9124), Feb. 12; *WQSU Selinsgrove, Pa. (BPE-1088), Feb. 12 and *WVPE Elkhart, Ind. (BPE-1704), Feb. 12.

In contest

Procedural rulings

- Hanford, Calif., FM proceeding: Kennebec Western Broadcasting Co. and Willson Broadcasting Co., competing for 103.7 mhz (Docs. 20266-7)—Review board added issue to determine whether Kennebec failed to report information and substantial changes in its financial proposal in violation of rules and if

so, effect on Kennebec's comparative qualifications. Action Feb. 26.

■ **KCTY(FM)** Salinas and **KTRB(FM)** Modesto, both California, facility changes proceeding: JECO Inc. and Big Valley Broadcasting (Docs. 20275-6)—ALJ Walter C. Miller set hearing for March 25. Action Feb. 24.

■ **Fitzgerald and Ocilla, Ga., FM proceeding:** Ben Hill Broadcasting Corp. at Fitzgerald and Oliva Broadcasting Co. at Ocilla, competing for 95.3 mhz (Docs. 20133-4)—Review board remanded to the ALJ joint request for approval of agreement between Ben Hill Broadcasting Corp. and Oliva Broadcasting Co. Action was in response to appeal by Broadcast Bureau. Action Feb. 26.

■ **Fulton, Miss., FM proceeding:** Itawamba County Broadcasting Co. and Tombigbee Broadcasting Co., competing for 101.7 mhz (Docs. 19838-9)—ALJ James F. Tierney scheduled hearing for March 12 in lieu of February 25. Action Feb. 19.

■ **Philadelphia, Miss., FM proceeding:** Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz (Docs. 20219-20)—Review board added issues against Philadelphia Broadcasting Co. Action was in response to motion by H & G C, Inc. requesting that financial, ascertainment and site availability/misrepresentation issues be directed against Philadelphia Broadcasting. Action Feb. 18.

■ **St. Charles and Florissant, Mo., FM proceeding:** St. Charles Broadcasting Co., Changing Waves, both for St. Charles; and Florissant Broadcasting Co., Florissant, competing for 97.1 mhz (Docs. 20227-9)—ALJ David I. Kraushaar, Review board denied petition by St. Charles Broadcasting Co. to add various issues on legal and character qualifications of Florissant Broadcasting Co. Action Feb. 20.

■ **WLE(AM)** Raleigh, N.C., renewal proceeding: WLE Inc. (Doc. 19908)—ALJ Ernest Nash postponed hearing scheduled for March 3 to March 4. Action Feb. 26.

■ **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)—ALJ John H. Conlin advanced hearing previously scheduled for April 1 to March 10. Action Feb. 21.

■ **WKYZ(AM)** Madisonville, Tenn., renewal proceeding: Monroe Broadcasters (Doc. 19829)—ALJ Reuben Lozner scheduled further hearing for February 27. Action Feb. 21.

■ **Matewan and Williamson, W.Va., FM proceeding:** Three States Broadcasting and Harvit Broadcasting Corp., competing for 96.5 mhz at Matewan and Williamson, respectively (Docs. 18456-7)—Review board has scheduled oral argument for March 18 on exceptions and briefs to the initial decision in which ALJ William Jensen denied applications of Harvit Broadcasting Corp., and Three States Broadcasting Co. He said both applicants had proposed too much coverage for the assigned channel. Action Feb. 20.

■ **Parkersburg, W.Va., FM proceeding:** Triplett Broadcasting Co. and Electrocom Inc., competing for 95.1 mhz (Docs. 20294-5)—ALJ Joseph Stirmer canceled hearing scheduled for April 8 and designated May 6 for hearing. Action Feb. 25.

Initial decision

■ **Arab, Ala., FM proceeding:** Brindlee Broadcasting Corp. and Marshall County Broadcasting Co. (WRAB[AM] Arab), competing for 92.7 mhz (Docs. 19849-51)—ALJ David I. Kraushaar granted application of Brindlee Broadcasting Corp. to construct and operate a new FM in initial decision. Competing application of Marshall County Broadcasting Co. was denied. Judge Kraushaar said Brindlee would better serve both of FCC's twin policy goals of seeking maximum diffusion of control of mass communications media and of selecting applicant that is most likely to render the "best practicable service to the public" of Arab and surrounding area. Action Feb. 18.

Fines

■ **KYNO(AM)** Fresno, Calif.—Broadcast Bureau ordered Radio KYNO Inc. to forfeit \$300 for repeated violation of rules by failing to make equipment performance measurements for station's nighttime main trans. Action Feb. 18.

■ **WEXY(AM)** Oakland Park, Fla.—Broadcast Bureau notified Broward County Broadcasting Co. that it incurred apparent liability for forfeiture of \$2,000 for willful or repeated logging violations. Action Feb. 24.

■ **KKUA(AM)** Honolulu—Broadcast Bureau notified K(o)KUA Radio One Corp. that it had incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of rules by failing to identify sponsor of spot announcement. Action Feb. 13.

■ **KSNN(AM)** Pocatello, Idaho—Broadcast Bureau ordered Pocatello Broadcasting Co. to forfeit \$1,000 for repeated violation of rules by making entries in operating log indicating operation with power in excess of that authorized without actual knowl-

Call letters

Applications

Call	Sought by
	New TV's
KORO	Telecorpus, Corpus Christi, Tex.
*WHRM-TV	Educational Communications Board, Wausau, Wis.
	New FM's
KIBC	Industrial Business Corp., Ogallala, Neb.
KSUE-FM	Radio Lassen, Susanville, Calif.
*WJSU	Jackson State University, Jackson, Miss.
*KYDZ	Park County School District No. 6, State Of Wyoming, Cody, Wyo.
*WLJS-FM	Board of Trustees Jacksonville State University, Jacksonville, Ala.
WSNT-FM	WSNT Inc., Sandersville, Ga.
KKYS	Kings Broadcasters, Hanford, Calif.
	Existing TV
WYUR	WMSL-TV Huntsville, Ala.
	Existing AM
WHND	WQTE Monroe, Mich.
	Existing FM's
WSEC	WIAM-FM Williamston, N.C.
WYBR	WKWL Belvidere, Ill.
KRSJ	KIUP-FM Durango, Colo.
KDDI	KWCL-FM Oak Grove, La.
WXIO	WNGC-FM Mayfield, Ky.
KXGR	KQGR Grand Rapids, Minn.
WSAI-FM	WJDJ Cincinnati
KMGM	KEEC Las Vegas
KQQQ	KPUL-FM Pullman, Wash.
WBYG	WKAK Kankakee, Ill.
WSAQ	WHLS-FM Port Huron, Mich.

Grants

Call	Assigned to
	New AM's
WQKI	Central Carolina Broadcasting Corp., St. Matthews, S.C.
WRNR	Shenandoah Communications, Martinsburg, W.Va.
	New FM's
WNAN	Demopolis Broadcasting Co., Demopolis, Ala.
*WRUC	Trustees of Union College, Schenectady, N.Y.
*WIBI	Illinois Bible Institute, Carlinville, Ill.
WBXB	Chowan Broadcasters, Edenonton, N.C.
KOAB	Star Broadcasting Co., Ogden, Utah
KVYN	Young Radio, St. Helena, Calif.
*KWHS	Washington Unified School District, West Sacramento, Calif.
WKVT-FM	Radio B.attleboro, Brattleboro, Vt.
*WTRZ	Western New England College, Springfield, Mass.
KAMA-FM	KAMA Radio, El Paso
*KUAT-FM	Arizona Board of Regents, Tucson, Ariz.
*KWLD	Wayland Baptist College, Plainview, Tex.
	Existing AM
KDXE	KEWP North Little Rock, Ark.
	Existing FM's
KSON-FM	KSEA San Diego
KGGO	KFMG Des Moines, Iowa
WIQB	WNRZ Ann Arbor, Mich.
WGMR	WGMR-FM Tyrone, Pa.
WGCR	WGCR-FM Willsboro, Pa.

edge of facts that would indicate actual operating power. Action Feb. 13.

■ **WCOK(AM)** Sparta, N.C.—Broadcast Bureau ordered Sparta-Independence Radio Corp. to forfeit \$300 for repeated violation of rules by failing to

complete equipment performance measurements or keeping them on file and making them available for inspection. Action Feb. 13.

■ **WERE(AM)** Cleveland—Broadcast Bureau notified Cleveland Broadcasting that it had incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of rules by failing to give notice that telephone conversation was being recorded before recording commenced. Action Feb. 18.

■ **KZTV(TV)** Corpus Christi, Tex.—Broadcast Bureau ordered K-SIX Television to forfeit \$1,500 for repeated violation of rules by failing to maintain carrier frequency of visual trans. within 1000 hz of authorized frequency. Action Feb. 18.

■ **KOBS-FM** Orange, Tex.—Broadcast Bureau ordered Charles Hubert Kobs to forfeit \$250 for repeated violation of rules by failing to maintain center frequency within 2000 hz of assigned center frequency and by operating with positive and negative excursions up to and in excess of 4000 hz. Actions Feb. 18.

■ **WEAM(AM)** Falls Church, Va.—Broadcast Bureau notified Arlington-Fairfax Broadcasting Co. that it incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of rules by broadcasting telephone conversations before informing called party of its intention to broadcast conversation. Action Feb. 18.

■ **KXA(AM)** Seattle—Broadcast Bureau notified KXA, Inc. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by operating station with power in excess of that authorized. Action Feb. 12.

■ **WATW-FM** Ashland, Wis.—Broadcast Bureau ordered WATW-FM Inc. to forfeit \$500 for repeated violation of rules by permitting operators, whose third-class radiotelephone permits were not endorsed for broadcast purposes to be in charge of transmitting system and to make entries in operating logs. Action Feb. 13.

■ **WHAW-FM** Weston, W.Va.—Broadcast Bureau notified Central Virginia Service Corp. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by operating with excessive power or by failing to cease operation of malfunctioning remote control equipment. Action Feb. 18.

Other actions

■ **WVUV(AM)** American Samoa (1120 khz, 10 kw)—Broadcast Bureau granted application of Radio Samoa, Ltd., for authority to operate facilities of WVUV, now operated by United States Department of Interior at Leone, on island of Tutuila, American Samoa. Radio Samoa proposed to operate WVUV under license issued by FCC using station's existing facilities under lease arrangement with government of American Samoa. Radio Samoa consists of Lawrence S. Berger, Honolulu broadcaster and major stockholder in KHVH(AM) Honolulu; Robert M. Newgard, motion picture distributor; Ronald E. Pritchard, partner in Air Samoa Ground Services and O. Vincent Esposito, Honolulu attorney. FCC denied petition opposing application by Fono, bicameral legislature of Samoa and Delegate at Large, Islands' representative to Congress. Action Feb. 20.

■ **KXFM(FM)** Santa Maria, Calif.—FCC denied petition by California Broadcast Media for waiver of \$1,800 fee assessed for grant of construction permit to modify facilities of KXFM. FCC, however, granted alternative request for refund of \$1,000 filing fee paid in connection with assignment application. Action Feb. 11.

■ **WVON(AM)** Cicero, Ill.—License forfeited and call letters deleted. Action Feb. 24.

■ **WXXX(AM)** Hattiesburg, Miss.—FCC conditionally granted application of Triple X Broadcasting Co. for renewal of license of WXXX for short-term period ending June 1, 1976. FCC conditioned renewal on answering of complaints by citizens group of misrepresentation of facts to the FCC and failure of affirmative action to employ blacks. Action Feb. 26.

■ **WLBT(TV)** Jackson, Miss.—FCC approved \$50,000 as amount to be paid by Lamar Life Broadcasting, former licensee of WLBT(TV), to Communications Improvement, interim operator, as settlement of dispute involving amount of net profits of WLBT(TV), Jackson, Miss., to be impounded and paid to Communications Improvement for period of April 17 through June 14, 1971. Action Feb. 26.

