

Gleam in television's eye: the 1976-77 season
Citizens Band radio: Jack Jett's dream come true

Broadcasting Jan 19

The newsworthy of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

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and
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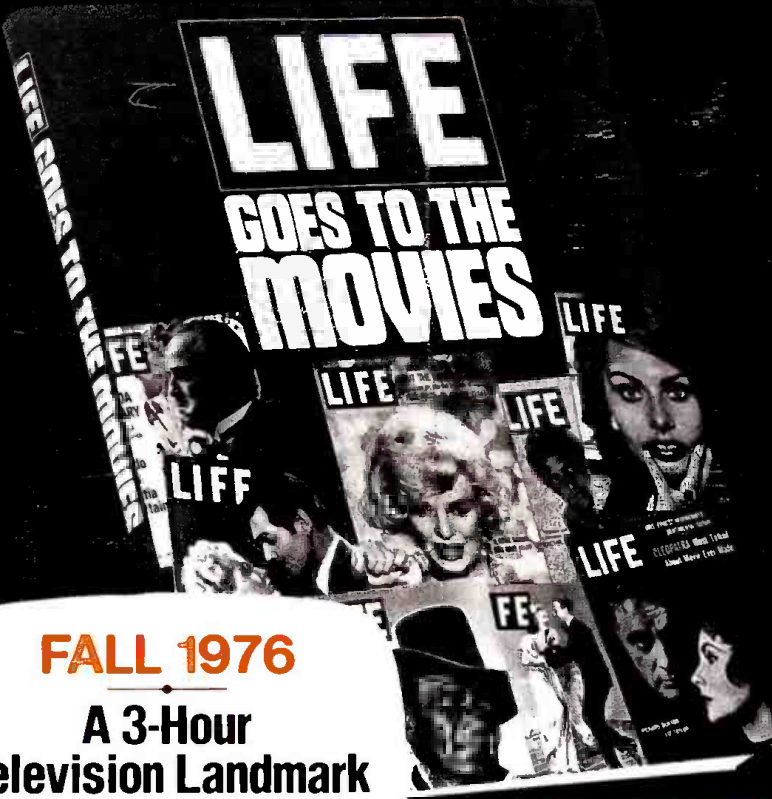
LIFE
GOES TO THE
MOVIES

FALL 1976
A 3-Hour
Television Landmark
on the
NBC-TV NETWORK

TIME LIFE
TELEVISION

TIME & LIFE BUILDING
NEW YORK, N.Y. 10020
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Banner Year!



NBC Sports re-wrote the record book in 1975. 8 out of the top 8 sports attractions were presented by NBC Sports. Among the highlights:

- Football** Largest audience, any game ever (Super Bowl). Any college game ever (Rose Bowl 1975). Any regular-season weekend pro game ever (Raiders-Redskins). Plus, season-long: largest average audience for weekend NFL games!
- Baseball** No. 1 audience attraction in television history (World Series Game 7). Plus the largest all-time audience for a whole World Series!
- Basketball** Hoopdom's all-time highest audience—college or pro (the NCAA Championship)!

In short, 1975 was a banner year. We didn't win any pennants. But we sure took the cake.



Broadcasting Jan 19

ON TAP FOR FALL □ *Pilots for next season lean to comedies and Westerns with de-emphasis on violent police stories. There's also upswing in adaptations from theater motion-picture hits.* **PAGE 21.**

STRONG WORDS FROM HOUSE SPEAKER

□ *Representative Carl Albert (D-Okla.), armed with Library of Congress report, says Democrats aren't getting fair shake compared to network coverage of presidential addresses.* **PAGE 24.**

CHANCE FOR COMPROMISE □ *U.S. delegation leaves Ottawa more hopeful that border problems can be resolved. Canadians agree to continue talks, seek alternatives to commercial-deletion and stay deletion plans—at least temporarily—in Toronto and Vancouver.* **PAGE 25.**

SYNDICATOR-INTV RAPPORT □ *With program supply and demand drastically changed, production companies and independent broadcasters proclaim growing need for one another. INTV takes concrete action with new first-run committee.* **PAGE 27.**

ALSO IN L.A. □ *Independent TV's convention hears FCC's Lee denounce VHF drop-in plan as setback to UHF; cost-cutting tips and selling suggestions offered at panels; delegates go on record as opposed to eight-week ratings sweeps.* **PAGE 28.**

CB RADIO PROBLEMS □ *Sudden popularity of system is windfall for manufacturers, calamity for government and source of interference to radio-TV.* **PAGE 30.**

FACING NAB BOARD □ *On Key Biscayne, Fla., agenda this week is review of association's status, look at new dues structure, updates on family-viewing suit and assessment of budget.* **PAGE 34.**

THREE'S TOO MUCH □ *New York City's financial problems extend to its three broadcast operations. One proposal is that WNET(TV) Newark take over phases of*

WNYC-AM-FM New York. **PAGE 34.**

FAMILY HOUR LAST WEEK □ *FCC, NAB and networks urge dismissal of suit, rebut charges, contend that proceeding was filed in wrong court.* **PAGE 35.** *Former FCC consultant makes deposition to Hollywood counsel for writers, producers and actors in which he gives his version of prologue to adoption of programming concept.* **PAGE 38.** *FCC General Counsel Hardy tells Idaho broadcasters that public has already voted for family viewing, questions reasons behind suit.* **PAGE 39.**

'HARTMAN' SCORES □ *Solid ratings for Lear's syndicated show in New York and Los Angeles answer question of whether simple show can find happiness and success in big city though not married to titled network.* **PAGE 39.**

CONTROVERSY IN CLYDE □ *Continental Cablevision and NCTA try to bring FCC into pole-attachment rate struggle with petition charging Toledo Edison with a "total monopoly" in Ohio town.* **PAGE 40.**

GOOD NEWS FOR CABLE □ *At ANA media workshop, Young & Rubicam International's William J. Donnelly predicts "quantum leap" for cable, but without ad dollars being siphoned from broadcasting.* **PAGE 42.**

NEWS CO-OP □ *Independent Television News Association plans to make its presence known in '76. There are already 10 member stations and the possibility of five to 10 more by yearend.* **PAGE 45.**

CPB LOOKS TO THE SKY □ *Corporation board makes 10-year commitment of up to \$110 million for satellite distribution system.* **PAGE 47.**

REACHING FOR THE TOP □ *Springfield Television's Bill Putnam would rather be "hanging onto a glacier in British Columbia somewhere" but broadcast matters have to be settled first. He explains the philosophy that earned him a reputation for telling it as it is.* **PAGE 87.**

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“My Three Sons”

Now you can get the best years of Fred MacMurray's 12-year classic: 160 color episodes that averaged a 22 rating and a 35% share in prime time.

They're ready for Fall 1976.

With an audience profile of 37% women, 25% men, 12% teens and 26% children, “My Three Sons” is the perfect picture of well balanced family entertainment for any station.

Right when supply is alarmingly short and demand continues high, here's another great sitcom from

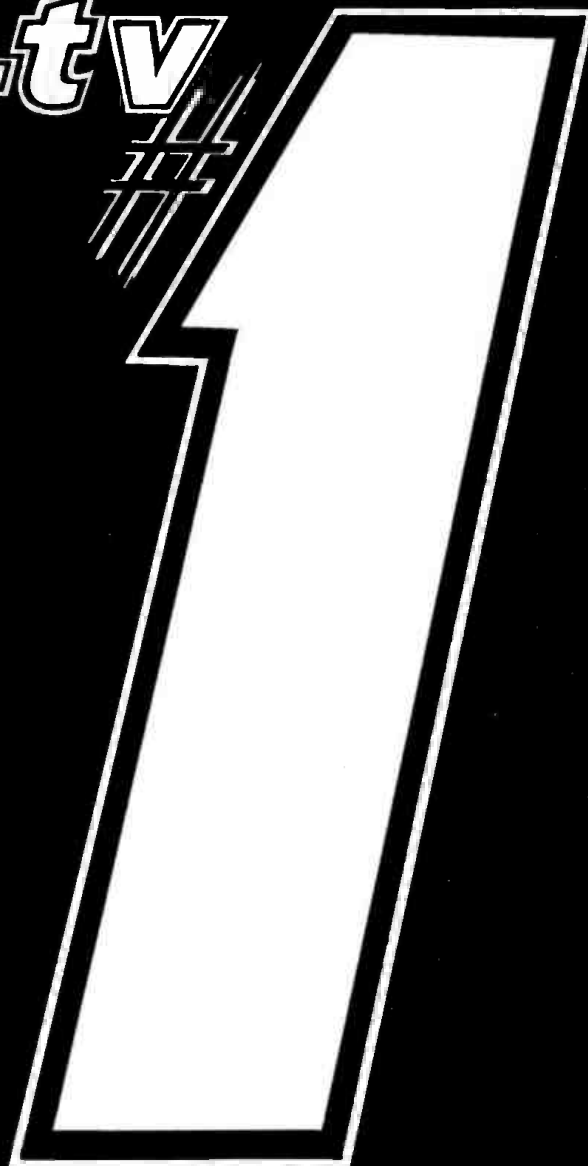
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Phoenix
Pittsburgh
St. Louis
Washington

Source: NTI, Oct.-Apr. 1965-70 and Oct.-Dec. II (Wk. 1) 1970 (excludes 12 non-report wks). NTI/NAC, Nov. 1965-70.
Audience estimates subject to qualifications available on request.

ARB & Nielsen Agree!

wsyr-tv



***Sunday thru Saturday-Total Homes-Average
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Syracuse Nielsen- Nov./1975 - 7 AM to 1 AM
Syracuse ARB-Nov./1975-Sign-on to Sign-off***

wsyr-tv3
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NBC AFFILIATE

All measurement data are estimates only-subject to defects and limitations of source materials and methods.

Represented nationally by Harrington, Righter & Parsons, Inc.

Closed Circuit[®]

Insider report behind the scene. before the fact

Bulls loose

Broadcasting and allied stocks have been riding crest of stock market's strong advances in 1976's opening weeks. Some have been reaching new highs virtually every day. Among those last Thursday alone: Capital Cities, CBS, Cox Broadcasting, Disney, Foote Cone & Belding, McGraw-Hill, Meredith, RCA, Rollins. Another example: Principal broadcast stocks as of Thursday's closing were trading average of 116% above their lows of past year.

Seeking answers

FCC has approved two research projects that could have impact on television allocation policies and on decision it makes regarding future of clear channels in radio. First is long-talked-of plan to develop improved television receiver that would lead to elimination of taboos, such as distance co-channels should be separated. Question to be answered is: What are economic trade-offs in developing such set? Second project involves study of size of audience depending on clear channel reception, and will provide data to be considered in pending inquiry into future of clear channels.

Olympic records?

ABC executives are confident 1976 winter Olympics coverage will show "respectable profit" despite \$10 million paid for rights. Sold out for two years for \$22 million, at \$72,000 per average minute, two-thirds in prime time, one-third nonprime (BROADCASTING, Jan. 28, 1974), games could show 10% profit.

Success in selling Olympics this year is attributed to good deal advertisers got at Munich in 1972. Ratings were 50% greater than projected at time of sale. ABC renewed 75% of advertisers for 1976 winter games. Estimated price for Montreal summer Olympics is averaging \$92,000 per minute in package that includes Olympic trials.

Faulty figures

It's not only *Newsweek* advertising department that has drawn bead on TV (story page 45). Current (Jan. 19) issue's "Periscope" column has item that Television Bureau of Advertising, named as source, says is way off base. Item says TVB found average daily home viewing dropped "between nine and 14 minutes" in 1975 and that this was first year it failed to increase, except for "scant one

minute" decline in 1974.