■ **WNET** Newark, N.J.—FCC denied petition by Puerto Rican Media Action and Educational Council against Educational Broadcasting Corporation, licensee of WNET-TV. Council sought revocation of WNET-TV license; denial of its 1975 renewal application, issuance of cease and desist order and declaratory ruling that station's actions were discriminatory. FCC said petition did not show WNET-TV has failed to be responsive to needs of Hispanic community or that it discriminates against Hispanics in its employment policies. Action Feb. 12.

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
 Telecommunications Consulting
 Member AFCEE
 5390 Cherokee Avenue
 Alexandria, Virginia 22314
 (703) 354-3400

—Established 1926—
PAUL GODLEY CO.
 CONSULTING ENGINEERS
 Box 798, Upper Montclair, N.J. 07043
 Phone: (201) 746-3000
 Member AFCEE

**EDWARD F. LORENTZ
 & ASSOCIATES**
 Consulting Engineers
 (formerly Commercial Radio)
 1334 G St., N.W., Suite 500
 347-1319
 Washington, D. C. 20005
 Member AFCEE

COHEN and DIPPELL, P.C.
 CONSULTING ENGINEERS
 527 Munsey Bldg.
 (202) 783-0111
 Washington, D.C. 20004
 Member AFCEE

A. D. Ring & Associates
 CONSULTING RADIO ENGINEERS
 1771 N St., N.W. 296-2315
 WASHINGTON, D. C. 20036
 Member AFCEE

GAUTNEY & JONES
 CONSULTING RADIO ENGINEERS
 2922 Telestar Ct. (703) 560-6800
 Falls Church, Va. 22042
 Member AFCEE

LOHNES & CULVER
 Consulting Engineers
 1156 15th St., N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
 Member AFCEE

A. EARL CULLUM, JR.
 CONSULTING ENGINEERS
 INWOOD POST OFFICE
 BOX 7004
 DALLAS, TEXAS 75209
 (214) 631-8360
 Member AFCEE

**SILLIMAN, MOFFET
 & KOWALSKI**
 711 14th St., N.W.
 Republic 7-6646
 Washington, D. C. 20005
 Member AFCEE

STEEL, ANDRUS & ADAIR
 2029 K Street, N.W.
 Washington, D.C. 20006
 (301) 827-8725
 (301) 770-7470
 (202) 223-4644
 Member AFCEE

HAMMETT & EDISON, INC.
 CONSULTING ENGINEERS
 Radio & Television
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
 Member AFCEE

JOHN B. HEFFELFINGER
 9208 Wyoming Pl. Hiland 4-7010
 KANSAS CITY, MISSOURI 64114

**JULES COHEN
 & ASSOCIATES**
 Suite 400
 1730 M St., N.W., 659-3707
 Washington, D. C. 20036
 Member AFCEE

CARL E. SMITH
 CONSULTING RADIO ENGINEERS
 8200 Snowville Road
 Cleveland, Ohio 44141
 Phone: 216-526-4386
 Member AFCEE

VIR JAMES
 CONSULTING RADIO ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
 345 Colorado Blvd.—80206
 (303) 333-5562
DENVER, COLORADO
 Member AFCEE

**E. Harold Munn, Jr.,
 & Associates, Inc.**
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

**ROSNER TELEVISION
 SYSTEMS**
 CONSULTING & ENGINEERING
 250 West 57th Street
 New York, New York 10019
 (212) 246-3967

JOHN H. MULLANEY
 CONSULTING RADIO ENGINEERS
 9616 Pinkney Court
 Potomac, Maryland 20854
 301 - 299-3900
 Member AFCEE

TERRELL W. KIRKSEY
 Consulting Engineer
 5210 Avenue F.
 Austin, Texas 78751
 (512) 454-7014

Oscar Leon Cuellar
 Consulting Engineer
 1563 South Hudson
 (303) 756-8456
DENVER, Colorado 80222
 Member AFCEE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 906 - 36th Ave.
 Seattle, Washington 98122
 (206) 324-7860

**Midwest Engineering
 Associates**
 Consulting Engineers
 F. W. Hannel, P.E.
 BSEE; MSEE
 7304 N. Oxford, Peoria, Ill. 61614
 (309) 691-3426

DAWKINS ESPY
 Consulting Radio Engineers
 Applications/Field Engineering
 P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
 (213) 272-3344

John H. Battison Assocs.
 Consulting Broadcast Engineers
AM-FM-TV-CATV-Microwave
 10073 Echo Hill Drive
 Cleveland, Ohio 44141
 216-526-3906

Service Directory

**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

**CAMBRIDGE CRYSTALS
 PRECISION FREQUENCY
 MEASURING SERVICE**
 SPECIALISTS FOR AM-FM-TV
 445 Concord Ave.
 Cambridge, Mass. 02138
 Phone (617) 876-2810

CABLEDATA
 Accounts Receivable.
 Data Processing for
 Cable Television.
 P.O. Box 13040 / Sacramento, Ca. 95813
 (916) 441-4760

SPOT YOUR FIRM'S NAME HERE
 To Be Seen by 120,000* Readers—
 among them, the decision making sta-
 tion owners and managers, chief engi-
 neers and technicians—applicants for
 am fm tv and facsimile facilities.
 *1970 Readership Survey showing 3.2
 readers per copy.

Summary of broadcasting

FCC tabulations as of Jan. 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,409	3	22	4,434	45	4,479
Commercial FM	2,596	0	52	2,648	155	2,803
Educational FM	691	0	34	725	101	826
Total radio	7,696	3	108	7,807	301	8,108
Commercial TV	703	1	7	701	34	758
VHF	509	1	3	513	5	520
UHF	194	0	4	198	29	238
Educational TV	219	9	14	232	8	252
VHF	88	3	4	95	3	98
UHF	131	6	10	147	5	154
Total TV	922	10	21	933	42	1,010

* Special temporary authorization

** Includes off-air licenses

- WTOF(FM) Canton, Ohio—Broadcast Bureau granted waiver of rules to identify as Canton-Akron, Ohio. Action Feb. 12.
- *WEPR(FM) Greenville, S.C.—Broadcast Bureau granted waiver of rules to identify as Greenville-Spartanburg, S.C. Action Feb. 12.
- Charleston, W.Va.—FCC deleted WKNA, short-spaced ch. 253 because license was forfeited. WKNA was authorized to operate on ch. 253 prior to adoption of FM table of assignments and was grandfathered into table even though it was substantially short-spaced to WKPT-FM, operating on co-channel 253 at Kingsport, Tenn. WKNA's license was forfeited on June 6, 1974, and on August 12, commission on its own motion issued notice proposing deletion of this substandard assignment (Doc. 20137). Action Feb. 19.

- Colo.—Seeks ch. 9, rebroadcasting KOAA-TV Pueblo, Colo. (BPTTV-5248). Ann. Feb. 25.
- XYZ Television, Glenwood Springs, Colo.—Seeks ch. 7, rebroadcasting KREX-TV Grand Junction, Colo. (BPTTV-5249). Ann. Feb. 26.
- Libby Video Club, Quartz Creek, Pipe Creek, Bobtail Creek and Libby Dam Site Trailer Park, Mont.—Seeks to change from ch. 10 to ch. 3 (BPTTV-5097). Ann. Feb. 25.
- Sweetwater Television Co., Eden and Farson, Wyo.—Seeks to change from ch. 10 to ch. 9 (BPTTV-5203); ch. 12 to ch. 11 (BPTTV-5204) and ch. 8 to ch. 13 (BPTTV-5202). Ann. Feb. 25.

Actions

- Pinewood Property Owners Assoc., Munds Park, Ariz.—Seeks ch. 4, rebroadcasting KOOL-TV Phoenix (BPTTV-5250); ch. 5, rebroadcasting KPHO-TV Phoenix (BPTTV-5251) and ch. 11, rebroadcasting KTVK-TV Phoenix (BPTTV-5252). Ann. Feb. 28.
- K55AS Delta Pipeline Camp, Alaska—Broadcast Bureau granted CP for translator on ch. 55, rebroadcasting KFAR-TV and KTVF(TV) Fairbanks, Alaska; condition (BPTT-2729). Action Feb. 7.
- K55AT Delta Pipeline, Alaska—Broadcast Bureau granted CP for translator on ch. 55, rebroadcasting KFAR-TV and KTVF(TV) Fairbanks, Alaska; condition (BPTT-2737). Action Feb. 7.
- K06AF Aspen, Colo.—Broadcast authorization canceled and call letters deleted. Ann. Feb. 26.
- K07GD Glenwood Springs, Colo.—License canceled and call letters deleted. Ann. Feb. 26.
- K09GJ, K11GN and K13HD Clarinda, Iowa—Broadcast authorizations canceled and call letters deleted at request of licensee. Ann. Feb. 24.
- K55AR Farmington, N.M.—Broadcast Bureau granted CP for translator on ch. 55 rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2505). Action Feb. 14.
- W42AC Front Royal, Strasburg and Winchester, Va.—Broadcast Bureau granted CP for translator on ch. 42, rebroadcasting WVPT Staunton, Va. (BPTT-2689). Action Feb. 13.
- K04FX Winton and Merritt, Wash.—Broadcast Bureau granted CP to change frequency of translator from ch. 4 to ch. 3, change call sign to K03EC (BPTTV-4587). Action Feb. 13.
- K05FN Winton and Merritt, Wash.—Broadcast Bureau granted CP for translator on ch. 5, rebroadcasting KXLY-TV Spokane, Wash. (BPTTV-4588). Action Feb. 13.

Allocations

Actions

- FCC took following actions on FM allocations:
- Salinas-Monterey, Calif.—Broadcast Bureau proposed adding ch. 35 to Salinas-Monterey as fifth TV assignment. Action was in response to petition by the Associates for Creative Enterprise in Media (Doc. 20361). Action Feb. 14.
- Bayou Vista, La.—Broadcast Bureau proposed adding ch. 237A to Bayou Vista as first FM assignment. Community now has no local aural service. Broadcast Bureau also proposed to substitute ch. 288A for ch. 237A at Franklin, La., located about 16 miles northwest of Bayou Vista. Action was in response to petition by Teche Broadcasting Corp. (Doc. 20365). Action Feb. 19.
- Tawas City, Mich.—Broadcast Bureau proposed assigning ch. 280A to Tawas City as second FM ch. assignment. Action was in response to petition by Carroll Enterprises, licensee of daytime-only WIOS(AM) Tawas-East Tawas (Doc. 20364). Action Feb. 19.
- Malden, Mo.—FCC granted request of Tri-County Broadcasting Co., and assigned ch. 224A to Malden. FCC denied proposal of Communications Systems to reclassify station KFMP Cape Girardeau, Mo., from Class B to Class C (Doc. 19842). Action Feb. 19.
- Virginia and West Virginia—Broadcast Bureau proposed assigning ch. 288A to either Berryville, Va., or Harpers Ferry, W.Va. Action was in response to petitions by Greencastle Broadcasting Co., licensee of WKLS(FM) Greencastle, Pa., and by Elektra Broadcasting, licensee of WTRJ(AM) Brunswick, Md. (Doc. 20362). Action Feb. 18.

Rulemaking

Action

- FCC voted to reverse policy that permitted FM stations serving same area to use combination advertising rates and proposed new rule that would prohibit combination sales by separately-owned broadcast stations if there were any overlap of signal contours, or by separately owned station and cable system if contour overlapped area served by the cable system. Proposed rule would prohibit combination sales between commonly owned television and aural stations if there were any overlap of contours. Comments may be filed on or before May 12 and reply comments by June 12 (Doc. 19789). Action Jan. 29.

Translators

Applications

- Grand Mesa Television, Crawford and Lazear,

■ Wacco, Inc., Box 17, Wayne, W.Va. 25570, for Wayne, W.Va. (CAC-2422). Add WPBO-TV Portsmouth, Ohio; WKMR Morehead, Ky.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: West Hawaii Cable Vision Ltd., Honaunau (CAC-4481), Kealakelua (CAC-4482), Holualoa (CAC-4483) and Kamuela (CAC-4484), all Hawaii; Scottsbluff Cable TV, Scottsbluff, Neb. (CAC-4556); Iron River Co-Operative TV Antenna, Iron River, Mich. (CAC-4585); Warner Cable of Stephenville, Stephenville, Tex. (CAC-4588); St. Landry Cable TV, St. Landry parish, La. (CAC-4589); Teleprompter Florida CATV Corp., Pahokee, Fla. (CAC-4594); Cable Vision, Lewiston (CAC-4596) and Auburn (CAC-4597), both Maine; Appleton City Cablevision, Appleton City, Mo. (CAC-3110); Hurley Cable TV, Hurley, N.M. (CAC-3764); Telecable Communications Corp., Millcreek township, Pa. (CAC-4380); Rantoul CATV Co., unincorporated areas around Rantoul (CAC-4386) and Rantoul (CAC-4387), both Illinois; Atlantic Cablevision Systems, Audubon, Iowa (CAC-4466); West Hawaii Cablevision Ltd., Captain Cook (CAC-4475), Kailua-Kona (CAC-4476), Keau Hou (CAC-4477), Kalaoa (CAC-4478), Waikoloa (CAC-4479) and Kawaihae-Puako (CAC-4480), all Hawaii.

■ Poinciana, Fla.—FCC granted applications of Gulf Communicators for certificates of compliance for cable system to serve Poinciana located within unincorporated areas of Polk and Osceola counties, and granted waiver to add distant signals of WFLA-TV and WTVT Tampa, to its system. Poinciana is in Orlando-Daytona Beach major television market. Gulf proposes to carry WESH-TV Daytona Beach, *WEDU Tampa, WDDB, WFTV, *WMFE-TV, WSWB-TV Orlando, and WTOG St. Petersburg. Action Feb. 20.

■ Brookville, Ind.—FCC denied application by Connersville Cable TV for certificate of compliance to begin service at Brookville, partially located within Cincinnati, Ohio-Newport, Ky., top-50 television market. Connersville requested waiver of rules so system could be treated as located outside all markets. FCC said it would not be in public interest to certify major market system that proposes to provide subscribers with none of access facilities and services required (CAC-4063). Action Feb. 19.

■ Babylon, N.Y.—FCC granted application of Babylon TV Cable Corp. for certificate of compliance to operate cable system at Babylon. Babylon is in New York major TV market. Babylon TV Cable proposed carrying WABC-TV, WCBS-TV, WNBC-TV, WNEW-TV, WOR-TV, WPIX, *WNYE-TV, WNYC-TV New York; *WLIW Garden City, N.Y.; *WSNL-TV Patchogue, N.Y.; *WNET Newark, WXTV Paterson, WNJU-TV Linden, N.J.; *WEDW Bridgeport, WHCT-TV Hartford and WTNH-TV New Haven, Conn. FCC said partial waiver of rules granting 5% franchise fee and grant of application was in public interest. Action Feb. 19.

■ Plattsburgh Air Force Base, N.Y.—FCC granted applications of Ausable Communications for certificates of compliance for existing system at Plattsburgh Air Force Base and to add WPIX New York to that system (CAC-3432, 4084). Action Feb. 12.

■ Ashley Borough, Pa.—FCC reconsidered October 31, 1974 action and permitted Service Electric Cable TV to add WCAU-TV, KYW-TV, WPVI-TV Philadelphia, and WCBS-TV and WNEW-TV New York, to its system at Ashley Borough. As condition to adding signals, commission said Service Electric would be required to delete WHPL-TV Philadelphia, since it would be carrying WNEW-TV New York (CAC-1790). Action Feb. 26.

■ Butler, Pa.—FCC granted application by Armstrong Utilities for certificate of compliance to add WKBF-TV Cleveland and WUAB Lorain, Ohio to its system at Butler, located in Pittsburgh major TV market. FCC said except for lack of provision on subscriber rates, agreement between Armstrong and city complied with franchise standards and was therefore appropriate authorization (CAC-2089, 2162). Action Feb. 26.

Other actions

■ FCC invited comments on necessity of postponing or cancelling March 31, 1977, date by which all major market cable systems existing prior to March 31, 1972, must be in compliance with channel capacity and access provisions of rules. Comments may be filed by April 7, and replies by April 17 (Doc. 20363). Action Feb. 19.

■ Mannington, W.Va.—FCC directed Mannington TV Service Co. to amend its application for certificate of compliance for existing cable system at Mannington, located in the Clarksburg-Weston, W.Va., smaller TV market. FCC found that Mannington TV had been operating cable system since June 4, 1971, but had not given proper notification required by rules. It said Mannington TV was illegally carrying WIIC-TV Pittsburgh, that its franchise was inconsistent with franchising rules and its certification was inconsistent with FCC rules. FCC said if steps were not taken to rectify inconsistencies, it would issue an order directing Mannington TV to show cause why it should not be ordered to cease and desist from its illegal operations.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):
- Guadalupe Cablevision, 525-A Bragato Rd., Belmont, Calif. 94002, for Guadalupe, Calif. (CAC-4795); KCOY-TV Santa Maria, Calif.; KEYT Santa Barbara, Calif.; KSBY-TV San Luis Obispo, Calif.; KQED San Francisco; KCET, KMEX-TV, KTXL, KCOP and KWHY TV, all Los Angeles.
- Waycross Cable Co., 409 Pendleton, Waycross, Ga. 31501, for Waycross, Ga. (CAC-4796): Requests certification of existing CATV operations.
- Community Cable Television, 128 E. Michigan Ave., Paw Paw, Mich. 49079, for Paw Paw (CAC-4793) and Lawton (CAC-4794), both Michigan: Add WMSH-TV South Bend, Ind.
- Cable TV Puget Sound, 1651 Center St., Tacoma, Wash. 98409, for Gig Harbor, Wash. (CAC-4792): KCTS-TV, KING-TV, KIRO-TV, KOMO-TV Seattle; KSTW, KTPS, KTVW Tacoma, Wash.; KPEC-TV Lakewood Center, Wash.; CBUT Vancouver, British Columbia.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

General manager assumes assistant manager's position this spring, top chair by September. Group owner offers stock bonus to sales oriented professional. Good music A.M. fulltime profitable in competitive market of 250,000. Develop our F.M. CP. State management philosophy, and present earnings. Interviewing at NAB, Box C-77, BROADCASTING.

Large midwestern university seeks Program Director in Public Radio to coordinate daily activities of 24 hour soon-to-be Dolby stereo station serving parts of four states with a contemporary and "fine arts" format. Applicants should be versed in supervision, administration, production and performance. BA degree required. Available in early April, 1975. Salary commensurate with experience. Reply soon to: Ken Garry, Station Manager, WSIU, Carbondale, IL 62901.

Expanding Ark-La-Miss small market group has opening for station manager for new mid-south acquisition. Prefer a person with strong sales and production background. Must have good references and credit. Salary, commissions, fringes, and stock options commensurate with ability, desire and experience. All inquiries confidential. Send tape, resume and recent photograph to Ed Fritts, Box 667, Indianola, MS 38751. Equal opportunity employer.

Manager, FM radio station recently authorized to go on air. Opportunity to work in large urban atmosphere to launch 10-watt facility. Would supervise student staff, work on air, program station, and coordinate entire operation. Bachelor's required. Salary \$12,000. Send resume to: Dr. Joseph Lipson, University of Illinois, Chicago, IL. An equal opportunity employer.

Management-Sales, emphasis sales with newspaper or shopper experience preferred. Resume to Lee Buck Broadcasting, Box 494, Greencastle, IN.

Station Manager for Kodiak Public Broadcasting Corp. Five years practical experience in communications, public or educational broadcasting. BA in radio broadcasting, communications, or related field. Two years experience for every year in school as substitute. Management experience and working knowledge of FCC laws and Federal grant applications required. Background in public relations and working with diverse groups of people. Classroom teaching experience helpful. Salary \$18,000. Equal Opportunity Employer. Send resume to: Kodiak Public Broadcasting Corporation, attention Mr. Marvin Weatherly, 308 "G" Street, Anchorage, AK 99501. Deadline for applications is: April 10, 1975.

Help Wanted Sales

Searching for your future? This may be your answer! Solid AM/FM adult MOR has several openings for young aggressive and experienced salespeople who can produce. Can lead to positions of Sales Manager and Manager if you can prove your ability. More than 25 years of operation in the famous Shenandoah Valley of the Virginias. Box C-69, BROADCASTING.

California station seeking sales manager, community participating, who can lead, direct sales staff, and develop own billing. Salary, incentives, bonuses. Box C-104, BROADCASTING.

California station seeking salesperson, energetic, hard driving, preferably RAB trained. Salary, fringe benefits. Box C-105, BROADCASTING.

Experienced Sales Person needed at Wisconsin Country-WAXX/WEAU. Bob Holtan, WAXX, Box 47, Eau Claire, WI 54701.

Wanted: Local sales manager, solid gold WBVM, Utica, New York. Call George Stevens, 315-735-2785. We'll sell you on selling us.

Sales position open at WEAM, Arlington. Send resume and photo to Box 1390, Arlington, VA 22210.

Madison, Wisconsin. Excellent career opportunity for bright, young problem-solving salesman (or woman) on the way up, strong on creativity and ability to build campaigns. Six station group seeks individual with management potential. Job opening result of promotion. Our people earn far more; city offers superior living. You'll have an opportunity for management and equity. WISM, Madison, WI. A Midwest Family Station.

Help Wanted Sales Continued

Sales Manager/Sales. Florida Gulf Coast AM/FM seeking aggressive sales person with management potential guarantee, established account list. Five figure income minimum. Call or write Barry Rimler, Box 1038, Bradenton. 813-746-2183. EOE.

Expanding small group has an excellent opportunity for an experienced broadcaster who is ready to move into sales. Our western Maryland station has a good account list which will provide an aggressive beginner better than \$10,000 the first year. Call Mr. Miller 703-434-1777 or Mr. Riggle 301-724-5400.

Combo AE/DJ will earn \$10,000-15,000. Growing chain has Illinois, Tennessee stations. Send resume, tape to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon IL 62864.

Help Wanted Announcers

Taking applications for knowledgeable sportscaster; board announcer; salesperson. First, phone preferred. Established midwest market. Equal opportunity employer. Box B-115, BROADCASTING.

Pennsylvania Country Powerhouse seeking country music pro capable complete involvement programming and sales. Responsible performer will prosper selling top-rated station in market. We have the audience. If you have the hustle. An equal opportunity employer. Send resume, and salary requirements first letter. Box C-14, BROADCASTING.

Wanted, a versatile radio person, experienced in a good operation. Learn our operation and help us run it. Offering security, a chance to try your ideas and a professional approach. Midwest plains, 25,000 population. Box C-51, BROADCASTING.

Number one rated midwest rocker looking for a professional for nights. Must be good. Run tight board. Good production. Need third endorsed. An excellent place to work. Box C-110, BROADCASTING.

Wanted: One broadcaster for mid-day air shift. Also football and basketball play-by-play and color. Pay relative to ability. Box C-115, BROADCASTING.

Needed: Two jocks. Late night and all night. College town. Top 40. All nighter could be a beginner with license. Late nighter should already have it together. Write Box C-116, BROADCASTING.

Leading contemporary country station would like to contact interested 1st ticket holders for a possible morning shift. Good conditions, pay and security. Box C-119, BROADCASTING.

Mature announcer needed by leading NYC suburban station. MOR. 3rd class or better required. Equal Opportunity Employer. Send resume and salary requirements to Box C-123, BROADCASTING.

Mid South college town, small market top 40 needs good jock with production experience. Beginners need not apply. Box C-132, BROADCASTING.

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.

Warm, personable air-person for mid-day in university city. Must be able to communicate one-to-one. Showers need not apply. Football and basketball play-by-play ability will be a plus. Must be adept with live commercials and quality production where required. MOR format. Salary no problem, if you can deliver. Write Bill Price, program director, WAJR, P.O. Box 867, Morgantown, WV 26505.

Maryland regional has opening for experienced MOR announcer. Copy and production background helpful. Tape and resume to WASA/WHDG Havre de Grace, MD 21078.

Immediate opening. First phone morning person. Small-Medium market Contemporary. Experience Mandatory. WPRW 703-368-3108 before 2 P.M. No Collect Calls.