It's not TVB that counts such things, but A.C. Nielsen Co., though TVB does release Nielsen findings. But TVB says item's substance is off, too: 1975 decline was not "nine to 14 minutes," but seven minutes, (from 6 hours 14 minutes in 1974 to 6 hours 7 minutes in 1975). And it was far from "first significant drop," as *Newsweek* called it. Besides one-minute decline in 1974 there was similar drop in 1962 and bigger one of three minutes in 1959, four minutes in 1958 and nine minutes in 1953. And both Nielsen and Arbitron local measurements in fall of 1975 showed viewing levels up to if not above 1974's.

Rerun

Members of Radio Television News Directors Association will meet with President Ford at White House Friday, Jan. 30, climaxing all-afternoon briefing by administration officials. Invitations went out last weekend to RTNDA active newsmen following precedent established year ago when about 160 active members participated. Arrangements were completed last week by John A. Salisbury, KXL-AM-FM Portland, Ore., RTNDA president, and Tom Frawley, Cox Broadcasting, Washington, past president, with Ron Nessen, White House News secretary, and Margita White, assistant press secretary.

Rival attractions

In its search for stars to light up program for annual convention March 21-24 in Chicago, National Association of Broadcasters has persuaded Mike Wallace of CBS's *60 Minutes* to moderate debate on pay cable in one TV session. Association, meanwhile, was mildly annoyed to learn its equipment exhibitors won't be providing only show at huge McCormick Place. NAB may find its delegates tiptoeing through tulips upstairs at annual Chicago Flower and Garden Show, reputed to be one of biggest floricultural extravaganzas in country. Association will try to make best of situation, by promoting upstairs competition as side trip for wives and families.

Instant avails

Katz Agency becomes what it says is first independent station rep to operate on-line availability-retrieval system, linking 12 sales offices nationwide to New York computer. Wholly owned subsidiary is

Media Data Inc. president is Paul Belitz, former owner and president of Paul Belitz Associates, New York media buying and research firm.

Jolts in volts

California Community Television Association is preparing report that will accuse some electric companies of "gross overbilling." Electricity costs are "big sleeper" among cable operators' concerns, source said, and have come to recent attention as rates have escalated from less than 1% to 2.5% or 3% of gross revenues.

Upcoming report will focus on ways to measure power consumption and assess charges. Cable is particularly hard hit by high electric costs as it depends on multiple power supplies—typically 40 or 50 supplies per system—to drive amplifiers along cable plant.

Questioned cable counts

Arbitron Television will tighten its procedures for collecting county-by-county cable-TV penetration figures, thanks to long and still-continuing protest by Blair Television and Blair-represented WTNH-TV New Haven, Conn. In addition to present practice of surveying CATV systems and checking results against published estimates, Arbitron officials say they'll let station clients see CATV's estimates before using them, and will also seek other sources, such as state public utility commissions.

But Blair and WTNH-TV, which convinced Arbitron that, for one example, estimate of 14.7% CATV penetration should have been 4.4%, want that entire report for Hartford-New Haven withdrawn. Arbitron sent out bulletin with corrective summary but thus far has refused to withdraw report.

Clean slate

When Lawrence K. Grossman takes over as president of Public Broadcasting Service Feb. 1 he will have turned over his stock (about 20%) in Forum Communications Inc., applicant for channel 11 facilities of WPIX(TV) New York, to Oppenheimer & Co., principal underwriter, under arrangements made with Leon Levy, chief partner of brokerage house. Forum is sticking with its case despite initial decision favoring renewal of WPIX license. Mr. Grossman's 100% ownership of his New York advertising agency will be transferred to two associates on Jan. 31, day before he is sworn in as PBS president in Washington.

Business Briefly

Polaroid □ Company will introduce new, lowest priced version of its SX-70 color camera with \$4-million four-week campaign starting March 29 on ABC-TV's Academy Awards coverage. About \$2 million is allocated to TV, including all three networks plus spot in top markets, and \$200,000 to radio campaign that will embrace CBS Radio and spot radio on average of three stations each in top 25 markets. Alan Alda, star of *M*A*S*H*, has been signed to do both TV and radio commercials introducing new camera, which will carry suggested price of \$66, about one-third that of top-line SX-70. Kickoff will be part of \$34-million advertising budget for all Polaroid products in 1976. Of \$16 million to be spent in first half, about \$8 million will go to TV, mostly network, and over \$500,000 to radio. Agency is Doyle Dane Bernbach, New York.

Campaign '76 □ SFM Media Service, New York, is choice of Campaign '76 Media Communications Inc., Washington advertising agency handling President Ford's election campaign, to make broadcast buys. SFM's successful performance in 1972 "made the difference," in their choice, according to Bruce Wagner, executive vice president of Campaign '76. George S. Karalekas, senior vice president of deGarmo Inc., New York, will serve as media consultant.

British Airways □ English actor Robert

Morley appears in familiar spots for British Airways, New York, with theme, "Come home, America, all is forgiven," in four-week flight beginning Feb. 9. TV 30's and 60's are set for seven markets in various day parts; radio 60's are planned for 12 markets. Tinker, Dodge & Delano, New York, is agency.

Ferrero USA □ Continuing campaign for Tic Tac ("Get a clean fresh explosion of mint"), TV and radio spot and network ads will run Feb. 19 through April. Most top-40 markets will get spots geared to teens and adults, 18-34. S.F.M. Media Corp., New York, is buyer.

Kentucky Fried Chicken □ Campaign for both Kentucky Fried Chicken and H. Salt Fish & Chips continues in 43 markets with two-week flight in two regions (20 markets) scheduled for Feb. 16. Radio spot 30's are aimed at women, 18-49. McCann-Erickson, New York, is agency.

Paul Masson Wines □ Browne Vintners, San Francisco, will advertise Paul Masson Rhine Castle Wine in four-week radio effort beginning Jan. 26. Spot 30's aimed at adults, 18-49, are handled by Doyle, Dane, Bernbach, Los Angeles.

A & P □ Continuation of "Price and Pride" campaign for A & P, Montvale, N.J., will involve three-week flight beginning Feb. 9 in 95 TV markets and 295 radio markets. McCann-Erickson, New York, is agency.



Dunlop □ Tire and rubber company will use Hawaiian Open golf tournament on ABC-TV Jan. 31 to present new live-action-cum-animation 30-second spot featuring "a water-trap as a towering 'bogey-man,' which can be foiled by the new long-distance ball." Dunlop's product is called the Blue Max golf ball. Rumrill-Hoyt, New York, supervised spot, which was produced on location at Torrey Pines course, San Diego, by Jaguar Productions.

Joseph Garneau □ Brown-Forman Distillers Corp.'s Jos. Garneau Co., Louisville, Ky., will advertise Cella Lambrusco wine in three-week radio flight, beginning Feb. 9 in some markets. 60's geared to adults, 18-34, are handled by Richard K. Manoff Advertising, New York.

Maytag Co. □ Dishwashers by Maytag Co., Newton, Iowa, will be featured in two four-week TV flights in 40 markets beginning Feb. 16. Early and late fringe 30's with dealer tags are geared to women, 25 to 49. New spots carry theme, "It's Maytag's turn to do your dishes," with jingle. Leo Burnett, Chicago, is agency.

International Harvester □ *U.S. Farm Report*, produced by WGN Continental Productions, Chicago, has been renewed for 26 weeks by sponsor, International Harvester Co. Half-hour program is aired in 103 radio markets, is nationally syndicated farm program.

Miles Labs □ Drug company, through J. Walter Thompson, sole sponsor of *David Niven's World*, outdoor nature-documentary TV series starting this month, said half-hour series had added following new stations: WBBM-TV Chicago, KNXT(TV) Los Angeles, WWJ-TV Detroit, WTTV-TV Indianapolis and WTVJ(TV) Miami. JWT Syndication is distributing series.

BAR reports television-network sales as of Dec. 28

ABC \$711,055,900 (29.5%) □ CBS \$865,426,600 (35.9%) □ NBC \$836,444,800 (34.6%)

Day parts	Total minutes week ended Dec. 28	Total dollars week ended Dec. 28	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	99	\$ 510,600	6,244	\$ 34,486,900	\$ 25,215,900	+36.8
Monday-Friday 10 a.m.-6 p.m.	837	9,157,300	50,509	527,348,000	467,355,600	+12.8
Saturday-Sunday Sign-on-6 p.m.	259	8,148,900	14,866	262,070,200	239,486,400	+ 9.7
Monday-Saturday 6 p.m.-7:30 p.m.	110	3,574,300	5,184	129,276,300	116,517,300	+10.9
Sunday 6 p.m.-7:30 p.m.	19	898,200	862	25,679,900	17,722,300	+44.9
Monday-Sunday 7:30 p.m.-11 p.m.	398	22,252,900	20,732	1,258,738,700	1,219,566,400	+ 3.2
Monday-Sunday 11 p.m.-Sign-off	153	2,671,600	9,835	175,327,300	158,963,900	+10.3
Total	1,875	\$47,213,800	108,232	\$2,412,927,300	\$2,244,827,800	+ 7.5

Source: Broadcast Advertisers Reports

which ranges from mountain climbing in Alps, to hot-air ballooning over India. Miles Labs gets two minutes and billboard, leaving three minutes for stations to sell locally.

Warner-Lambert □ W-L's Certs mints and Trident sugarless gum will sponsor Audio/Video Programing's syndicated radio show, *Record Report*, beginning today (Jan. 19) in 125 markets. Show reports on pop music stars and music-industry personalities. Agency for Certs and Trident is Ted Bates, New York.

Amtrak □ First of four flights planned through June for National Railroad Passenger Corp. (Amtrak), Washington, begins today (Jan. 19). Radio 60's in 27 markets will run through Feb. 15. TV 30's and 60's are set for Chicago and Los Angeles only, through Feb. 22. Needham, Harper & Steers, New York, is agency.

Scott Paper □ Viva towels will use new TV spots in variation on old scrubbing demonstration to run in 60 markets Jan. 19 to Feb. 22. Early and late fringe 30's are geared to women, 25 to 54. BBDO, New York, is agency with J. Walter Thompson as spot buyer on account.

Minute Maid □ Bing Crosby and family will appear in new TV spot touting "the

juice of juices," for Coca-Cola Co.'s Foods Division's Minute Maid Frozen Orange Juice, Houston. Four-week campaign beginning Jan. 19 will use fringe and prime-time 30's in 29 markets, aimed at women, 18 to 49. Marschalk, New York, is agency.

General Motors □ Company, focusing on its trucks division, is one of sponsors of syndicated barter show, *Holiday on Wheels*, starring Gordon McRae as host. Hollywood Newsreel Syndicate Inc. has produced four half-hours so far (13 are planned) with Mr. McRae on location in Monument Valley, Utah; California's vacation coastline; the Florida Keys, and New England's Windjammer World. Other sponsors, all direct, are KOA Kampgrounds of America, *Trailer Life* magazine and Suzuki motorcycles. Stations get *Holiday on Wheels*, which is being syndicated by Vidistrib Inc., Los Angeles, free and are given five minutes to sell to local advertisers. (There are two national minutes.) Twenty-seven stations have signed so far.

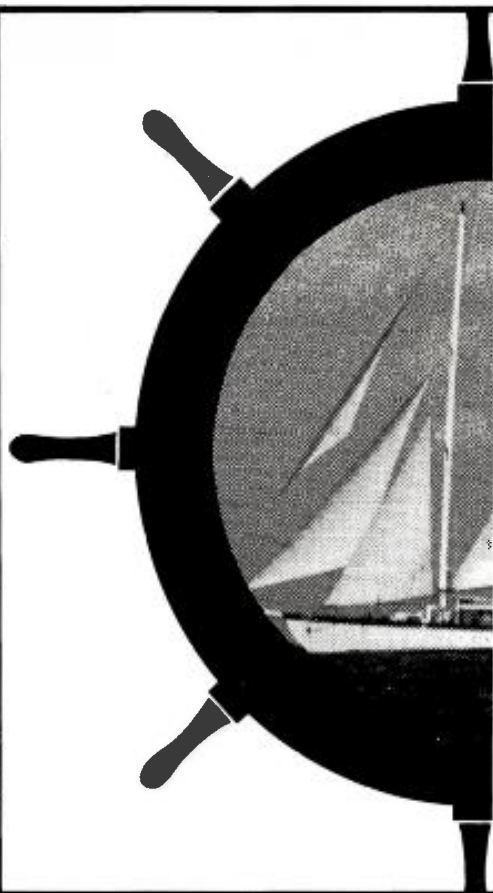
Eastern Air Lines □ Corporate advertising for Eastern Air Lines, New York, begins today (Jan. 19) for one month in substantial number of markets. Radio and TV spots will carry theme, "We've got the right time and the right

place for you." Young & Rubicam, New York, is agency.