Top-rated adult music station would like to hear audition tapes from versatile staff announcers interested in filling future vacancies when they occur. Continuous music format. No automation. Additional skills with copy, production and news helpful. New facilities. Stability. Equal Opportunity Employer. Tape and resume to WSRX, Box 961, West Side Sta., Worcester, MA 01602.

Help Wanted Announcers Continued

WSTU, Stuart, Florida, is seeking an experienced MOR announcer. Professional operation on Florida's gold coast. Send complete resume and air check to Ron Beckey, General Manager, 1000 Alice Avenue, Stuart, FL 33494. Equal opportunity employer.

Immediate opening, announcer and announcer salesperson. Salary approximately \$12,000. MOR contemporary. Send tape resume, WKIK, Box 346, Leonardtown, MD 20650.

If you're not earning at least \$300 per week, perhaps your future is in selling radio advertising by WATS line telephones from our offices. Send resume to Box 1191, Champaign, IL 61820, or call collect, person-to-person for Mr. Drysdale, 217-359-3907, Broadcast Sales Associates, now in its 8th year serving America's broadcasters.

Combo AE/DJ will earn \$10,000-15,000. Growing chain has Illinois, Tennessee stations. Send resume, tape to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon IL 62864.

Help Wanted Technical

Missouri AM/FM Automation needs Chief. Top equipment, excellent facilities, strong maintenance, profit sharing and more. Move up. EOE. Box B-190, BROADCASTING.

College Students Attention! 50,000 watt major market, mid-west AM station needs summer replacement. Excellent opportunity for student with 1st phone and minimal experience. On-site living quarters available to right applicant. \$170 per week-13 weeks. Box C-43, BROADCASTING.

Excellent opportunity for chief engineer who knows AM, FM, SCA, to live in a beautiful resort area of Wisconsin. Some announcing. Box C-80, BROADCASTING.

Downstate Illinois. Maintain excellent facilities and do some production. Announcing ability helpful. Please send resume. Box C-82, BROADCASTING.

I'm looking for a qualified chief engineer who can do some board work and do it well. Work with a good staff and enjoy living in the midwest. Plenty of opportunity for advancement with this multistation group. Complete resume first reply. Applications from all minorities encouraged. EOE. Box C-108, BROADCASTING.

Immediate opening for qualified chief engineer for radio group in Arkansas. Call Harold Sudbury, collect, 501-762-2093, or send resume to KLCN, P.O. Box 989, Blytheville, AR 72315.

AM-FM Chief needed for automated Station. Contact Ed McKernan; KVOE; Emporia, KS 66801. 316-342-1400.

Syracuse University needs a qualified Chief Engineer for its 6kw FM stereo station. The person must have an AAS in electronics or an equivalent combination of education and experience. Also required is 3-5 years experience with FM stereo stations, preferably as Chief Engineer. A First Class Radio Telephone license is required. Syracuse University offers liberal benefits; the salary range is \$9922 to \$10,891 commensurate with experience. Send resumes to: R. M. Pitzeruse, Director Audio Visual Support Services, Syracuse University, 215 University Place, 490 Newhouse II, Syracuse, NY 13210. Syracuse University is an equal opportunity employer.

Chief Engineer. Live, enjoy year around 76 temp in South Texas, no snow tires, overcoats or heavy boots. Your partner is 5000 watt, directional, remote control AM. GM understands, but you must fix, not buy. Do, not promise. Prefer family person, no drifters. All equipment fairly new. Box 70, McAllen, TX 78501. We pay well, let's talk, write, I'll call.

Help Wanted News

News Director for two man Iowa dept. Minimum 3 years full-time news experience. Aggressively dig out local news. Conversant with sports, farming, Midwest. Salary open. News oriented management. Box C-29, BROADCASTING.

Young, aggressive newswoman will also be in charge of public affairs, editorials for #1 Tennessee station. Send resume to Box C-44, BROADCASTING.

News Director, Midwest medium market, must gather, write, air strong local news. \$145/week. An Equal Opportunity Employer. Send complete resume to Box C-72, BROADCASTING.

Help Wanted News Continued

Mature pro for Connecticut beautiful music. Some news. Much production. \$150 weekly. Equal opportunity employer. Resume to Box C-117, BROADCASTING.

Tired of the major market shuffle? Job security is alive and well in Fargo, North Dakota, a growing market unscathed by the recession. Prefer Midwest oriented Pro. No students. Experience necessary. Jay Joiner, ND, KFGO, 701-237-5245.

Help Wanted Programing, Production, Others

PD for well established Pennsylvania MOR full timer. Public service oriented strong administrator who can announce 10 to 15 hours. Salary, good fringes, including retirement. Box C-121, BROADCASTING.

Assistant or Associate Professor, to supervise an FM lab station, teach courses in broadcasting and/or film. PhD, professional and teaching experience. Need extensive experience in lieu of PhD. Equal opportunity employer. Contact Bruce Linton, 217 Flint Hall, University of Kansas, Lawrence, KS 66045.

Unique broadcasting operation has opening for part-time instructor. Some on the air production work, N.Y.C. area resident only. Experienced only. 212-279-6850.

Situations Wanted Management

Aggressive, hardworking account executive, 3 1/2 years experience, top 10 market seeks sales management position to develop potential. 29, married. Box B-209, BROADCASTING.

Experienced team in management, sales, engineering, programming. Permanent or temporary assignments. Proven record will solve your problems. Box B-223, BROADCASTING.

Aggressive experienced manager. Prefer medium or small market. Box C-81, BROADCASTING.

Make your problem station a profit station with general manager of exceptional abilities and experience. Box C-88, BROADCASTING.

GM presently employed with 8 years experience. Will relocate for a better future. Prefer small or medium market. Box C-89, BROADCASTING.

Sales oriented broadcaster desires management, sales or combination of both. Career to date, successful ownership small market station, account executive major corporation top 10 markets. Seek small to medium market. 31, 5 years college, presently owns small advertising agency. Box C-103, BROADCASTING.

Situations Wanted Sales

Salesman, Engineer, Pilot. Want to represent radio TV suppliers or brokerage in Mountain West. Base, commission, per diem, expenses. Degree, first phone, three years sales broadcast equipment, thirty years broadcasting. Send details. Resume available. Interview N. A. B. Box C-93, BROADCASTING.

Sales results guaranteed, provided I produce spots for clients. Prefer midwest. Fred Rosenthal. 312-584-7255.

Ambitious MBA candidate with finance/acctg emphasis desires sales position with dynamic firm. Experience. BS bdcst. mgt./film production. Don Blythe, 704 1/2 Arkansas, Lawrence, KS.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Florida-Tampa Area South, rusty, experienced rookie from Ohio. Left radio 2 years ago to start own business, now closing but have good credit. 2 1/2 years experience, mostly announcing and copywriting, 1st phone, no maintenance. No sales, hard rock, or C&W! Coming south for 3 weeks April 12. Would like to arrange interviews, auditions in advance. Hard working, 30, and single. Box B-221, BROADCASTING.

10 years announcing vet with Radio and TV experience, desires position in Midwest market. Good voice and 1st phone. Box C-15, BROADCASTING.

First phone, community involved, mature voice, top references, no floater, very hard worker. Box C-22, BROADCASTING.

Mature sounding personality with PD/MD experience for Top 40 or Uptempo MOR. Strong production. Prefer New England medium. Box C-23, BROADCASTING.

Situations Wanted Announcers Continued

Mature voice. MOR/Classical type. Top news delivery, Top Ten market personality with first and degree seeks FM rock or beautiful music. Will consider smaller markets in CA, CO, or Southwest. Box C-36, BROADCASTING.

First Phone Announcer, engineer. Warm, believable, Adult Personality. 18 years experience. 2 years Operations Manager FM Beautiful Music. Prefer MOR or good music. Excellent references. Box C-47, BROADCASTING.

Four years experience, including M.D., P.D., First phone. Knowledgeable in all formats. Good production. Seek permanent position, West preferred. Currently small market P.D. Stable, conscientious. Box C-78, BROADCASTING.

Professional adult contemporary announcer seeks home at middle or major market station that communicates. Strong on commercial production and can sell them live, too. Good track record. Box C-124, BROADCASTING.

First phone, medium market, 4 years experience will relocate, play-by-play. Box C-127, BROADCASTING.

First Phone, Experienced, MOR, References, Stable. Sober, Can write readable copy, All locations. Box C-136, BROADCASTING.

Please hire Harlow! Seven years experience, good voice, fertile imagination, loads of talent. Currently Program Director of leading Cable TV station. Great references. Desire Uptempo MOR/Top 40 format. Ready to roll on short notice. Box C-138, BROADCASTING.

Young, Unattached DJ, Third Phone, pursues first full time job, will relocate. Dan Roberts, 17311 E. 40 Highway B-75, Independence, MO 64055. 816-836-2006.

Personality Rock, C&W Jock. Experienced, third. Haopy, 9-W, West Haverstraw, NY. 914-947-3652.

Disc Jockey. Experience, Dependable, Versatile, Creative. M.C. Exp. Wesley Morgan, 377 Ocean Parkway, Brooklyn, NY 11218, Apt. C9. 212-282-8530 (mornings) Black Dj.

DJ, 3rd Phone, tight board, good news, production, ready now anywhere, recent specs Hollen grad, contact Nelson Brown, 9660 Becker, Allen Park, MI 48101. 313-386-8899.

Soul, contemporary, or jazz jock. Ambitious, hardworking. Presently working on college FM radio station. Contact: Henry Brabham 301-532-9292.

First phone announcer seeking position in West. 18 months experience, production news, great board work. McKee/days call 314-531-3454/\$600.00.

DJ, 3rd phone, news, progressive rock experience. Good news, commercials. Steve Scheiber, 266 N. Main Street, Spring Valley, NY 10977.

Popular, creative S.F. Morning Personality seeks change. Don't call for time-temp. man. 415-461-1734.

Well received radio personality-married, Top 40 experience, Chicago, radio grad. MOR-Rock, any town-city. 616-947-7201. Cliff, 961 Fitzhugh Dr., #10, Traverse City, MI 49684.

Markets 30K to 150K! Experienced announcer/PD with heavy news experience seeks re-entry to radio. Can administer news/Pd operation or develop to suit needs. Ten years Contemp and Top 40. Sharp news/prod. 3rd. Good etc's. 702-786-6992.

First phone. Four years experience, three with current employer. Creative personality/production. Involved in programing, sales, news. Management capabilities. Family man. West preferred. Bruce, 602-445-6980, 602-445-9624.

Third endorsed. B.S., good news and commercials; some radio advertising; production. Will relocate anywhere. Tim Lyons, 4124 Root Rd., North Olmsted, OH 44070. 216-777-0112.

Situations Wanted Technical

I'm closing my electronics business and want back in broadcasting. Six years as chief at major market AM-FM. 32, dynamic, top 40 oriented, strong on audio, directionals, stereo, construction. Prefer Florida east coast or deep south. Box C-126, BROADCASTING.

Engineer, Midwest, first phone, six years. Navy electronics tech., three years EE major, age 29. WAQDXV, James Lysen, RFD 3, Glenwood, MN. 612-283-5176.

Major market experienced engineer/announcer. Single. Consider west coast only. Harry, 415-922-6648.

Available May 1, 23, married, first phone, Associate Degree in Electronics, some experience. Prefer New England area, but will consider all offers. Mike Hemson, 37 Avalon St., Revere, MA 02151. 617-289-1464.

Situations Wanted News

Radio News. Full-time person for full-time profession. B.A. broadcast journalism, 3rd endorsed. Tape, resume, references. Box B-208, BROADCASTING.

Experienced female reporter for top 30 market. Aggressive, authoritative. Major market background. Box B-224, BROADCASTING.

Ten year broadcast veteran desires permanent position in radio news in medium or major market. Stable family man. I gather, write and report—good delivery. Midwest preferred—but all replies considered. Box C-79, BROADCASTING.

Experienced female journalist seeks challenge. Prefer New York metro. areas. Top credentials. Box C-91, BROADCASTING.