SAS □ Scandinavian Airlines System (U.S. headquarters in Jamaica, N.Y.), begins 17-week TV campaign today (Jan. 19) in five markets: San Francisco, New York, Chicago, Los Angeles and Seattle. Combined print and broadcast budget is \$2 million. Theme is airline's 13-year record for profit-making; tagline spoken by general manager for North America, B.J. Heistein, is "These days, an airline has to be pretty well run to make money." Scali, McCabe, Sloves, New York, has had account since September.

Pearl Brewing □ Six-week spot radio campaign for Pearl beer begins Jan. 26 with second flight scheduled for mid-May. Brewery based in San Antonio, Tex., seeks to reach men, 18 to 49; placements are in number of Southern markets. S.F.M. Media Corp., New York, is buyer.

Winthrop Labs □ Phisoderm by Winthrop Labs (of Sterling Drug, New York), is subject of two flights, Jan. 5-Feb. 1 and March 1-28. Fringe 30's aimed at women, 18 to 34, are scheduled for 48 markets using TV spots aired previously. Warren, Muller, Dolobowsky, New York, is agency.



WIN A FREE FINAL TUBE AND A WINDJAMMER CRUISE!

Here's how to win: Just write us a letter stating the longest operating time a final tube has been in operation in your CCA AM-FM TRANSMITTER. The tube with the longest life wins. It's that easy!

The winning station gets a new Power Amplifier Tube in exchange for the old one—and a Windjammer Cruise for two (The most adventurous vacation you have ever experienced—10 sunfilled days and moonlit nights with a congenial group of shipmates in the Caribbean), compliments of CCA ELECTRONICS, the most reliable name in AM-FM-TV BROADCAST TRANSMITTERS.

Offer ends March 1, 1976. Winner to be announced at NAB CCA exhibit (Booth 602). Mail your entry now!

CCA

CCA Electronics Corporation
716 JERSEY AVENUE, GLOUCESTER CITY, NEW JERSEY 08030
PHONE: (609) 456-1716 TELEX: 84-5200

Monday Memo[®]

A broadcast advertising reminiscence by David W. Dole, retired vice president of Leo Burnett, Chicago

Metaphorically speaking: Bill Weddell's colorful contribution to the language of advertising

Advertising has a reputation for using an overabundance of clichés.

Back in the fifties, I had a boss at Leo Burnett, Bill Weddell, who seldom used clichés. But some of his off-the-cuff remarks, which he was well known for, could become clichés in the business.

Bill Weddell and I are now retired from Burnett. I came across the following Weddellisms in thinning out some old files. I used to collect these on a sheet of paper hidden under my desk blotter at Burnett.

After presenting a recommendation for a program buy, Bill was told the program was, in fact, no longer available. It had been purchased by a competitor. His reply:

"I stood there with egg on my face wear-



William L. Weddell began in broadcast advertising in the early thirties with NBC Chicago, where he was sales promotion manager. In the mid-thirties, he was with the Erwin Wasey agency in Chicago as radio director. He returned to NBC as assistant sales manager, remaining there until 1946. He then joined Leo Burnett in Chicago as vice president in charge of broadcasting. During his 11 years with Burnett, Mr. Weddell developed the concept of the personality (Art Linkletter, Arthur Godfrey, Garry Moore) as personal salesman for Burnett clients. He also contributed to the process of moving radio programs into television; he negotiated the change of Art Linkletter's *Houseparty* from an agency-controlled radio program into a simulcast radio-TV show controlled by CBS and 70% sponsored by Burnett clients. He was responsible, too, for moving many Burnett advertisers into television. David Dole cites him as the "key man" in turning Burnett from a major print agency to a major broadcast agency. He retired from the agency in 1957 and lives with his wife, Helen, in Rancho Santa Fe, Calif.

ing high-button shoes."

Reporting on a client meeting that ended successfully despite having been called suddenly, without the time Bill considered necessary for thorough preparation:

"We picked our way through that one like a cat walking between the glasses on the back of the bar."

His retort to an account executive who was demanding that he coerce or cajole a network into absorbing a major share of the cost for national promotion undertaken by the client:

"I was never educated to buy everything for free, because I can't get rich on those commissions."

Bill's reaction to a program idea "guaranteed" by the salesman to gain the approval of women's clubs, the PTA and church groups—a program with a real "message":

"Any guy with a 'message' should call Western Union."

When he was told of a nasty mess some young timebuyers had blundered into:

"I told those guys to check that thing out before they went ahead. It's their party. I'll play white-wings to the elephants but not to the ponies."

A twist on the above; his reaction following a series of minor errors by a media group that climaxed with a major blunder:

"I don't mind following the ponies with a broom, but now they're putting elephants into the parade."

When Bill was asked where he could be reached by a man phoning in from out of town:

"I'll either be at home or at the office. I'm too old to go anywhere else. I can't take yes for an answer."

When he decided to order the martini instead of the lime juice and tonic on his diet:

"I have to pamper my diet, but today I have a whim of iron. Why should I be a slave to my willpower?"

When he heard that the show a client had bought without consulting the agency had bombed:

"Hurray, hurray! The flies have captured the wallpaper."

Bill's remark following an irritating phone conversation with the ad manager of a client:

"This guy thinks big but never on the right subject."

And in a similar situation:

"He's going places. I'll bet he'll be handling the Hershey account within a year." (Hershey, until recently, had never advertised.)

His reaction on seeing the low ratings of some shows:



David W. Dole has spent 40 years in broadcast advertising, 23 of them with Leo Burnett. He began with radio stations in Minneapolis-St. Paul, was a recording technician with Mid-West Recordings; a timebuyer, program producer and associate radio director at Henri, Hurst & McDonald, a Chicago agency; a salesman in New York for C.E. Hooper's Hooperatings. He joined Burnett in the early fifties in New York as a program producer, moved to Chicago as operations manager for broadcasting (where he was under the wing of Bill Weddell) and was named vice president, broadcast business, in 1955. He retired from the agency in 1974 and now acts as consultant to such commercials-monitoring firms as Talent & Residuals Inc. and Identimatch. His major involvement, however, is in putting into operation Ichthus Ltd., a nonprofit foundation designed to accept patents and copyrights related to the arts, entertainment and communications and to license such rights and provide the fees earned to religious organizations to aid in their use of mass media. He lives with his wife, Kay, in Des Plaines, Ill.

"Well, you can't fall out of bed when you're sleeping on the floor."

When a client asked him to get lower prices for Arthur Godfrey, who was then in his heyday:

"Look, boys, CBS isn't exactly holding a fire sale."

To an overworked agency producer with no secretary:

"What the hell do you mean? You've got 40,000 script girls to help. What are they doing? And who authorized 40,000 script girls anyway?"

And, Bill's remark to a waiter, when one of the men in his department demurred about ordering a drink:

"Bring him a double. He's flying on an airplane today, and I'd rather have him remember me through the bottom of a glass than remember me the way I usually look."

The whole point of ENG is the point of the Sony U-matic format.

Fast, easy, economical news gathering.

That's the whole point of ENG.

Fast, easy, economical operation.

That's the whole point of Sony's $\frac{3}{4}$ " U-matic® videocassette equipment.

Cassettes and ENG were made for one another. They're a perfect match.

But only Sony can give your ENG all the speed and savings of both cassette recording and cassette editing.

Our all-cassette system consists of two editing units, an editing controller, portable recorder,

Trinicon® color camera, and camera control unit.

Operating savings? Huge. Because, unlike film, videotape is erasable, reusable, instantly replayable. And there is no processing.

Which means no processing delays. No chemicals to dispose of. No processing costs of any kind.

No wonder Sony ENG equipment is already making news at ABC, CBS, NBC, and over 200 local stations across the nation.

For the whole exciting story, write
Sony Corporation of America, Video Information Center
Dept. 224-C, Box 1594, Trenton, N. J. 08607.

SONY

The complete ENG system.



■ indicates new or revised listing

This week

Jan. 19-23—*National Association of Broadcasters* board meeting. Florida Royal Biscayne Beach hotel, Key Biscayne, Fla.

Jan. 20—Deadline for entries in 10th annual *Alpha Epsilon Rho* national production awards competition for students in U.S. broadcast schools. Radio entries: Susan West, Department of Speech-Drama, Memphis State University, Memphis 38152. TV entries: Abe Adler, TV Center, Brooklyn College, Brooklyn, N.Y. 11210. Film entries: Blair Irwin, Department of Telecommunications, San Diego State University, San Diego 92182. Entry forms must accompany productions.

Jan. 20—*Television Bureau of Advertising* regional co-op sales workshop. Dallas Hyatt House, Dallas.

■ **Jan. 20**—*Michigan Cable Television Association* meeting. Old Plaza hotel, Lansing.

Jan. 20-21—*Nebraska Broadcasters Association* banquet with state legislature and meeting. Nebraska Club, Lincoln.

■ **Jan. 21-23**—*Rocky Mountain Regional Cable Television Association* meeting. Sheraton Old Town Inn, Albuquerque, N.M.

Jan. 22—*Motion Picture Laboratories* mini-seminar on "The Film Laboratory." Holiday Inn, Tampa, Fla. Reservations: MPL, Box 1758, Memphis 38101 (no charge).

Jan. 22—*Television Bureau of Advertising* regional co-op sales workshop. Omni International, Atlanta.

Jan. 22-23—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Westgate Plaza, San Diego.

Jan. 22-24—*Alabama Broadcasters Association* winter conference. Hyatt House, Birmingham.

Jan. 23-24—*Society of Motion Picture and Television Engineers* 10th annual winter TV conference. Subjects will be television newsgathering and digital video with exhibits of all significant ENG and digital equipment. Sheraton-Southfield hotel, Detroit.

Also in January

Jan. 25—Revised deadline (from Feb. 1) for entries in *Sigma Delta Chi Distinguished Service in Journalism Awards*. Nomination forms: The Society of Professional Journalists, SDX, 35 East Wacker Drive, Chicago 60601.

Jan. 26—*Radio Advertising Bureau* co-op sales clinic. Sheraton Renton, Seattle.

Jan. 27—*Broadcast Pioneers* presentation of Golden Mike Award to WNBC(AM) New York, honoring NBC-owned station on network's 50th anniversary. Hotel Pierre, New York.

Jan. 27—*Television Bureau of Advertising* regional co-op sales workshop. Michigan Inn, Detroit.

Jan. 27—*Radio Advertising Bureau* co-op sales clinic. Sheraton Airport, Portland, Ore.

Jan. 27-29—*Georgia Association of Broadcasters* annual Radio-Television Institute. Speakers will include Fred Silverman, ABC; Elmer Lower, ABC; Frank Blair, formerly of NBC; C. Edward Little, Mutual; FCC Commissioner Benjamin Hooks and Jane Cohen, American Women in Radio and Television. Center for Continuing Education on the campus of the University of Georgia, Athens.

■ **Jan. 28-30**—*National Cable Television Association's* fourth annual state and regional association president's meeting. Stouffer's hotel, Crystal City, Va.

Jan. 29—FCC's new deadline for comments on pro-

posed rule changes governing design and measurement of radiation patterns for directional antennas (Docket 20645). Previous deadline was Dec. 29, 1975. Replies are now due Feb. 9. FCC, Washington.

Jan. 29—*Television Bureau of Advertising* regional co-op sales workshop. Stouffers, Cincinnati.

Jan. 29—*Radio Advertising Bureau* co-op sales clinic. Airport Hilton, San Francisco.

Jan. 29-31—*Virginia Association of Broadcasters* winter meeting. Speakers will include Vincent Wasilewski, president, National Association of Broadcasters; Barry Farber, syndicated talk show host; Herbert W. Hobler, WHWH(AM) Princeton, N.J., and Richard Roden, Washington law firm of Hogan and Hartson. The Cascades, Williamsburg.

Jan. 30—Deadline for entries for *Janus Awards*, presented annually to commercial radio and TV stations and networks for excellence in financial news pro-

gramming. Contact: Janus Awards, public relations department, Mortgage Bankers Association of America, 1125 15th Street, N.W., Washington 20005.

Jan. 30—Deadline for entries in eighth annual *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged. Television and radio are two of the six categories. Contact: Robert F. Kennedy Journalism Awards Committee, 1035 30th Street, N.W., Washington 20007; (202)338-7444.

Jan. 30—*Radio Advertising Bureau* co-op sales clinic. Holiday Inn, International Airport, Los Angeles.

Jan. 30—FCC's deadline for comments on proposed changes of mandatory regulation of cable system rates by local or state franchising authorities (Docket 20681). Replies are due Feb. 10. FCC, Washington.

Jan. 30—FCC's deadline for reply comments on inquiry into dropping new VHF channels into top-100 markets (Docket 20418). FCC, Washington.

Jan. 30-Feb. 1—Twenty-fourth annual *Retail Advertising Conference*. Drake hotel, Chicago.

Jan. 31—Northern California chapter of the *The Society of Cable Television Engineers* winter meeting and technical seminar. Technical presentation will be "CATV Signal Propagation, How and Why," presented by Professor Richard Adler. Ingersoll Hall, U.S. Naval Post Graduate School, Monterey, Calif.

Major meetings

Feb. 21-25—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16, Fontainebleau hotel, Miami.

March 21-24—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30, Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

April 4-7—*National Cable Television Association* annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

■ **May 12-15**—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

June 3-5—*Associated Press Broadcasters* annual meeting. Marquette Inn, Minneapolis.

June 15-20—*Broadcasters Promotion Association* 21st annual seminar, Staller-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

Sept. 12-16—*Institute of Broadcasting Financial Management* annual conference. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel, Chicago.

Sept. 19-22—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

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

Nov. 9-11—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.

Nov. 14-17—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

February

Feb. 1-3—*California Broadcasters Association* winter convention. Elton Rule, ABC-TV, will be keynote speaker. Newporter Inn, Newport Beach.

■ **Feb. 2**—FCC's new deadline for filing comments on proposed amendment of parts 0 and 1 of adjudicatory re-regulation rules (Docket 20626). FCC, Washington.

■ **Feb. 2-4**—*National Cable Television Association* board meeting. Beverly Wilshire hotel, Los Angeles.

Feb. 3—*Pennsylvania Association of Broadcasters* annual congressional-Gold Medal presentation reception-dinner. Washington Hilton, Washington.

Feb. 3—*Television Bureau of Advertising* regional co-op sales workshop. Hyatt Regency, San Francisco.

Feb. 5—*Television Bureau of Advertising* regional co-op sales workshop. Wilshire Hyatt House, Los Angeles.

Feb. 5-6—*Society of Cable Television Engineers* and Philadelphia chapter of *Institute of Electrical and Electronics Engineers* conference on CATV reliability. Luncheon speakers will include Elmer C. Ports, NCTA, and Dr. Robert Powers, Cable Television Bureau, FCC. Holiday Inn, City-Line, Philadelphia. Registration: James Herman, Jerrold Electronics, 200 Witmer Road, Horsham, Pa. 19044.

Feb. 6-8—*Oklahoma Broadcasters Association* winter meeting. University of Tulsa and Camelot Inn, Tulsa.

■ **Feb. 8-11**—*National Friends of Public Broadcasting* fifth annual conference, concurrent with *Public Broadcasting Service* annual membership meeting. Century Plaza hotel, Los Angeles.

Feb. 8-12—*Public Broadcasting Service* annual membership meeting. Century Plaza hotel, Los Angeles.

Feb. 9—*Radio Advertising Bureau* co-op sales clinic. Sheraton Jetport, Orlando, Fla.

Feb. 10—*Connecticut Broadcasters Association* engineering conference. Meeting will feature Vincent Kajunski, chief field inspector of FCC's Boston office and Donald Aines, emergency communications division, FCC, Washington. Hawthorne Inn on Wilbur Cross Highway, Berlin.

Feb. 10—*Television Bureau of Advertising* regional

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co-op sales workshop. Royal Sheraton, Kansas City, Mo.

Feb. 10—Radio Advertising Bureau co-op sales clinic. Sheraton Airport, Atlanta.

Feb. 10-11—Wisconsin Broadcasters Association winter meeting. Featured speakers will be astronaut Donald K. Slayton and Frank Reynolds, ABC News. There also will be a panel discussion on license renewal. The Concourse, Madison. Terry Schockley, WKOW-TV, Madison, is chairman.

Feb. 10-11—South Carolina Cable Television Association annual convention. Wade-Hampton hotel, Columbia. Contact: Bud Tibshirany, 2130 Carlisle Street, Columbia 29205; (803) 252-6595.

Feb. 11—Ohio Association of Broadcasters sales workshop. Bowling Green State University Union, Bowling Green.

Feb. 12—Southern Baptists Radio and Television Commission seventh annual Abe Lincoln Awards. Arthur R. Taylor, president of CBS, will be featured speaker. Distinguished Communications Medal will be conferred on late Edward R. Murrow. Distinguished Communications Recognition Awards will be given Mr. Taylor and Sol Talshoff, editor of BROADCASTING. Tarrant County Convention Center, Fort Worth.

Feb. 12—Radio Advertising Bureau co-op sales clinic. Holiday Inn, Airport, New Orleans.

Feb. 12-14—Colorado Broadcasters Association winter convention. Stouffer's Denver Inn, Denver.

Feb. 12-14—South Carolina Broadcasters Association winter convention. Former California Governor Ronald Reagan will be speaker at the Friday banquet. Holiday Inn, Florence.

Feb. 13—Radio Advertising Bureau co-op sales clinic. Inn of the Six Flags, Dallas.

Feb. 16—Idaho Cable Communications Association annual meeting. Downtowner motel, Boise, Idaho.

Feb. 16-17—North Central Cable Television Association annual spring meeting. Madison Hilton, Madison, Wis.

Feb. 18—Washington State Cable Communications Association annual meeting. Tyree Motor Inn, Olympia.

Feb. 19—FCC's deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 20682). Reply comments are due March 3. FCC, Washington.

Feb. 20—North Carolina Farm Press, Radio and TV Institute of N.C. Farm Writers and Broadcasters Association. Sheraton-Crabtree, Raleigh.

Feb. 20-21—Georgia Cable Television Association annual convention. Senator Sam Nunn (D-Ga.) will be featured speaker. Stouffer's Atlanta hotel, Atlanta. Contact: Mary Barnette, P.O. Box 785, Cartersville; (404) 382-4444.

Feb. 21-25—National Association of Television Program Executives 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Derk Zimmerman, KBHK-TV San Francisco, is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

Feb. 22-25—Bicentennial combined conventions of the National Association of Evangelicals and the National Religious Broadcasters. Among speakers: FCC Chairman Richard E. Wiley; Dr. Billy Graham, Representative John B. Conlan (R-Ariz.) and Dr. David McKenna, Seattle Pacific College. Shoreham Americana hotel, Washington.

Feb. 23—Deadline for entries in 12th annual **Armstrong Awards** program for excellence and originality in FM broadcasting. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

Feb. 23—Radio Advertising Bureau co-op sales clinic. Sheraton LaGuardia, New York.

Feb. 24—Radio Advertising Bureau co-op sales clinic. Colonnade, Boston.

Feb. 24-25—Association of National Advertisers TV workshop. Program chairmen: Harry Way, Colgate-Palmolive, and Peter Spengler, Bristol-Myers. Plaza hotel, New York.

Feb. 26—Radio Advertising Bureau co-op sales clinic. Hilton Inn, Greensboro, N.C.

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Feb. 27—Radio Advertising Bureau co-op sales clinic. Marriott, Key Bridge, Washington.

Feb. 27-29—Board of trustees meeting, *Educational Foundation of American Women in Radio and Television*. Watergate hotel, Washington.

Feb. 27-29—Arkansas Broadcasters Association winter convention. Mount Aire motel, Eureka Springs.

■ **Feb. 27-29**—Special seminar on the courts and criminal justice for members of the news media, co-sponsored by the American Bar Association's Section of Criminal Justice and the ABA's National College of the State Judiciary. University of Nevada in Reno.

March

March 1—Deadline for radio and television entries in 19th annual competition for Gavel Awards of the American Bar Association for programing "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

March 1—Radio Advertising Bureau co-op sales clinic. Quality Inns Tower, Cincinnati.

March 3—Radio Advertising Bureau co-op sales clinic. Hyatt O'Hare-Regency, Chicago.

March 5—Radio Advertising Bureau co-op sales clinic. Hyatt Regency, Dearborn, Mich. (Detroit).

March 5-7—Board of directors meeting, *American Women in Radio and Television*. Sheraton, Scottsdale, Ariz.

March 7-9—Ohio Cable Television Association annual convention. Marriott Inn, Columbus.

March 7-10—Data Communications Corp., BIAS seminar. Hyatt Regency hotel, Memphis.

March 15—Public Radio Conference for noncommercial public radio professionals, sponsored by the Association of Public Radio Stations. Corporation for Public Broadcasting and National Public Radio. Statler Hilton hotel, Washington.

March 17-20—Alpha Epsilon Rho, The National Honorary Broadcasting Society. 34th annual convention. Pick-Congress hotel, Chicago. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext 2021.

■ **March 18**—FCC's deadline for comments on AM clear channel proceedings to allow I-A clears to operate with greater than 50 kw. Replies are due April 19. FCC, Washington.

March 19-20—Armed Forces Radio and Television Service annual worldwide conference. Convention Center, Chicago.

March 21-24—National Association of Broadcasters annual convention. Chicago.

March 24—Electronic Industries Association government-industry dinner. Robert W. Sarnoff, former RCA board chairman, will receive EIA's 1976 Medal of Honor. Mayflower hotel, Washington.

March 26-29—Eighth annual international conference of the *International Industrial Television Association*. Sheraton-Anaheim hotel, Anaheim, Calif.

■ **March 29**—Kickoff banquet for *The Personal Communications Two-Way Radio Show* (March 30-April 1). FCC Commissioner Robert E. Lee will be keynote speaker. Las Vegas Convention Center, Las Vegas.

March 31—Sixth annual Communications Day of *Graham Junior College*. Boston.

March 31—Council of Churches of the City of New York 12th annual broadcast awards luncheon. Americana hotel, New York.

April

■ **April 1**—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by the *National Endowment for the Humanities*. Twelve will be at the University of Michigan, 12 at Stanford University. For applications or information: Director, Fellowships in the Humanities for Journalists, 3564 LSA building, University of Michigan, Ann Arbor 48109, or C-3, Cypress Hall,

Stanford University, Stanford, Calif. 94305.

■ **April 2-3**—Georgia UPI Broadcasters conference. Royal Coach Inn, Allanta.

■ **April 2-3**—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa, Missouri and at Southern Illinois University-Edwardsville. Wichita, Kan.

■ **April 2-3**—Region 10 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana and Alaska. Alderbrook, Wash.