Experienced broadcast reporter wants position in medium market news operation. Former ND, young, capable, and dedicated. Box C-128, BROADCASTING.

Newsman. Skilled, experienced. BA, 3rd endorsed. Ralph Gonzalez, 3327 Thornton Ave., Anaheim, CA 92804. 714-828-8151.

Young college graduate (radio-TV, speech, journalism) with experience as news director. 913-391-2318.

Young, male 3rd endorsed. B.A. TV-Radio. Strong economics, history, political science, sociology. Seeking news-sports, Midwest-East, small-medium. Eric Elstro, 20035 Mansfield, Detroit, MI 48235.

Sports and News Director for #1 station in small market ready for move. Play-by-play sports comment, live remotes. Steve, 10694 Ludue Road, Creve Coeur, MO 63141. 314-432-2742.

Situations Wanted Programing, Production, Others

Mass communications instructor must relocate for personal reasons in New York City area, fall 1975. Currently instructor in communications in Los Angeles. Expertise in all radio-TV journalism, speech courses. Also 5 years professional radio-TV production-news experience. Box C-96, BROADCASTING.

Public or cable producer/director or assistant. Community affairs/music. Three years experience, B.A., good academic and job credentials. Desire to further video also. Box C-122, BROADCASTING.

Program Director available for top 40 station. First phone. Five years experience including sales, music director, and top fifty market. Henry Kastell, 1204 Hawk Avenue, Virginia Beach, VA 23456. 804-427-6475.

TELEVISION

Help Wanted Management

General Manager for ITV/PTV station Norfolk, Virginia, serving 1,200,000 population. Experienced in management, fiscal planning, instructional service. Send resume and salary requirements to: Les Fry, 2008 Charleston Avenue, Portsmouth, VA 23407.

Help Wanted Announcers

Weather and Sports Announcer needed for top 50 network affiliate. Staff announcer position includes a variety of assignments, but weather and sports abilities are a necessity. Minimum of three years' television experience required. Equal Opportunity Employer M/F. Send resume and salary requirements to Box C-25, BROADCASTING.

Help Wanted Technical

TV Transmitter supervisor for mountain top satellite operation in small western market. Available April 1st, or sooner. Box C-17, BROADCASTING.

KQED-TV has opening for a maintenance engineer. Preferred qualifications: experience in design and maintenance of complex solid state audio, video, and control equipment. Minorities and women are encouraged to apply. Send resumes to: KQED, 1011 Bryant St., San Francisco, CA 94103.

Two first phone positions available immediately: 1. Maintenance experience, we have TR-22, TK-42 TTU-30A, some switching; 2. Full time switcher, will consider training right person. Larry Taylor, WENY-TV Elmira, NY. 607-739-3636.

Chief Engineer. Tired of the rat race or ready to move up from transmitter supervisor? Northeastern group owned VHF needs strong transmitter and microwave knowledge. Excellent opportunity for outdoors-person in beautiful location. Salary commensurate with ability. Call Mike Walker, 312-693-6171, or write Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted News

Anchorperson-producer for Northern Great Plains seven member news operation, dominant in market. \$12,000 minimum. Resume, photo to Box B-202, BROADCASTING.

Major northeast news department needs crack news film person. Must have solid background in all phases of TV photography and know how to develop news as well as pictures. An equal opportunity employer. Box C-97, BROADCASTING.

Too tired of humdrum reporting? Want to flex your investigative and innovative muscles? Try this top-rated, large market. No beginners please. An equal opportunity employer. Send complete resume. Box C-99, BROADCASTING.

News reporter. Top 100 market network affiliate in upper Midwest seeks above average person for this position. Must send VT or cassette with first reply to: Gen. Mgr., KXON-TV, P.O.B. 1049, Mitchell, SD 57301.

News photographer/editor. Minimum two years experience. Send resume, salary requirements to T. Connelly, News Director, WAST-TV, Box 4035, Albany, NY 12204.

Assistant Professor to teach Broadcast News. Professional experience required. Ph.D. or near preferred. Write to: Dr. Edwin Glick, Director, Division of Radio/TV/Film, North Texas State University, Denton, TX 76203. Equal Opportunity/Affirmative Action Employer.

Assistant or associate professor to teach broadcasting courses and give leadership to broadcast journalism sequence. Fall 1975. M.A. required, Ph.D. or near preferred. Several years professional broadcast and teaching experience. Equal opportunity employer. Contact Dr. V. A. Keel, Dept. of Journalism, South Dakota State University, Brookings, SD 57006.

Do you have experience covering state or national legislatures? Do you have at least one to three years experience in TV news? Can you ask tough questions? We have an opening for someone who is a reporter first and foremost, who is willing to work for low pay with a non-profit news agency in Washington covering Congress for some of the top stations in the country. Send resume and ideas about coverage, if you have any to: Capitol Hill News, Suite 968, National Press Building, Washington, DC 20045; Attention: Broadcast Division.

Help Wanted, Programing, Production, Others

Graphic artist/writer position open in promotion department of dominant VHF station. Candidate must be an aggressive promoter, ready to tackle any assignment. Include resume and salary requirements. An equal opportunity employer. Box C-37, BROADCASTING.

Educative Services Director. Public station WMFE-TV seeks experienced educator with heavy background in instructional/educational TV development and other community educational resources. MA or Ph.D. required. Available March 15. Starting salary 13-18K. Call Stephen Steck, 305-855-3691 for interview. Equal Opportunity Employer.

Situations Wanted Management

Station manager or sales manager. While most of these ads look alike, the real test is in the experience and qualifications. Check mine! Box C-40, BROADCASTING.

Production, research background. Degree, three years experience. Seek entry-level management position. Location open. Box C-125, BROADCASTING.

Situations Wanted Technical

Employed, Stable, Learner. 9 years. BR, 5 TV, 1st, BSB. Background: commercial, educational, U, V, cable, construction. Heavy ops, light maintenance. Challenge me. Box C-12, BROADCASTING.

Studio technician. Operator, first phone, desires growth potential, security. Seven years experience, married, character references. Area not important. Box C-84, BROADCASTING.

Assistant chief engineer in top 35 market wishes to move up. 10 years hard experience. Maintenance of latest color equipment. VTR specialty. All offers considered. Box C-86, BROADCASTING.

Chief engineer, presently pushing papers, desires position to tax technical training. 15 years experience in TV, CCTV, CATV. FCC 1st, BSEE. Box C-106, BROADCASTING.

Situations Wanted News

Sports Director. Top 50 market, who would like a chance. Box C-28, BROADCASTING.

Situations Wanted News Continued

Female meteorologist now employed in TV seeks to improve position. AMS seal. Box C-71, BROADCASTING.

Reporter in 7th market, black, seeking news or programing position. Box C-83, BROADCASTING.

Versatile husband/wife team with heavy network prod. exp. He has radio broadcast background, now seeking on-air TV position—news/public affairs. Box C-85, BROADCASTING.

Aggressive, hard-working investigative/feature reporter. Professional, 25, master's. Nearly three years television-newspaper reporting. Mostly NY-NJ. Excellent writing, production skills. Seek major/medium market television/radio. Samples available. Box C-87, BROADCASTING.

News woman and documentary producer. Ready for major market. Box C-101, BROADCASTING.

Victim of recession. 5 years radio and TV experience. Hard worker, good references. No job. Help! Box C-129, BROADCASTING.

Meteorologist—Personality plus with credibility and easily understood delivery. 6 years major market experience. VTR and ideas for a successful weathercast available. Box C-130, BROADCASTING.

Young, bright, experienced. 25. AA, BJ, MA. Major market reporter, writer, photographer, producer, director, management. Ultimate in eng. experience. Looking for assistant news directorship. Box C-134, BROADCASTING.

Investigative reporter-researcher, top 15, wants investigative correspondent status. 25, MA, experienced all phases TV news including mini-cam. Given management backing will make waves. Box C-135, BROADCASTING.

Young (22) ex-newspaper reporter seeks position with TV news staff as reporter or news writer. Plenty of enthusiasm but alas, no experience. Write Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown, NY 13326.

Young attorney with good voice, on-camera experience seeks radio/TV reporting position. Substantial data processing experience. Currently working for state legislature. For interview at NAB, write: John Mooring, 2251 95th NE, Bellevue, WA 98004, 206-455-5772.

Anchorman, news director and UPI sports experience. Seeking news or sports anchor in top 100 market. 606-299-7719 after 6 p.m.

Summer substitute available. Professional meteorologist, ten years TV experience. Call 814-865-1606 4-5 p.m. EDST.

Twenty-eight year old female with doctorate, television, writing, college teaching experience. Former beauty pageant winner. Seeking announcing, writing, technical or producing job. Hard worker. 201-542-6394 evenings.

Situations Wanted Programing, Production, Others

Youth; Background (commercial, educational, U, V, cable); Talent (prod/dir, news prod/dir, photographer, 16mm and 35mm, lighting, operations, writing); Training (BSBR, 1st); desire for achievement, great package deal available to those who act now. Box C-13, BROADCASTING.

Top 25 market commercial director desires production manager's slot. Heavy remote and news background. Sharp on code, law, billing. Box C-92, BROADCASTING.

Broadcast promotion—Seek position in promotion dept. as asst. in large station or similar responsibilities in smaller station. Have ad agency (media) and TV (sales) experience. Desire creative opportunity in promotion. Wash, DC area. Box C-111, BROADCASTING.

Assistant promotion director, Midwest market, seeks similar position, larger market. Creative, experienced, MA in TV/radio. Single, will relocate. Tapes available. Box C-120, BROADCASTING.

Production manager—Proven record, experienced all phases: station operations, studio/film production, producer, director. Strong personnel management capabilities. Top references. Box C-133, BROADCASTING.

I made a mistake: I left broadcasting. I want to get back in. Eleven years experience, heavy production, sports, commercials and news. I can direct and produce your news, produce/write and direct commercials, produce and direct your variety/talk show, direct your sports remotes or be your production supervisor. Educational, network and group experience. 33 years old, married, degree. Dynamic references. Call 201-539-4521.

Situations Wanted Programing, Production, Others Continued

Bright, creative producer/director available now. 5 yrs. experience live programing: news, talk, performance. Extensive experience in film and tape: documentaries, commercials. S. F. Emmy winner. Jon Sharp, 70 Hancock St., San Francisco, CA 94114. 415-431-2986.

Producer/director, young experienced, degreed. Presently free-lancing, seeking permanent home. Gordon, 513-892-1808.

CABLE

Help Wanted Technical

Small system manager to assume technical and sales responsibility for modern 30 mile system on central west coast of Florida. Excellent opportunity for young person with experience to advance. Good salary and benefits. Send resume Gulf Coast Teleception, Box 2202, Port Charlotte, FL 33952. 813-625-2356 Mr. O'Dell.

WANTED TO BUY EQUIPMENT

3 channel console, at least ten inputs. Box B-173, BROADCASTING.

Ampex VR1200 wanted. Reply to D. Zullif, KWHY-TV 5545 Sunset Blvd., L.A. CA 90028 213-466-5441.

General Electric Type FA-14A equalizer panels. WN1B, 12 E. Delaware Street, Chicago, IL 60611.

Guyed tower. 200 feet above insulator. Excellent condition mandatory. Call George Brown, 205-758-3311, 205-556-1393.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Irubide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

For sale: Gates automation system—Scully reel-to-reel machines (2), one carousel unit, Gates criterion single cart unit, programmer, silent sensor, tone generator. 5 years old, mint condition. Box C-114, BROADCASTING.

Gates FM-100 transmitter available now, very clean & dependable, @96.5 MHz w/TE-1 Exciter, Stereo Generator, SCA, 2 spare finals, one new, \$14,000; RDC-10AC Remote Control, \$695; FM Top Level M6467, \$200; FMA-4B Cycloid Antenna, \$500; 60' 3/8" Helix w/Gas Barrier & Flange, \$250; In Line Harmonic Filter, \$100; K10U, Corpus Christi, TX. 512-882-4394.