■ **April 2-4**—Region 11 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona and Hawaii. Nugget hotel, Reno.

April 4-7—National Cable Television Association annual convention. Convention Center, Dallas.

April 4-7—Association of National Advertisers sales promotion conference, Hyatt hotel, Winston-Salem, N.C.

■ **April 9-10**—Region 2 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. University of Maryland, College Park.

■ **April 9-10**—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania and West Virginia. Ramada Inn, Morgantown, W. Va.

■ **April 9-10**—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana and Kentucky. Ball State University, Muncie, Ind.

■ **April 9-10**—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. University of Wisconsin-Madison.

■ **April 9-10**—Region 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Wyoming, Utah, Colorado and New Mexico. Little America motel Cheyenne, Wyo.

April 12—Presentation of *Janus Awards*, designed

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to recognize excellence in financial news programming, at Mortgage Bankers Association of America national conference. Washington.

April 12—Florida Association of Broadcasters and University of Florida College of Journalism & Communications 18th annual Broadcasting Day. J. Wayne Reitz Union, campus of UF, Gainesville.

■ **April 16-17**—Region 12 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and western Tennessee. University of Arkansas, Little Rock.

April 22-23—Institute of Broadcasting Financial Management-Broadcast Credit Association quarterly board of directors meeting. Sheraton-Boston hotel, Boston.

■ **April 23-24**—SDX Distinguished Service in Journalism Awards and Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and all of New England. Rochester, N.Y.

■ **April 23-24**—Region 8 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Oklahoma and Texas. Austin, Tex.

April 24—Sigma Delta Chi annual Distinguished Service Awards banquet. Rochester, N.Y.

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

April 25-27—Canadian Association of Broadcasters

annual meeting. Chateau Laurier, Ottawa.

May

May 3-5—National Association of Broadcasters annual conference for state broadcast association presidents and executive directors. Mayflower hotel, Washington.

May 5-9—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia.

■ **May 12-15**—Annual meeting, American Association of Advertising Agencies. Greenbriar hotel, White Sulphur Springs, W. Va.

Open Mike®

'First Amendment, Fifth Estate'

EDITOR: I will use the Jan. 5 issue, with its splendid special report on "The First Amendment and the Fifth Estate," in my class on broadcast management. I am tremendously impressed with the depth and research of this special report and offer my sincere congratulations to the staff who did the work.—*Frank Tooke, department of radio-television-film, Temple University, Philadelphia.*

EDITOR: Since 1931, BROADCASTING has made a great many major contributions to the literature and history of the broadcasting industry. In the Jan. 5 issue, BROADCASTING presented a perfectly magnificent contribution to the industry and to all broadcasters in "The First Amendment and the Fifth Estate." Congratulations on a masterful, thorough and highly readable series of articles which have been woven into a composite text.—*Richard P. Doherty, TV-radio management consultant, Dennis, Mass.*

EDITOR: Several years ago you published a "radio history" and I made it a part of my permanent library at home. I've written a couple of texts on radio and in both cases used the "history" extensively and shamelessly. I think "First Amendment and Fifth Estate" is at least as valuable as the history issue and it will become a part of my reference material.

One reason I've always liked BROADCASTING is that you folks take this business seriously.—*Edd Routt, general manager, WRR(AM) Dallas.*

EDITOR: "The First Amendment and the Fifth Estate" is a splendid tribute to electronic communication. Reading every word brought pleasant memories of participation in the finest free radio system in the world. This issue of BROADCASTING deserves shelf space in all libraries of the U.S.A. and beyond.—*Jack R. Poppele, Tele-Measurements Inc., Clifton, N.J.*

(*ex-WOR(AM) New York and Voice of America*).

EDITOR: Your Jan. 5 issue is super. I'm teaching two courses this term which involve a good deal of broadcasting history and perspective. Your 60-page special will handily supplement other teaching materials.

I'm still a little bothered by the commonly used assertion that KDKA(AM) Pittsburgh became the first station to regularly schedule programs in the U.S. when it carried results of the 1920 presidential election.

In a 90-page booklet published in 1922 by the *Detroit News* for amateur radio operators, the editors contended WWJ(AM) Detroit carried primary election returns on Aug. 31, 1920.—*John W. Lytle, assistant professor, South Dakota State University, Brookings, S.D.*

(BROADCASTING did not state that KDKA was the first but is glad to let Mr. Lytle add to the record.)

EDITOR: Congratulations on a fine job of covering today's broadcast news and reviewing its past. But ... I do feel that Abe Schechter got brushed off too lightly. A me-too mention (page 95) and a war-time identification as "former NBC news chief" aren't enough for a guy who directed network news at a time when there were no rules and no precedents and did a remarkably good job.—*Bruce Robertson, Van Nuys, Calif.*

EDITOR: Your special ... is a classic. This is one of the best hurry-up sketches on the history of the broadcasting business I have seen.—*John E. Fetzer, chairman, Fetzer Broadcasting Co., Kalamazoo, Mich.*

EDITOR: Your special issue on broadcast journalism is the most comprehensive and important compilation on the subject that I have ever seen. As I read it, I had two thoughts: First, how lucky our industry is to have a BROADCASTING magazine, and second, to send my copy out to be bound in hard covers to stand up to future use. —

Richard N. Hughes, senior vice president, WPIX Inc., New York.

EDITOR: "The First Amendment and the Fifth Estate" was a great idea and beautifully executed.—*Roger Clipp, Ardmore, Pa.*

EDITOR: I just finished reading your broadcast journalism survey issue. It is the most thoughtful and comprehensive survey of the field I have ever seen initiated and so well achieved by a magazine. I gave a copy to the public library in Darien, Conn., because I think it has not only contemporary value but significance as reference material.—*George T. Rodman, George T. Rodman Inc., New York.*

EDITOR: Your Jan. 5 double issue on "The First Amendment and the Fifth Estate" simply has to be the best issue BROADCASTING has ever put out. You really deserve to be congratulated.

One item I would like to correct however: KMOX-TV is credited with being a history maker when, in September 1974, it became the first station in the country to abandon news film altogether. They were a long way from being first. We abandoned the use of film at WLTV(TV) Miami and WXTV(TV) New York in November 1972, when the first black and white Akai portable cameras and recorders were introduced.—*Rene Anselmo, president, Spanish International Network.*

EDITOR: That's probably the best issue of any BROADCASTING publication since I began reading in 1938. A fine history, excellent current view and therefore a "keeper."—*Don Kearney, New York.*

Turn back the clock

EDITOR: The current FCC should be commended for being willing to come to grips

with the so-called music format problem on radio stations (BROADCASTING, Jan. 5). I thoroughly agree with those who believe that the courts have gone beyond the restraints within the Communications Act by insisting that there is a public-interest question in the content of the music performed on radio stations. In taking this position, the courts have forced the commission to perform as a censor and to impose prior restraint in the field of music programming.

This issue was once decided by the commission in 1956, after a hearing before Administrative Law Judge Herbert Sharfman (then a hearing examiner) brought about by a protest against the transfer of WGMS(AM) Washington to RKO General which proposed to change from classical music to pop. Sharfman rejected the protest and was upheld unanimously by the commission. He stated that the FCC could not and should not set itself up as some kind of academy to make esthetic judgments about program content. Later, RKO for its own reasons decided to continue the classical music on WGMS, but has had second thoughts from time to time since.

The real mischief occurred during the administration of Chairman Newton Minow, when the commission demanded that applicants for new facilities or renewals arbitrarily classify the kinds of music they proposed to broadcast, spelling out such categories as country and western, standard pops, classical, etc. As a trained musician (whose personal taste runs to classical) I have long known that there is no secure way of defining a style of music, and there is certainly no legal way to do so.

It seems to me that the commission can avoid having music formats subject to court intervention by merely returning to status quo ante, removing the music format question from applications filed by radio stations.—*M. Robert Rogers, president, WANY(AM) Waynesboro, Va.*

No royal treatment

EDITOR: For 30 years, Senator Hugh Scott (R-Pa.) has been trying to get a bill passed requiring stations to pay performers for the privilege of playing their records.

Radio stations long ago reached the point of having too many hands in their pockets. When one stops and considers that radio is the medium that sells records, one has to wonder what is going on. Record plays and record sales go hand in hand. Seems like a two-way street to me.—*Charles Russell, WJLI(AM) Tupelo, Miss.*

FOI frustrated?

EDITOR: I am interested in identifying media firms or newsmen who, while seeking information under the Freedom of Information Act during 1975 or 1976, were blocked because they could not afford search fees or because the agency ruled the request was not reasonable.—*Ted Joseph, School of Journalism, Ohio University, Athens, Ohio.*

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CBS RADIO NETWORK

Top of the Week

Pilots lean to comedies and Westerns for next fall

There's also upswing in adaptations from theatrical motion picture hits as networks move to shooting stage

The usual rash of situation comedies, more Westerns than at any other time in this decade, a de-emphasis on violent police shows—these are some of the directions in which network programmers are heading as they begin giving the production go-ahead to pilots for the 1976-77 prime-time season.

The search for sure-fire comedy formats continues unabated because sitcoms traditionally fetch the highest ratings and, consequently, the highest advertising prices. Nielsen's top five series in the 1975-76 season-to-date averages are *All in the Family* (CBS), *Maude* (CBS), *Phyllis* (CBS), *Sanford and Son* (NBC) and *Rhoda* (CBS)—all sitcoms. Hovering right behind them are such comedy hits as *One Day at a Time* (CBS), *Chico and the Man* (NBC), *M*A*S*H* (CBS), *Happy Days* (ABC), *Good Times* (CBS), *The Mary Tyler Moore Show* (CBS).

"Our largest number of projects are aimed at the pre-9 o'clock time periods because that's where we're the weakest," says Michael Eisner, the vice president of program planning and development for ABC Entertainment.

Since two of the three comedies ABC introduced into its family-hour schedule last September scored solid enough ratings to make it into second-season (*Welcome Back, Kotter* and *On the Rocks*), the network flushed away *When Things Were Rotten*, ABC's programmers are looking for more strength next September from sitcoms starring Tony Randall (an MTM production, with Mr. Randall as a district-court judge who's a widower with two unruly children), Nancy Walker (in a pilot to be produced by Norman Lear), Rita Moreno and Lorenzo Music (the unseen doorman on CBS's *Rhoda*), and from variety hours featuring the Captain and Tennille (who have already been signed to a summer series), Bill Cosby, Paul Lynde and Lola Falana (although Miss Falana,

who trades on an appearance of sexual energy, "may have more potential" for the post-family hour, according to Mr. Eisner, where the show could get away with doing "more adult comedy material").

Frank Barton, the vice president for program development at CBS, says he has six sitcoms in the works as of now, all with network-approved pilot scripts that will soon be put into production.

Alice Doesn't Live Here Any More, one of last year's hit movies (it won a best-actress Academy Award for Ellen Burstyn), will be filmed as a pilot by Warner Bros., with the movie's executive producer, David Susskind, and its writer, Robert Getchell, repeating those functions on the proposed series. Paramount Pictures Television and the producer, Ross Hunter, will do the pilot for *We Can Work It Out*, which deals with an older man and his love for a much younger woman. *You're Just Like Your Father*, from Lorimar (*The Waltons*), concerns a wheeler-dealer, W.C. Fields-type character and the calamitous effect he has on his daughter and son-in-law, with whom he lives. Another Warner Bros. pilot, *Best Friends*, installs a group of teen-agers modeled on the Dead End Kids of the 1930's in a contemporary urban setting, hoping to draw on the substantial audience that ABC's *Welcome Back, Kotter* pulls in every week. Viacom Enterprises will go to a department-store setting for *Maureen*, a middle-aged woman who comes in daily contact with a horde of eccentric characters both on the job and in the apartment building where she lives. Finally for CBS, the writer/producer team of Frank Piatti and John Aylesworth have cooked up

Heck's Angels, which focuses on a squadron of American flyers during World War I.

Two additional CBS comedy pilots that will go into production next month in New York, according to Alan Wagner, the network's vice president for East Coast program-development planning, are *Ball Four* and *Side by Side*. *Ball Four* is based on the best-selling autobiography of former major-league pitcher, Jim Bouton. Mr. Bouton (who does sports on WCBS-TV New York) is creative supervisor of the project and co-authored the pilot with the television critic of *Newsday*, Marvin Kitman, and Vic Ziegel, a sports writer of the *New York Post*. *Side by Side*, created by the novelist, Robert Kimmel Smith, plunks down four ill-assorted households (e.g. a "redneck" cop and his family constantly at odds with a Puerto Rican family) in a somewhat isolated suburb of Cleveland, in a series which, because it dabbles with controversial themes, will probably be targeted away from family hour, according to Mr. Wagner.

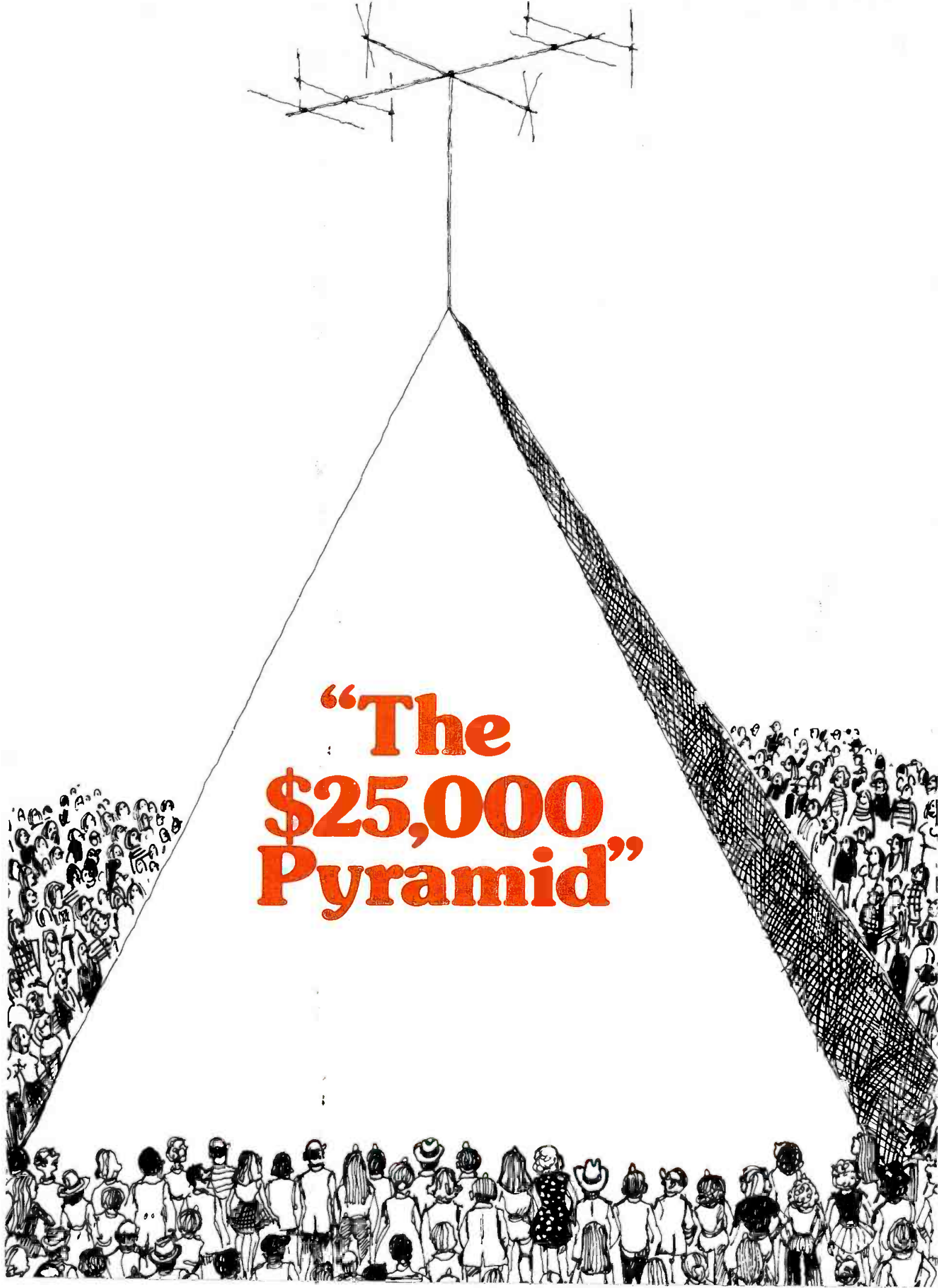
With Carol Burnett, Tony Orlando and Dawn and Sonny and Cher already on the air, Frank Barton says CBS has no variety-hour projects in the works as of now.

NBC is going with more sitcom pilots this year than usual, according to its West Coast vice president for programs, John McMahon, not only because comedies are TV's most popular form but also because, as he puts it, "the attrition rate among comedies tends to be greater, and the more product you have to select from, the better off you are." Mr. McMahon says NBC is straining to achieve balance within the comedy form, and with very little prompting he's willing to rattle off categories and appropriate examples.

He starts in the category of fantasy comedy: NBC has asked Columbia Pictures Television to deliver a pilot of *Bell, Book and Candle*, based on the play and Kim Novak movie about a seductive woman with supernatural, witch-like powers. In what Mr. McMahon calls "gang" comedy, Viacom Enterprises is readying *Over and Out*, a sort of distaff World War II version *M*A*S*H*, about a women's communications unit. Jerry Isenberg's company is under contract for *The Bureau*, which deals with a bunch of crackbrained bureaucrats in a typical government agency. NBC has drawn inspiration from last year's hit Warren Beatty movie, "Shampoo," for a sitcom in the romantic-comedy category called *Snip*, from Jimmie Komack Productions, whose main character is a divorced male hairdresser. Another of last year's hit movies, "The

NAB says up. A National Association of Broadcasters study of local Nielsen and ARB audience estimates in November 1975 shows a slight increase over the previous fall in homes using television (HUT) during prime time. That confirms earlier Nielsen and Arbitron local data that showed a slight increase in October 1975 (BROADCASTING, Nov. 17, 1975) but contrasts with a Nielsen network report in September that showed a temporary decline in prime-time viewing. NAB's is by far the largest audience sample. Using data from close to 100 metropolitan markets it found an increase in HUT levels of close to 2% (1.9% using Arbitron, 1.8% with Nielsen). Using data from close to 190 markets, NAB found over-all viewing to be up 0.9% with Arbitron's measurements, 1.6% with Nielsen's.

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VIACOM

Return of the Pink Panther," gave Columbia Pictures Television the broad outlines for a fumbling Inspector Clouseau-type detective to be called *Ace*, which fits into the farcical-comedy category. And in the family-comedy vein, Mr. McMahon cites Hatos-Hall's *Prime of Life*, which will deal with the comic interactions of three generations of a family.

NBC, which hasn't had a hit variety hour since Flip Wilson's weekly show was snookered by CBS's *The Waltons* three years ago, has soft-pedaled projects in this area lately, but Mr. McMahon says that comedian Dick Van Dyke and Mac Davis, the singer, are both still in the running for weekly variety berths on next September's schedule, particularly if *The Rich Little Show*, which begins next month (Monday, 8-9 p.m., NYT), is done in by *Rhoda* and *Phyllis on CBS*.

Also being soft-pedaled, on all three networks, are cop shows. There are 21 hour-long shows of this type on the air right now (not counting the frequently scheduled theatrical and made-for-TV movies dealing with crime fighting)—all of them sandwiched between 9 and 11 p.m., away from family hour—and most of the 21 are getting the kinds of ratings that will guarantee their survival into the 1976-77 season.

One of ABC's hotter hour-long pilots, though, according to industry sources, stars Yaphet Kotto as a black urban detective named *Crunch*. The character comes from a movie released two years ago called "Report to the Commissioner," which in turn was based on the best-selling novel by James Mills, and the pilot's producers are Mike Frankovich and William Self, in association with Twentieth Century-Fox. ABC has two highly touted Western pilots in the offing, *The Young Pioneers*, an Ed Friendly production in association with ABC Circle Films, which follows a married couple, both teen-agers, who leave their Iowa farm to homestead in the Dakotas, post-Civil War, and *How the West Was Won*, from Al Ruddy ("The Godfather") and MGM-TV, starring James Arness and Eva Marie Saint, a family saga that will rub its characters' noses in gritty realism.

Two other possibilities for hour-long series at ABC are Spelling-Goldberg's *Charlie's Angels*, a tongue-in-cheek action drama about three women private eyes and their boss, who's never seen on camera, and a New York-based contemporary drama, *The Quinns*, dealing with three generations of the same family of firemen, in a script by Sidney Carroll (*Beacon Hill*), under the auspices of Danny Wilson Productions.

Long-form pilots at CBS begin with two Westerns, *Royce*, which will be suitable for family hour, and *The Magnificent Seven*, which Frank Barton says will probably include too much bloodshed for family viewing. *Royce* will be filmed by Grant Tinker's MTM Productions and will concentrate on a strong, silent longer-type who befriends a widow and her two children. *The Magnificent Seven*, based on the movie, will be produced at Universal,

under the aegis of Walter Mirisch.

Two other old movies are being pressed into service for series pilots by CBS, according to Mr. Barton: *Executive Suite*, from MGM-TV, which will probe corporate infighting in a large, multinational company, and *State Fair*, from Self-Frankovich Productions and Twentieth Century-Fox, which will center on small-town America.

An urban law firm will be put under the microscope at Universal by the producer, Roy Huggins, in *Hazard's People*, which examines a patriarchal elder partner and four young attorneys who work under him. Also from Universal is *Stranded*, about a group of survivors of a plane crash on an uncharted Pacific Island and how they go about keeping themselves alive. *Stranded* is slated for family hour by CBS, as is *Spencer's Pilots*, a Sweeney-Finnegan Production, which deals with barn-storming stunt pilots.

The one long-form pilot coming out of New York, *Streets of Gold* (tentative title), is aimed at adults, according to Alan Wagner. An in-house CBS project, with Herbert Brodtkin as executive producer, this pilot will set the stage for the interaction of a group of immigrant families (which will run the ethnic gamut: Jewish, Irish, Italian and German) living in a Lower East Side tenement circa 1910.

Family dramas are getting plenty of attention at NBC, according to John McMahon, with Lorimar's *The Allmans*, which scrutinizes a contemporary blue-collar family, a possibility for an 8 p.m. time period. Columbia Pictures Television's *Gibbsville*, based on short stories by the late John O'Hara about a young newspaper reporter in a small Pennsylvania town during the Depression, and a Warner Bros. contemporary family-drama pilot script written by Phil Mandelker and Barbara Turner will both be more adult in theme and probably be targeted out of family hour, according to Mr. McMahon.

NBC's obligatory Western projects include Columbia Pictures Television's *Quest*, a realistic, violent period melodrama for later in the evening, with a script by Tracy Keenan Wynn, and the more family-oriented *Oregon Trail*, from Universal, starring Rod Taylor as one of the leaders of a wagon train.

Universal is also recycling that hardly perennial, Raymond Burr, this time as a flamboyant attorney in *Mallory*, according to Mr. McMahon. And having failed in the ratings last year with a male physician (George Peppard in *Doctors Hospital*), NBC will star Hope Lange as a female doctor in a pilot spin-off from Columbia Pictures Television's *Medical Story* anthology.

CPB cuts SPC money

The Corporation for Public Broadcasting will only give \$2.5 million—half that supplied last year—to the Station Program Cooperative, the program acquisition arm

of public television stations.