TV transmitters, VHF Ch. 4, both including VSBF filter and diplexer; (1) RCA 25 kw TT25AL with air cooled TT-5A driver, excellent characteristics; (2) RCA TT-2AL, 2 kw. Test loads and spare parts available. Call WCCO-TV Transmitter Supervisor, 612-484-5539, or write WCCO-TV, Engineering, 50 South 9th Street, Minneapolis, MN 55402.

280 Feet new Andrews 1 and 3/8th coax plus fittings. \$1,800 complete. Would cost \$2,000 from factory. Call Jerry Graham, WGRG, 413-499-1531, Pittsfield, MA.

For Sale: RCA-BTA-5F. Transmitter 5000-1000 Watts Good Condition. May See In Operation Columbus Ohio Wilkinson Rectifiers, Spare Parts, Tubes, Spare Modulation Transformer, Instruction Books, Contact Harry Jackson WRFD 614-885-5342.

Marl. 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.

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.

Klystron. Varian 953, 55 kw, 5 cavity. For channels 14-29. Brand new. Tested and certified by Varian. \$6,000. Merlin Engineering Works, 415-329-0198.

1 kw and 5 kw Collins AM, 1 kw Gates FM. Excellent. 25 k Hol-Gar generator, used 8.6 hrs. Call manager, 601-544-8805.

For Sale Equipment Continued

For sale—AVR-1 teleproduction recorder equipped with all available accessories. Purchased Nov. 1973. Approximately 300 hours operation time. Priced to sell immediately. Contact Dan P. Holl, 208 Lenox Towers, 3390 Peachtree Road, NE, Atlanta, GA 30326. Phone: 404-266-9918.

Complete portable B/W video system including video-cassette recorder, camera, audio, intercom, lighting, console with monitors and over 300 feet of camera cable. VCL, Box 304, Irvington, NJ 07111.

RCA TR4 High Band Volor VTR. Completely refurbished \$22,000. Less Head Panel. Merlin Engineering Works, 415-329-0198.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Tremendous savings on 3M-400 tape, evaluated, free of damage or excessive dropouts, guaranteed. Write for free sample and details. Box C-118, BROADCASTING.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barrier 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.

News authority! All new electronic production library for news/talk radio. For free demo tape, call or write: Dick Starr, Century 21 Productions, 7263 Envoy Court, Dallas, TX 75247, 214-638-3222.

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.j.—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, in just five 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. Glenn Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO

Help Wanted Management

Program Manager for KWIZ Radio, Santa Ana, California. Send Resume and tape to Bill Weaver, c/o KLOK Radio, One Radio Park Drive, San Jose, California 95121 (408) 274-1170.

SALES MANAGER

Contemporary country AM/FM seeks sales manager who is strong in sales promotion. Stations enjoy strong rating position in a growing market. Contact:

Don C. Wirth
WMAD AM/FM
815 Forward Drive
Madison, Wisconsin 53711
(608) 271-6611
Equal Opportunity Employer

Help Wanted Sales

Contemporary Station in Top 100 market, Eastern Seaboard region, has immediate opening for General Sales Manager. Outstanding ARR/Pulse ratings. Good compensation plus fringe benefits. Send complete resume with salary requirements to:

Box C-20, BROADCASTING.
An Equal Opportunity Employer.

SALES MANAGER

Top Major Market Spanish language station. Outstanding opportunity for aggressive, take-charge person with personal sales ability coupled with training know-how. We're already successful, we'd like to see what you can do to make our success even sweeter. Send full details in first correspondence. All replies kept in strictest confidence.
Box C-94, BROADCASTING

Help Wanted Technical

Broadcast Analysts

The candidates we are seeking should have 3-5 years experience in marketing of broadcast audio/AM-FM transmitter equipment plus several years in broadcast engineering.

Educational background should include a college degree or related technical training.

Position responsibilities include liaison with engineering, marketing and customers; and analysis of products and competitive broadcast product lines.

To arrange a confidential interview, send your resume, including salary information, to: Mr. M. J. Higgins, RCA, Bldg. 3-2, Camden, NJ 08102. We are an equal opportunity employer F/M.



You belong in

Broadcasting
The newswEEKly of broadcasting and allied arts

Situations Wanted Management

MANAGER AVAILABLE NOW

Dynamic, success oriented broadcast manager over 20 years experience all phases in all size markets. Highly recommended by past employer. Available now due to sale of station. 43 years old, married, solid family man. Honest. Will relocate.

Contact Box C-112, BROADCASTING

Los Angeles Broadcaster — Looking for position in broadcast or group management, advertising or marketing. Experience in all phases of broadcasting. Opportunity for advancement and fulfillment foremost. B.A.-USC, MBA-USC (in progress evenings—50% completed). Hard worker, young, excellent references, good character (Masonic affiliation) \$12,000 minimum starting salary. Box C-131, BROADCASTING.

Situations Wanted Announcers

With 11 Years of stable on-air professional experience now in to medium market, I seek security and growth with a solid M.O.R. operation as personality or P.D. or both. I offer top references, strong music background and direct communication with an active audience that expects more than just basics.

Box C-102, BROADCASTING

DESIRES POSITION AS TOP 40 JOCK, either AM or FM rock personality, at a small market station, any hours, state of California only. Moving to L.A. approx. April, 1975. Caucasian, 24, school trained, 3rd phone endorsed. Tight board and very strong delivery. Some experience, but need additional experience and exposure. Hard worker, stable, great potential. Enjoy production, MC, and disco plgs. Also interested in hearing from management of newly or yet-to-be constructed/licensed stations in the process of hiring TOP 40 jocks, jocks due to leave TOP 40 stations, and from discotheques needing jocks. Non-returnable recent studio demo and letter airmailed on the same day that replies are received. Your price. Need a break. "YES" to first offer. All replies strictly confidential. Write Mike Zipeto, P.O. Box 144, Annex Sta. P.O., Providence, R.I. 02901.

GEORGE BENSON

Heavy production and on air talent 9 years — WIBG, WFIL, WABY and more! Call (609—547-4377) ready now!

Situations Wanted News

NEWS PERSONALITY—Now in top 10 market, broad experience, unique delivery that communicates. Expert in national, international affairs. BA, MA. Widely travelled in Europe, Middle East. Conversational in French. Former ND, PD. Excellent track record, stations taken to #1, best references. Searching for creative, progressive radio and/or TV operation or correspondent position. Box C-137, BROADCASTING.

You've Heard the Rest—Now Hire the Best! Seasoned-pro play-by-play man with over 7-years experience in Radio-TV—Baseball, football, basketball, if it moves—I call it! Sports direction, my business, make me—YOURS. Ready for the big leagues ?? contact Ken Main, P.O. Box 354, Naugatuck, CT 06720 —or phone 203—723-1736.

For Fast Action Use
BROADCASTING'S
Classified Advertising

**Situations Wanted Programing
Production and Others**

Major Market Personality

Available as P.D. and/or air shift. One to one communicator, contemporary formats. Background in Programming-Operations-Eng. Good ratings. Require good dollars. Last position with network O&O in top 3 mkt. Majors only Reply to:

Box C-90, BROADCASTING

**Experienced Programmer
with
Capital to Invest**

Proven Track Record

Box C-109, BROADCASTING

Television

Help Wanted Sales

ACCOUNT EXECUTIVES — Our television, radio and cable television clients have a continuing need for account executives in small, medium and large markets. Sales experience not necessary, but helpful. We want candidates who have graduated from college within the last three years. Send complete resume to Mike Walker, Ron Curtis & Company, 5725 E. River Road, O'Hare Plaza, Chicago, IL 60631, or call (312) 693-6171.

Help Wanted Technical

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

Situations Wanted News

REPORTER/ANCHORMAN

Dynamic, aggressive Reporter/Anchorman with top 5 market experience. A winner for a winning news team.

Box C-95, BROADCASTING

Filmmaker/announcer 22 year old hard worker with training and some experience in news-film and documentary research, interviewing, camerawork, producing, editing, radio news-casting, announcing, sports play by play, commercial and newswriting. Own complete 16mm sound on film camera and equipment and willing to use it for you. Open to any reasonable beginning salary. Documentary and radio air check available for review. Phone (214) 223-8574. John Pronk, 1417 North Shore Drive, Clear Lake, IA 50428.

NEWS/ANNOUNCING

Opportunity to enter TV work sought by announcer at top-rated, major FMer. Delivery and appearance are clear and authoritative. In-Person audition (at my expense) preferred.

BOB BRADLEY
600 N. McClurg Court
Chicago, IL 60611
312-787-4894

**BROADCASTING's Classified
works for YOU!**

**Situations Wanted News
Continued**

**Award Winning Chicago ABC owned
TV Investigative reporter . . . available
immediately.**

Larry Buchman
833 15th Street
Wilmette, IL 60091
312-251-8497

SPORTSCASTER

Ex-baseball player wants to do PBP this season. Extras: B.A., R-TV Production; Jour./Speech, minor. 5 years sold R-TV experience to blend with unmatched, in depth baseball knowledge and experience. Young, with experience on the field, mike and camera. A real rarity. Let's talk! Gregg Stewart, 2474 N. Harbor Dr., Apt. O-2, Bay City, Michigan 48706. 517-686-4785.

Employment Service

**JOBS! JOBS! JOBS! IF YOU HAVE THE
TALENT—WE HAVE THE JOBS!!!** Subscribe to:



Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide
Employment Listings for Radio, TV, DJ's,
PO's, Announcers, News,
Sales and Engineers

- \$12.00 3 months (12 issues)
 - \$30.00 12 months (50 issues)
- (Check Appropriate Box)

NAME

ADDRESS

Remit Cash With Order, Please!

Placement Service

**Kansas Midwestern
School of Broadcasting**



PHONE: 1-316-267-2891

Available now for stations in the mid-west, men and women with thorough professional training in radio programming, news, sports play-by-play, commercial productions, and sales.

For auditions, and resumes, write to:

**ANNOUNCERS
BOX 13131
WICHITA, KS 67213**

For Sale Equipment

3 camera TV mobile unit w/2 Ampex VTR's #VR1200 B & #VR1200 M. Richmond Hill switcher w/EFX & slide chain. 2 Conrac 25" color monitors & 4 B&W monitors. 3 Norelco LDH-1's w/400' of cable. Much more. Call for details. \$275,000. Ask for Mr. Griffiths. 213-550-0533.

Business Opportunity

**LONDON
BUSES**



**ORIGINAL
HAND MADE
DIESEL
DOUBLE
DECKERS.**

**MADE IN
ENGLAND.**

FEATURES: 13 M.P.G. Based on current diesel price, 56-60 (seated) passengers, London Transport livery, 108 sq. ft. exterior ad space, lighting and safety specs to U.S. regulations, full maintenance information, extensive inventory of parts available in N. America.

USES: Advertising, promotions, mobile billboard, unique limousine or shuttle service, Mobile exhibition/standstore.
OWNERS: include Busch Gardens Old Town Williamsburg, ITT, Winmar Inc., Toronto Transit, Anthony's Pier 4 and Sheraton Heathrow.
INVESTMENT: Preserved specimens will substantially appreciate in five years with excellent interim earnings.

SOLE LONDON TRANSPORT AGENTS - BRITISH PROMOTIONS - SUITE 1210 UNITED VIRGINIA BANK BUILDING - NORFOLK, VIRGINIA 23510 - (804) 622-1456

Miscellaneous

Capital Idea . . .

Young, aggressive team seeking financial backing to further develop television production service company.

Clients waiting—Need development capital.

Remote Media Associates Inc.
P.O. Box 92176
Houston, TX 77206

RADIO MANAGERS

We produce a weekly minority affairs program to help you meet the FCC's fairness clause.

Subscribe now to Morbak Productions
P.O. Box 6665, Wash., D.C. 20009

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2 1/2 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Major market grandfathered FM with over 100,000 watts. Good billing record but under managed and under sold. Superior coverage matches TV ADI. Excellent opportunity to show dramatic gains in cash flow. \$2,000,000 cash.

Box B-232, BROADCASTING

Full-time AM . . . Class III station, Florida East Coast, America's fastest growing area. Real estate included. 1974 sales approximately \$268,000. 1975 projected to be \$300,000. Cash offers only.