Henry Loomis, president of CPB, said the cutback is in line with corporation policy of putting money first into program research and development, leaving support of established shows to the stations.

The resolution by the CPB board was passed over strenuous objections by Ralph Rogers, chairman of the Public Broadcasting Service, who urged the board to authorize at least \$5 million.

It is hoped that the Ford Foundation will nearly match the CPB grant. Public TV stations would then have to come up with approximately \$13 million to fund SPC.

Albert blasts network policies on covering President's talks

In releasing report prepared by Library of Congress, he says Democrats are getting short shrift; study itself is critical of broadcaster news judgment

House Speaker Carl Albert (D-Okla.) has scored the commercial television networks for giving live coverage to Presidents whenever they asked for it over the last 10 years. Releasing a study by the Congressional Research Service of the Library of Congress, Mr. Albert noted his "growing concern with the disparity between simultaneous network coverage of presidential television addresses and addresses by the Democratic majority in Congress."

"After examining the library's report, he said, "I must conclude that the networks have exercised little or no news judgment when considering presidential requests for air time for television addresses."

And that is the conclusion of the report itself, which notes that of 45 requests by the President for three-network live coverage in the last 10 years, only one (President Ford's speech last October on his tax-cut proposal) has been turned down, and in that instance, ABC carried it.

While Mr. Albert questioned the propriety of giving the President live coverage while not according congressional Democrats the same publicity, the report hammers at the journalistic competence of the networks. In recent years, the report says, almost all presidential requests for time have been honored under the presumption that anything the President prepares for television must be of sufficient news value to pre-empt regular programming.

To back its conclusion of poor news judgment, the report quotes several networks news executives. Robert Chandler, CBS News vice president, for example, says the decision to carry an address is made before the text of the address is seen. "Because of President as Chief Executive is in the position to implement

policy, it is almost by axiom that a presidential address is 'newsworthy,' he is quoted as saying. Don Meany, NBC vice president and Washington bureau chief, is quoted, "If the White House asks for airtime to deliver a message, we give it." And Nick Archer, director of news services for ABC News, says, "every time they request time, we give it to them. It is our policy..."

According to the report, the networks have not always had such a policy. It lists a few examples of presidential television addresses that, if not refused, were at least not carried live by all three networks. It says, for example, that of eight requests by President Johnson for special coverage between January 1964 and September 1965, only three were honored with live simultaneous coverage.

In contrast, it says, beginning with President Johnson's announcement on January 31, 1966, of the resumption of American bombing of North Vietnam, all three networks have honored every presidential request save President Ford's tax-cut address. The report hints strongly that the two networks (NBC and CBS) that refused that speech exercised no independent news judgments, rather they were trying to force the FCC to alter the equal time provision of the Communications Act.

(That accusation struck a chord with House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) who said last week his subcommittee's examination of the FCC's decision to exempt candidate debates and news conferences from the provisions of Section 315 will be expanded to look into the possibility that the networks are trying to put political pressure on the FCC.)

Tensions eased at Ottawa parley

U.S. delegation sees chance for compromise on Canadians' anti-U.S. broadcasting policy

U.S. government officials returned from talks in Ottawa last week more encouraged than when they left about efforts to resolve problems growing out of Canada's efforts to stop the flow of Canadian advertising dollars to U.S. stations on the border.

That was true, at least, on Canada's policy of requiring cable television systems to delete commercials from programs they import from the American stations. The proposed legislation denying tax deductions to Canadian advertisers buying time on American television stations was another, harder matter.

What encouraged members of the American delegation, which included FCC Chairman Richard E. Wiley as well as representatives of the affected U.S. stations who traveled to Ottawa to await the outcome of the talks, was what they regarded as three significant commitments. The Canadians agreed to meet with the U.S. delegation on the commercial-deletion

Going up. The percentage of women and minorities in broadcasting increased in 1975, according to the FCC's annual study of station employment profile reports. The 38,347 women in broadcasting made up 26.2% of the total, compared to 35,765, or 24%, in 1974. Blacks rose from 7.8% to 8% and minorities in general (including blacks, Orientals, American Indians and Spanish-Americans) increased from 12.3% in 1974 to 12.9% in 1975.

issue again, in Washington before the end of February. They also agreed to entertain in the meantime alternatives to the deletion plan for "achieving the objectives of the Canadian broadcasting system," as the communique issued after the meeting put it.

And they agreed to withhold further implementation of the commercial-deletion plan pending completion of the talks. Commercial-deletion activity has been under way in some areas—Calgary and Edmonton, Alberta—since 1975, but it is the Toronto and Vancouver markets that the Americans are most concerned about.

Another piece of encouraging news for the Americans was that Harry Boyle, acting chairman of the Canadian Radio and Television Commission, would attend the meeting in Washington. His absence last week from a meeting attended by the U.S. counterpart, Chairman Wiley, raised some eyebrows on the American side.

The U.S. delegation's efforts to soften up the Canadians on the tax matter were less successful; officials conceded no progress was made. However, the stations principally concerned—WBEN-TV, WGR-TV and WKBW-TV, all Buffalo, N.Y., and KVOS-TV Bellingham, Wash., are not giving up. The measure has not yet completed its journey through Parliament, and the stations are expected to continue to lobby against it. Presumably they will be aided by representatives of American magazines, including *Reader's Digest* and *Time*, which would also adversely be affected by the bill.

Meanwhile, U.S. officials are leaving largely to the stations the job of developing alternatives to the commercial-deletion plan. The stations' representatives hope to work out among themselves in the next two weeks alternatives on which they can agree for submission to the CRTC. Any alternatives CRTC considers will be discussed at the next governmental meeting on the issue.

Chairman Wiley and Deputy Assistant Secretary of State Richard Vine, who headed the delegation, focused on the commercial-deletion issue. They said it was inequitable, and Chairman Wiley expressed concern over the policy's implications for U.S.-Canadian telecommunications relations generally.

The Americans came away convinced the members of the Canadian delegation—staff members of the CRTC and officials of the Departments of External

Affairs and Communications—could not defend the commercial-deletion policy.

The application of the Buffalo stations for permission to jam their signals to prevent the reception of programs in Canada remained a negotiating club to be taken out of the closet and brandished from time to time. Chairman Wiley noted that he has reservations about permitting jamming—but that not all of his FCC colleagues do. He also cited the growing pressure in Congress for action to persuade Canada to change its policies and made it clear he has not foreclosed the possibility of resorting to jamming.

However, he has said he hopes both commercial deletion and jamming will "go away." And he said he shares the view of one of those at the meeting who said, "This is a beginning, not an end. We're talking."

CPB revives idea of low-power V's

In drop-in comments, it urges such outlets be allowed on case-by-case basis to serve rural areas or parts of cities

A new class of low-powered VHF stations, designed to provide more noncommercial television and minority involvement in the major markets, has been proposed by the Corporation for Public Broadcasting in comments filed in the FCC's VHF drop-in inquiry (BROADCASTING, Dec. 15, 1975, et seq.).

CPB suggested the commission set no general rules for assigning drop-ins, but perform engineering studies on each drop-in proposal and specify the use of engineering techniques such as directional antennas and off-set frequency controls to assure no interference to other stations. It added, however, that no drop-ins, even low-powered ones, should be allowed in markets that are exclusively UHF. The drop-ins could range, CPB suggested, from 5 kw to 25 kw with a range of about 15 to 30 miles.

The Association of Maximum Service Telecasters says that, even using low power, such stations will still cause "substantial interference to existing VHF's."

The notion of community stations has been kicked around for quite a while. The FCC originally allocated TV channel 1 for local service. In 1970 the commission terminated an inquiry into the possibility of setting aside the top 14 UHF channels (70-83) for low-power operation because of lack of interest. CPB's proposal suggests the stations serve "small rural communities or identifiable neighborhoods in larger communities."

FCC Commissioner Benjamin Hooks spoke out for TV stations that would program to smaller, specific audiences, especially in large cities (BROADCASTING, July 15, 1972). The allocation scheme should be changed, he said recently when

asked about the low-power, local station idea since a station can't broadcast programming to meet all the needs and interests of large city audiences with such diverse racial and ethnic backgrounds. He added that he thinks it possible from "an engineering standpoint" and that many of the "howls of rage" from those who cite the engineering difficulties are really over the economic problems involved.

NCCB campaigning for weekly hours of network, local public affairs shows

Citizen group is signing up other organizations in drive to push for pledge from broadcasters; Group W's McGannon endorses idea

The National Citizens Committee for Broadcasting has begun an effort to enlist groups across the country in a campaign to obtain from television stations and networks one hour of public affairs programming in prime time each week.

Thus far, NCCB, which is based in Washington and is headed by former FCC Commissioner Nicholas Johnson, has signed up 31 consumer and citizen groups—and one major broadcaster—as backers of the plan.

The broadcaster is Westinghouse Broadcasting's Donald McGannon, president and chairman of Group W, who wrote Mr. Johnson last week to endorse the idea. He noted that Group W stations are already providing public affairs programming in prime time, and said that even an hour weekly is insufficient to deal with public affairs.

A statement describing its "modest proposal" that NCCB issues to prospective endorsers indicates that it envisages the groups it signs up would deal with broadcasters directly, either during the license period or at license-renewal time, in the kind of negotiations undertaken by citizen groups in the past several years to obtain agreements from stations on jobs and programming for minority group members and women. "Because Congress and the FCC won't act," the statement says, "the time has come for citizens to create their own 'public interest standard' and take it directly to their local broadcasters."

The proposal notes that 60% of Americans consider television their prime source of news, but that nothing has been done to "impel" broadcasters to provide even "minimal 'public affairs' programming." It would require each television station to provide one hour each week of regularly scheduled, prime-time, locally originated public-affairs programming, and each network, one hour each week of regularly scheduled, prime-time public affairs programming on national and international affairs.

In Brief

■ FCC is holding to April 15 as deadline for AM, FM and TV stations to install encoding and decoding equipment needed to implement new two-tone inter-station **Emergency Broadcast System**. It rejected petitions of Louisiana Association of Broadcasters, for one-year extension, and of National Association of Broadcasters, for six-month extension. ■ U.S. Court of Appeals in Washington has overruled FCC decision that **WMCA(AM)** New York violated personal attack rule in broadcast during which Representative Bejjamin S. Rosenthal (D-N.Y.) was called "coward." Three-judge panel, in unanimous decision, said FCC had improperly substituted its judgment for that of station in determining whether attack came within rule. Court sent case back to commission with directions to apply proper standard—reasonableness of station's judgment—but indicated it doubted that judgment could be faulted. Court did not reach constitutional issues WMCA had raised in appealing case. ■ **Network TV billings rose 7.7%** to \$2,430,667,200 in calendar 1975, Television Bureau of Advertising reported Friday (Jan. 16) on figures compiled by Broadcast Advertisers Reports. ABC-TV was up 5.8% to \$716,538,300; CBS-TV, up 6.2% to \$872,437,000; NBC-TV, up 11% to \$841,691,900. ■ National Bank of Cynthiana (Kentucky) says its logo is another **NBC look-alike**. It's said to be similar to new NBC "N" whose originality has already been challenged by Nebraska Educational Network (BROADCASTING, Jan. 12). Bank—which points out it has been called NBC since 1876—paid \$249.50 for design in October 1969. ■ Early results of metered overnight **Nielsen TV ratings in Chicago**, which started Jan. 8, reportedly are creating upheavals in old order, with NBC-owned WMAQ-TV hardest hit and ABC-owned WLS-TV biggest beneficiary. ■ Buckley Broadcasting's **WIBG(AM)** Philadelphia granted renewal by FCC after review of employment policies. FCC subsequently granted approval of sale to Fairbanks Broadcasting of Pennsylvania for \$2,950,000. ■ **Peter S. Willett**, head of UPI's broadcast services since 1968 and VP in charge since 1972, joins New York Times Co. mid-February to create and direct sales and syndication operation for Times properties including features, books, magazines and photo services. Successor at UPI not designated. **Frank Sciorino**, UPI Audio bureau manager, and **Bill Ferguson**, editor-broadcast services, have been operationally in charge, while Mr. Willett was on detached duty to reorganize computerized news system ("Closed Circuit," Aug. 25, 1975). ■ House Communications Subcommittee **report on cable regulation**, reportedly recommending liberalization of FCC rules governing pay cable access to movies, is to be realized this week. ■ FCC Friday was on verge of rejecting AT&T's new hi-lo tariff, affecting newswires among other customers.