Box C-24, BROADCASTING

BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

**For Sale Stations
Continued**

Full time AM/Class "C" FM, low operating costs; excellent potential; in western state; high tourist area. Cash price \$550,000, some terms. Write:
Box C-57, BROADCASTING

"NEW ENGLAND"

Excellent owner-operator situation. Single station market along New England coast. Daytime station with pre-sunrise service authorization. In New England's fastest growing tourist and industrial area. Price—\$300,000. One-third down—with terms. Also attractive waterfront real estate and studio-office building. Stable staff and format. Low operating costs. Reply:
Box C-66, BROADCASTING

Rocky Mountain fulltime AM w/FM. Profitable w/valuable real estate. \$710,000 on terms.
Box C-100, BROADCASTING

500w day-timer in Southwest located in prosperous single market. All new equipment with automation and real estate. Price \$140,000. Terms with 29% down.
Box C-107, BROADCASTING

Absentee owner will sell up to 45% of successful Michigan AM/FM combination. Buyer must manage station and have proven selling ability. Exclusive market. All new equipment. Great opportunity.
Box C-114, BROADCASTING

For Sale. Texas AM. Market 45,000 Gross Billing near \$100,000. Priced at twice gross. Terms.
Contact: Kelly Associates, 4525 Shady Lane, Wichita Falls, Texas 76301 or telephone: A/C 817-692-7722.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

SE	Metro	FM	110M	Cash
MW	Metro	Fulltime	375M	125M
NE	Metro	TV	600M	Cash
SW	Major	AM/FM	1.2M	29%

CHAPMAN ASSOCIATES
nationwide service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

**For Sale Stations
Continued**

MAJOR FM

Top 10 market Class B asking \$2.25-MM. Excellent facility.

NORTHEAST AM

Metro market fulltimer. Top AM facility with an A-1 unit operation. Attractive terms available. Make offer based on asking price on \$600M.



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

If you need help, the right job . . . or
for any needs related to Broadcasting:

**For Sale Stations
Continued**

Ralph E. Meador
Media Broker
P.O. Box 36
816-259-2544
Lexington, MO 64067

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A.
SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified display ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified listings ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

20th Century-Fox wishes on a star, Haley's comet

He is spoken of as multitalented, dedicated, part of the new breed, very professional and, perhaps, a renaissance man. He is John Joseph Haley Jr., president of 20th Century-Fox Television and a second-generation member of the entertainment industry.

His credentials include an Emmy, two Peabodys and three Silver Lions, awarded by the Venice TV Festival.

The bearded, 41-year-old Jack Haley was named to his post last fall. He took over officially Jan. 1, following the termination date of Bill Self, who had asked that his contract not be renewed. Between that first announcement and his taking office, Mr. Haley was married to Liza Minelli.

"He was born a film buff," said his father, the renowned Jack Haley of Broadway ("Good News," "Follow Through," "Take a Chance") and of Hollywood ("Poor Little Rich Girl" [with Shirley Temple] and "Wizard of Oz" [with Judy Garland, the mother of Liza Minelli]).

Mel Stuart, a Wolper producer-executive colleague of Mr. Haley's, declared: "Jack is a gentleman in every sense of the word. He has a rare quality in this business; he's never envious or jealous of someone else's success—a refreshing attribute here where so many people feel they can't be a success unless someone else is a failure. Jack never felt the need to aggrandize himself."

Art Wild, a Paramount publicist who worked with Mr. Haley in the making of "Norwood" in 1968, emphasized the casualness and lack of temperament of the director of that Hal Wallis-produced, Paramount-released musical that was filmed on location in the desert north of Los Angeles: "The rest of us would go to a rather expensive restaurant to eat dinner on an expense account. Jack and a couple of others would go over to the local hamburger place and have a great time talking and eating and laughing. He is that kind of guy, no pretensions."

Dennis Stanfill, chairman-president of Fox, who is Mr. Haley's boss, noted the other day that Fox went after Mr. Haley for the job; Mr. Haley did not seek it. "After considerable and thorough searching," Mr. Stanfill says, "Jack Haley Jr. emerged as the man most qualified. He was experienced in television, with a keen sense of showmanship. He was innovative and very much attuned to today's entertainment audiences. He is popular with creative people and respected throughout the industry."

That's the man. How about his accomplishments? The Emmy was won in



John Joseph (Jack) Haley Jr.—president, 20th Century-Fox Television Division. b. Oct. 25, 1933 in Los Angeles. Attended Children's Professional School and Mount St. Michael Academy, both New York; B.S. (English), Loyola University, Los Angeles (after one year at Fordham University, New York), 1956; graduate studies in cinema arts at the University of California and University of Southern California, both Los Angeles. Captain, U.S. Air Force (photographic officer), 1957-59. Producer, supervising producer. VP in charge of all live entertainment, senior VP, Wolper Productions, 1959-70; director, Paramount Pictures, Columbia Pictures, 1970-73; director of creative affairs. Metro-Goldwyn-Mayer, 1973-74; president, Fox Television, Jan. 1, 1975—. m. Liza Minelli Sept. 15, 1974.

1967 for best direction in music or variety show; the show was *Movin' with Nancy*, a Nancy Sinatra special that had three Emmy nominations and that included in its cast Dean Martin, Sammy Davis Jr., and Frank Sinatra himself. The Peabody came in 1962 for the 39-episode *Biography* series, and again in 1967 for *Hidden World*, a *National Geographic* special on insects. The Silver Lions, from the Venice TV-film festival, were for two segments of Mr. Haley's *Hollywood and the Stars* series (one in 1964 on Kim Novak; the other in 1965 on James Cagney, George Raft, and Edward G. Robinson as film gangsters) and again in 1967 for *Hidden World*.

Mr. Haley's first theatrical feature movie was "Norwood", released in 1970 by Paramount, starring Glen Campbell, Kim Darby and Joe Namath. And the following year, he directed "The Love Machine" for Columbia Pictures; this one starring John Phillips Law, Dyan Cannon and Robert Ryan.

And then came "That's Entertainment." This MGM feature, really a documentary, is made up of highlights of over 100 MGM musical features produced between 1929 and 1958, and has resulted in over \$12 million in rentals since it was released in May last year. In that one, Mr. Haley is the triple-threat man; he is producer, writer and director, having worked for over two years selecting the clips to be shown and persuading still active film notables (Gene Kelly, Fred Astaire among others) to narrate the bridges that tie the musical scenes to together.

Mr. Haley knows well that he is in a "deliver-or-be-damned" seat at Fox. The Fox 1974 annual financial profit and loss statement showed that revenues from TV program production are down by over \$400,000 from the year before (\$26,954,000 compared to \$27,392,000). Fox has two shows on the air at the present time: the long running *M.A.S.H.*, now in its fourth year on CBS, and *Karen* on ABC which opened Jan. 30. Fox has three pilots in the sweepstakes for the 1975-76 season: *Cheerleaders*, a half-hour comedy for NBC; *Swiss Family Robinson* (in association with Irwin Allen), a 60-minute adventure series for ABC, and *Adventures of the Queen*, a 60-minute drama for CBS, with Irwin Allen as executive producer.

What does Mr. Haley see for the coming new season? Well, at the moment everything is at sixes and sevens, he said, repeating what almost everyone in TV is saying now. At issue is the question of family viewing for the first hour of prime time. "I suppose," Mr. Haley said, "that it's logical in terms of responsibility to viewers to protect children. But what then is an adult theme? Is *All in the Family* only for adults? I'm sure Norman Lear would hasten to say no."

"The government says the responsibility belongs to the networks, but I can't help but think that a great deal of that responsibility should belong to the adult members of the family. They can look at a program and judge the content and, if it's too violent, don't let their kids watch it." Almost as an afterthought, he added: "The networks say they want family shows, but they continue to buy police shows."

Mr. Haley, therefore, continues to sit in the middle of two worlds, the world of TV and the world of feature movies. "They're not too dissimilar," he said the other day. The play's the thing. He tries to stay in both, and sometimes he finds himself in the middle—as in 1970 and again in 1974 when he produced the annual Motion Picture Academy Oscar show for TV. That apparently is where it is today in Hollywood, according to Mr. Haley: movies and TV.

Editorials

White papers

The U.S. Supreme Court's decision last week in the Georgia privacy case may be of far greater long-range significance to broadcasters than its establishment of a new balance between personal and journalistic rights. It unquestionably provides additional support to the broadcasters' claims to the freedom of the press that is guaranteed by the First Amendment.

As explained in detail elsewhere in this issue, the court declared unconstitutional a Georgia law prohibiting the identification of victims in news accounts of rapes. For broadcasters, the special importance is that the case involved a television news account on WSB-TV Atlanta and that the court throughout its majority opinion treated television as a component of the constitutionally protected practice of journalism. Indeed it repeatedly used the terms "press" to encompass the broadcasting media and "publication" to encompass the broadcasting act.

"Under these circumstances," said the majority opinion in its conclusion, "the protection of freedom of the press provided by the First and 14th Amendments bars the state of Georgia from making appellants' broadcast the basis of liability." The appellants were, of course, WSB-TV and its owner, Cox Broadcasting.

There is additional interest to be read into the authorship of this opinion. The same Justice Byron White who now views broadcasting as synonymous with press wrote the majority opinion which held otherwise in the Red Lion case. In Red Lion Mr. Justice White, writing for a considerably different majority, held in effect that broadcasting, being licensed and limited in frequencies, was entitled to a lower order of protection than older and unlicensed forms of the press. On that reasoning, the court upheld the constitutionality of the FCC's fairness doctrine.

In WSB-TV Atlanta, broadcasters have regained at least some of the ground lost in Red Lion. They have Mr. Justice White to thank in both cases.

Good start

The FCC's denial of a petition to deny the license renewal of the Newhouse-owned WSYR-TV Syracuse, N.Y. (BROADCASTING, March 3), comes as an affirmation that the agency intends to stick by its new media-crossownership rules. If it continues to apply that policy, multimedia owners who comply with the FCC's general rules will no longer be subject to wanton attack by petitioners or predators who seek the piece-by-piece dismemberment of crossownerships.

This assumes, of course, that the new rules withstand the court appeals that are now pending. The FCC ought to assign the best brains at its command to defend its position.

A little traveling music, professor

In the music world last week such names as these were in the news: Olivia Newton-John, Barry Manilow, the Average White Band, Bachman-Turner Overdrive, Sydney Milton Kaye . . .

Sydney Milton Kaye? What record did he cut? Well, cue the next cart, take off the earphones and be advised that Mr. Kaye had much to do with making today's hits what they are, though he probably listens to few of them.

Mr. Kaye, a towering legal intellect, last week relinquished his last active role with Broadcast Music Inc., which was in large measure his creation back in 1940. BMI introduced competition into music licensing.

Until BMI came along, the American Society of Composers, Authors and Publishers monopolized performing rights. It

charged users exorbitant prices, divided its spoils among an elite of Gershwins and Berlins and made membership a holy rite that excluded the untried or the unorthodox.

BMI changed all that. It had to seek new writers, who attracted and often were new performers. It provided incalculable stimulus to the diversification of musical tastes. One clue to the vitality of BMI's contribution is the radical change that has taken place in ASCAP. The older society is now vigorously bidding for the young talents that formerly had no place to go but BMI.

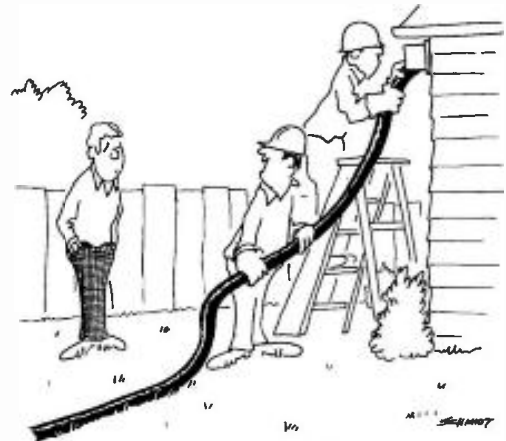
As for himself, Mr. Kaye remains steadfast in the belief that chamber music will no more be replaced by rock and roll than Lafitte Rothschild by orange pop. But whether he likes it or not, when Grand Funk does *Some Kind of Wonderful*, it's playing his song. A round of applause, please, for Mr. Kaye, now chairman emeritus at the age of 75.

Excessive punishment

TV news consultants get a thorough working-over in the latest "Alfred I. duPont-Columbia University Survey of Broadcast Journalism," reported in these pages last week. So, of course, does a large segment of television journalism, though on balance the surveyors also find a good deal to commend, or, in their words, "much that is excellent and altogether too much that is being debased as a result of the ratings wars."

Much debasement, the "Survey" asserts, is wrought by consultants brought in to hype news ratings or, if that is too raw a description of their assignment, at least to propose changes in an area where "a couple of rating points lead could mean hundreds of thousands of dollars in assorted revenues over a year." Specifically, the duPont-Columbia jurors deplore "the trend toward folksiness, chumminess and triviality in much local television news, and blame it in large measure on consultants who are brought in by local stations and who proceed to package a 'show' for audience appeal rather than for news content."

What needs emphasizing—though the report by no means overlooks the point—is that whether the consultant's work is good, bad or not worth mentioning, the ultimate responsibility for it must be borne by station management and, if they are not the same, by the broadcast licensee. The consultant may be the most visible whipping boy, but nothing he proposes, good or bad, can occur unless management lets it.



Drawn for BROADCASTING by Jack Schmidt

"We're the only cable company in the country offering 245 channels."

Senator Proxmire said*

AN FCC DEATH SENTENCE

Mr. PROXMIRE, Mr. President, columnist James J. Kilpatrick, writing in the Washington Star-News on Monday, analyzed succinctly and accurately the power of the Federal Communications Commission as viewed against the background of the first amendment.

Kilpatrick wrote about the recent action of the FCC in denying renewal of licenses for five radio stations, all owned by Star Stations, Inc. Star Stations, operating broadcasting stations in Indiana, Nebraska, and the State of Washington, has no connection with the Washington Star-News.

Mr. President, I ask unanimous consent that Mr. Kilpatrick's column be printed in the Record.

There being no objection, the article was ordered to be printed in the Record, as follows:

AN FCC DEATH SENTENCE (By James J. Kilpatrick)

The Federal Communications Commission entered an order a couple of weeks ago denying license renewals to five radio stations under the common ownership of Star Stations, Inc. Whether just or unjust, the order dramatically revives old questions of the status of broadcasting under the First Amendment.

The FCC's decree is aimed directly at Don Burden, board chairman and president of the parent corporation that has operated WIFE and WIFE-FM in Indianapolis, KOIL and KOIL-FM in Omaha, and KISN-AM in Vancouver. Last month's order wipes him out.

Commissioner Robert E. Lee, dissenting, called it a "death sentence." To deny Burden his license renewal struck Lee as "an unprecedented example of an overuse of justice." In Lee's view, "We are effectively bankrupting the licensee and probably denying him a livelihood in his field of expertise." A majority of the commission, disagreeing with Lee, found a pattern of "serious misconduct" in the operation of the Star stations, and held that Burden "was intimately involved in and had knowledge of the misconduct."

The charges of greatest concern, in terms of the First Amendment issue, had to do with Burden's activities in support of the political campaign of Vance Harkle in Indiana in 1964 and Mark Hatfield in Oregon in 1966.

The commission found, as to Indiana, that Burden was "partly to a scheme by which WIFE furnished favorable publicity and free advertising for the Harkle campaign. As part of the scheme, the station's news staff was directed to provide favorable news coverage for the candidate during regular news broadcasts." Following the campaign, said the FCC majority, Burden made false representations to the commission about his knowledge of these allegations.

The Commission further found, as to Oregon, that in 1966 Burden instructed KISN's staff "to use regular newscasts to favor Mark Hatfield over his opponent."

The publicity that Burden's station gave Hatfield was broadcast "not as an exercise of news judgment, but as a deception of the public and to further his private interests." This was an attempt "to use broadcast facilities to subvert the political process," and such misconduct could not be ignored or condoned.

One effect of the FCC's order is to emphasize the night-and-day difference between the print media and the broadcast media in terms of "freedom of the press."

In theory, the broadcasters have the same First Amendment freedom enjoyed by the press, in fact, the broadcasters' freedom is as nebulous as the air on which they rely.

Suppose a newspaper publisher had done what Burden was charged with doing. Suppose a publisher had directed his editors deliberately to favor one candidate over another in the news columns.

Sad to say, it has been known to happen. Such corruption of the news is a terrible disservice to the press as a whole. It is wrong, unethical, contemptible—pick your adjective. But it is not unlawful. No federal commission can shut down a newspaper. No publisher has to make representations under oath to any agency of government if it ever were seriously proposed to license newspapers, the proposal would be shouted down as intolerable.

Yet we tolerate the judgments of the FCC. Radio frequencies and TV channels must be allocated by some agency, it is reasonably argued, or we would have chaos on the air. Congress has charged the FCC, by law, with making these allocations.

The Constitution says that Congress shall make no law abridging freedom of the press. This takes us back to square one. Broadcasters may believe that as part of the press, they have First Amendment rights. What the Burden case says is simply this: They do not.

Mr. PROXMIRE, Mr. President, the columnist's basic point—that broadcasters may believe they have first amendment rights, but actually do not—is true.

I have made many speeches on this floor on that point. Now I would like to go beyond what Kilpatrick wrote.

If, after appeals, Star Stations does lose its licenses, what does that mean for the stockholders?

It means that Star Stations is left in a position of seeing its physical assets being reduced to a small fraction of their value as operating stations.

This case is unsettled. It is not proper for me to comment further on it directly. But it has value as a real-world example of the power of the FCC when it comes to first amendment rights.

Therefore, I shall confine my remarks to the general situation, avoiding particulars.

Broadcast licenses are not a commodity. Why, it is forbidden to traffic in licenses. Licenses are granted to be used. They are not to be obtained for the purpose of obtaining broadcast properties for resale. Speculation is out.

That being true, a broadcaster losing his license is reduced to selling his transmitter and other broadcasting equipment for salvage. His real estate may or may not be worth much, depending on its size, location and other factors. Many times, his studios are specially designed and are not readily adapted to other uses. And often, the site of his tower or towers may be in rural areas. For radio towers, especially, the ground for the towers was selected because of technical aspects. High, dry ground is needed for some types of transmissions; wet ground for others.

In short, the license—even though it may not be sold and may be transferred only with FCC approval—is not a saleable item. Yet, if a broadcaster wishes to sell, finds a qualified buyer for his physical assets, and the FCC approves the transfer of his license to the buyer of those assets, a good radio station in a good market will be worth a considerable sum.

When a license renewal is denied by the FCC, there is nothing in the FCC order dealing with the physical assets of the broadcaster put out of business.

The former broadcaster has technical equipment he may not use. It can sell it, if it can find a buyer, but the buyer may not use it intact.

It is like selling an automobile to a baby in his crib: He may own a car, but there is no way he can use it.

Another licensed broadcaster buying the equipment, might be able to use it as parts. But that is about all.

Say a newspaper publisher goes out of business. Say his plant is obsolete. Say it is nearly worthless. Yet, he may be able to sell his circulation list and the name of the paper for quite a bit of money—probably many times more than his plant is worth. Good will, an intangible, may be valuable, too. There is, of course, no license involved.

The broadcaster, deprived of a license, is in no analogous situation.

He has no audience to sell. His call letters are not his to sell. He has no good will in the business sense of that term.

In most instances, when a would-be broadcaster applies for an existing license, he has no intention of buying the existing physical assets of the broadcaster he wishes to displace. He has already hired a consultant and engineer to design a new station; he has lined up financing; he probably has an option of real estate for studios and tower. He is after a license—the cost of which is legal fees.

I am told that a broadcaster with five radio stations in the same markets as Star might be paid \$10 million to \$15 million for his assets in a deal involving the transfer of licenses.

Without successful transfer of the licenses, his physical assets might be worth \$500,000.

That is a practical measure of the control government, through the FCC, has over the first amendment freedoms of broadcasters.

The Government's sword hangs over the heads of all broadcasters.

Because it falls from time to time, all broadcasters—not just those who taste the sword—are intimidated.

We could not condone that for newspaper publishers because of our oaths to uphold the Constitution. Yet—somehow—we condone that for broadcasters.

The question is then: Is broadcasting protected by the first amendment?

If it is, then we in the Congress cannot permit the current situation to continue. The Communications Act of 1934 must be amended.

I maintain that over the years, Con-

gress and the other branches of government have permitted the first amendment to the Constitution to be changed without formal action.

George Washington in his Farewell Address read Monday in both the Senate and the House warned of changing our Constitution by any method other than amendment. He said:

... let there be no change by usurpation; for though this, in one instance, may be the instrument of good, it is the customary weapon by which free governments are destroyed. The precedent must always greatly overbalance in permanent evil any partial or transient benefit which the use can at any time yield.

Certainly, wanting all viewpoints heard on controversial issues is a good. And that is what the fairness doctrine contemplates. Yet, when the Government attempts to enforce a good with the threat of depriving a natural news disseminator of the rights of a free press, can that be anything in the long run but an evil?

Speaking of the need for a free government, Washington said in his Farewell Address:

Who that is a sincere friend to it can look with indifference upon attempts to shake the foundation of the fabric?

Promote, then, as an object of primary importance, institutions for the general diffusion of knowledge. In proportion as the structure of a government gives force to public opinion, it should be enlightened.

Of course Washington knew nothing of radio and television. But he did know of the necessity of knowledge in forming public opinion.

It is enlightenment for government to recognize that broadcasting should be a part of the free press. It is not now a part.

Broadcasting cannot do the job of imparting knowledge of public affairs, needed by all citizens, unless its bonds are cut by the Government that tied them.

I have introduced legislation, S. 2, the First Amendment Clarification Act of 1975, to do just that.

Next September 17 will be the 180th anniversary of Washington's Farewell Address. Next July 4 will be the 200th anniversary of the signing of the Declaration of Independence.

It is not too soon to reexamine the first amendment and its guarantee of a free press.

Technology aside, there is no basic difference between type and radio waves. They both serve the same purpose—imparting information for citizens to sift and judge as a necessary preliminary to exercising their franchise.

If a broadcaster does a bad job of imparting knowledge he will go out of business, just as a newspaper that does a bad job will go out of business. Free competition in the marketplace of ideas will supply controls.

But if a broadcaster can be forced out of business by government, the freedom of the marketplace of ideas is in jeopardy.

Star Stations:

KOIL(AM) and KEFM, Omaha
WIFE AM-FM, Indianapolis
KISN, Vancouver

Ticket-sellers.

The benefit program for the Lincoln Symphony Orchestra featuring the Children's Zoo animals drew a responsive audience on the local Fetzer TV station.

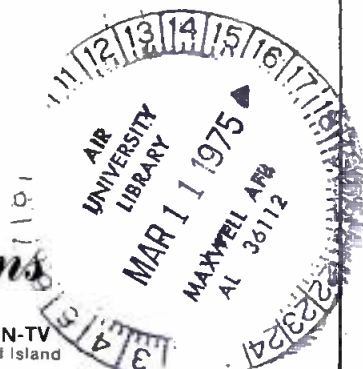
This half-hour Zoo concert was shown to encourage the sale of tickets to the Lincoln Symphony Orchestra. A few days later, a letter from the Symphony manager said, "The 'Encore' showing of the Zoo concert was a great success for the Symphony."

Helping cultural projects bring enjoyment to people is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTW Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City



Broadcasting Mar 10

Broadcast Advertising	34	Editorials	66	Monday Memo	12
Broadcast Journalism	44	Equip. & Engineering	45	Music	47
Cablecasting	40	Fates & Fortunes	52	Open Mike	16
Changing Hands	22	Finance	50	Playlist	49
Closed Circuit	5	For the Record	54	Profile	65
Datebook	14	Media	19	Programing	24