Headliner



Hilford



Gillespie



Elkes



David

■ **Lawrence B. Hilford**, president of Viacom Enterprises division, elected executive VP as well as board member of Viacom International Inc., supervising all operating divisions including Viacom Enterprises (worldwide TV program distributor) and Viacom Communications (cable systems and pay cable services) as well as network program development. **Henry A. Gillespie**, senior VP-marketing and former VP-domestic syndication, succeeds Mr. Hilford as president of Viacom Enterprises and is named VP of Viacom International. **Terrence A. Elkes**, VP, general counsel, secretary and board member of Viacom International, also named executive VP, responsible for legal, financial and administrative areas, in last two replacing **James M. Leahy**, resigned. **Ronald Lightstone**, associate general counsel and assistant secretary, succeeds Mr. Elkes as general counsel and secretary, Viacom International. ■ **Madeline David**, director of daytime program development, NBC-TV East Coast, promoted to vice president, daytime programs, succeeding **Lin Bolen**, who resigns Feb. 1 to form own production company on West Coast.

Syndicators, independents find growing rapport

Talks at INTV sessions indicate a growing affinity for one another as revamped supply and demand of programing dictate change

The nation's independent TV stations and the program production companies seemed ready and eager last week to forge an alliance that would stimulate the development of first-run series for the nonnetwork market.

Though the production of new program series for nonaffiliated outlets has been a conversation piece for years, the one different note that was sounded loudly at the third annual convention of the Association of Independent Television Stations in Los Angeles last Monday and Tuesday (Jan. 12-13) was the enthusiasm of some of the country's leading programers to produce first-run shows for the nonnetwork market. This was a strange chord for major producers to be striking; in the past they have shunned the independent-station sphere saying the economics would not justify their investment.

This closer approach dominated the discussion at two of INTV's sessions on Monday; one on programing in general and a second on syndication. The underlying reason for this closer relationship, voiced during the discussions, is that the two groups need one another because of the changing structure of television.

Producers stressed their deficit financing in production of new network series; the difficulty of recouping investments in network programs via syndication because of the shrinking international market and the curtailment of sales, partly because of the family hour; the dwindling revenues from feature film sales because of the scarcity of new theatrical movies available for TV.

The independent TV station operators ticked off a number of reasons: The need for quality programing to attract audiences and advertisers; the effects of the family hour, cutting off access to top adventure shows, long a keystone of many nonnetwork facilities, and a desire to become more closely involved with production on their stations.

Beyond this dual interdependency, non-network stations and producers cited two other developments that contributed to the first-run euphoria. The first was the critical and rating success scored by Norman Lear's new *Mary Hartman, Mary Hartman*, which was rejected by CBS-TV and placed into syndication in 90 markets. The second was the launching of a new service by nonaffiliated stations (Independent Television News Association) which has subscribers in 10 markets.

The sentiment was that if a cooperative news service could be created by independent TV stations, perhaps a similar grouping could be assembled to help finance and produce quality entertainment programing.

During the two sessions dealing with programing, the following executives of major production firms indicated they would produce first-run series for independents if they received encouragement from nonnetwork outlets: Mr. Lear, president of Tandem Productions, Los Angeles; Louis N. Friedland, president of MCA TV; Alan Silverbach, senior vice president in charge of worldwide syndication and non-prime time programing, 20th Century-Fox Television, Los Angeles, and Lee Rich, president, Lorimer Productions.

Giraud Chester, executive vice president of Goodson-Todman Productions, New York, noted that his firm is now active in first-run with game shows (*What's My Line?* and *To Tell The Truth*) but did not take a firm position on whether G-T would venture into other program areas in the nonnetwork sector. William S. Hart, senior vice president, syndication sales division, Columbia Pictures Television, Burbank, Calif., adopted a more cautious attitude, saying his company might produce for independents if it were assured of

some financing. Grant A. Tinker, president of MTM Enterprises, felt that "the economics don't seem right," but said MTM is exploring the potentiality of producing for daytime network and for syndication in association with Allen Luden and Ray Beindorf.

Several station program officials in the audience asked if it was possible to form a cooperative to encourage producers to create first-run programing for them. John T. Reynolds, president of the television division of Golden West Broadcasters and general manager of KTLA(TV) Los Angeles, who moderated the session, felt the possibility existed.

"It gets to the type of programing we need," he said. "Ideally, I think, we need a 90-minute entertainment, strip show. I'd like to see INTV send out a questionnaire to find out how much each station would be willing to pay. We tried it once before and the amount of money stations would commit just wasn't enough. But perhaps the timing is better now and we ought to try again."

Other station executives suggested that new program series for prime time could be developed to appeal to both independents and network affiliates so that distribution could be more widespread and more profitable.

In reply to a question, Mr. Lear said CBS had financed the pilot of *Mary Hartman, Mary Hartman*, and he placed the cost "at about \$150,000 to \$200,000." He said he wasn't sure how well financially the series would fare, but "I feel it will do as well in syndication as it would have done on the network."

Both Mr. Lear and Mr. Rich favored one approach that didn't seem to sit well with the audience. They proposed that network programs have a five-year cut-off so that producers would not be tied down to a series and would be able to try other shows. By a show of hands, the station executives repudiated the suggestion.

Mr. Chester's reaction: "The audience should be the judge. There would be a public uproar if a show that is still a favorite is thrown off the schedule."

During the session on syndication, Mr.



Prospecting in a new TV market. The increasing appetite of independent television stations for first-run programs was primary topic of discussion at last week's INTV convention in Los Angeles. Among those with opinions on the subject (l to r in panel on left): Giraud Chester of Goodson-Todman, Norman Lear of Tandem Productions, Lee Rich of

Lorimer and Grant Tinker of MTM Enterprises. The panel was moderated by John Reynolds (r) of Golden West Broadcasters. **Report to the membership.** James R. Terrell (at right) of KTVT(TV) Fort Worth-Dallas, chairman of INTV, announced a special committee to explore ways to encourage development of first-run programs for independents.



On the up side. INTV President Herman Land (at left) reported that association membership was up by three from the year before, that delegates to the convention were up by 110 and that there was increased interest in INTV on the part of representatives and program syndication firms. **Rolling their own in TV news.** Another INTV panel session last

week examined the role—and problems—of independent television news. L to r: Sherman Bazell, news director of KTVU-TV Oakland; Reese Schonfeld, secretary of the new Independent Television News Association (also see story page 45); Leavitt J. Pope, WPIX-TV New York, and Harold E. Protter of KPLR-TV St. Louis.

Hart stressed that reducing the number of episodes ordered by the networks hurts the value of the series when subsequently released to stations since there are fewer episodes in the package. He reiterated that production costs have risen substantially but network fees have not increased commensurately.

Mr. Hart also warned that packages of feature films for stations are becoming smaller—down from 30 titles to 18—because TV release of new movies is catching up with theatrical exhibition.

Mr. Friedland suggested that action-adventure series without traces of violence will evolve in the future, making them more palatable for prime time. As an alternative route for the present, MCA TV has sold *Kojak* for late-night network showing so as to recoup some investment. Mr. Friedland felt this trend will accelerate.

Mr. Silverbach pointed out that often there is scant communication between producers and stations. He cited the daily *Dinah!* as a series that has been successful with the active support of a station group.

Other Los Angeles highlights:
first-run program committee set;
Lee assails VHF drop-in plans
as setback to UHF broadcasting;
cost-cutting tips suggested;
reps give hints on selling;
eight-week ratings sweeps opposed

James R. Terrell, board chairman of INTV and executive vice president and general manager of KTVT-TV Fort Worth, Tex., announced Tuesday that the association plans to form within two weeks a committee of 10 or 12 members to review the avenues to develop first-run programming for nonnetwork TV stations. He said that at the closing business session of INTV there seemed to be a sense of urgency that the time is propitious for such a step. Mr. Terrell acknowledged that at previous INTV meetings the subject had arisen, but said this was the first time that positive action has been taken toward the goal of

first-run production for independents.

Herman Land, president of INTV, said attendance at the two-day seminar reached 260. There had been 150 at last year's meeting in Atlanta. He noted that numerous station representative firms and program syndication companies had registered and said that some of these firms had applied for associate membership. There are 50 station members of the association, up by three over last year.

Thomas N. Dowd of Pierson, Ball & Dowd, Washington, counsel to INTV, reviewed the legislative scene, touching on developments likely to come up this year in satellite communications, CATV, and pay cable television. Noting that 1976 is an election year, he suggested that stations pay careful attention to pricing policies on their package plans as they will influence the prices of political advertising.

Frank X. Tuoti, vice president, marketing and planning, WPix Inc., New York, presented a research report on the rating status of independents, based on Nielsen figures for November 1972 and November 1975. He concluded that independents have achieved rating stability, with the figures varying slightly over that period. An analysis in 34 markets showed 18 stations were up, 14 were down and two showed no change, he said. Mr. Tuoti pointed out that some stations have shown striking gains in shares over the three years: KVVU (TV) Las Vegas, Nev., from 8 to 16; WRET (TV) Charlotte, N.C., from 4 to 10; WXIX-TV Miami, from 3 to 9; and WTCC-TV Atlanta, 8 to 12.

FCC Commissioner Robert E. Lee espoused the UHF cause during a Tuesday luncheon meeting. He said "the basic reason UHF must develop and prosper is that it offers a means of increasing very greatly the locally oriented program services available to the public."

Commissioner Lee called it "especially tragic" that "substandard VHF drop-ins are being proposed in the name of increased competition, program diversity, opportunities for minority ownership and

facilities for public television." He claimed the drop-ins "would undermine past UHF progress and kill off its future development."

Commissioner Lee pointed out that in 1962 Congress enacted all-channel receiver legislation and claimed it "would be tragic to turn our backs on UHF." He contended that "even the pendency of this proceeding chills UHF's efforts to reach its full potential, and along with it the continued development of independent stations."

The financial squeeze on independent stations was the focus of a panel discussion Tuesday morning. At the outset, the moderator, Lionel J. Schaen, vice president and general manager of KHJ-TV Los Angeles, cited FCC financial figures for 1974 showing that 90 independent TV stations grossed \$312 million that year and pre-tax net profit amounted to only \$1 million.

Harold A. Christiansen, vice president and director of business affairs-controller for Metromedia Television, Los Angeles, stressed the importance of maintaining a formal budget and of making realistic estimates of revenues and expenses for the year. He advocated reduction of costs as soon as possible, if revenues do not keep up with estimated revenues.

Gene Adelstein, general manager of KZAZ Tucson-Nogales, Ariz., pressed the point that small market stations must look for economies in even unlikely areas. At one time, he said, shipping charges ran about \$3,000 a month, but by finding cheaper ways of transportation this cost had been shaved by more than one-half. In the area of news, he added, expenses have been trimmed by limiting the amount of film used, saying, "You don't have to shoot ten feet of film for one foot to be used on the air."

Warren E. Larson, director of planning, KTLA (TV) Los Angeles, described a sample program purchase evaluation for a half-hour syndicated series. This appraisal considered costs of all kinds and rating estimates to establish a maximum price

Up with Women!

Family Affair's 18-49 women:

Up 45% over year-ago programs in 26 markets.

Up 35% over lead-in programs in 35 markets.

Family Affair's 18-34 women:

Up 33% over year-ago programs in 34 markets.

Up 35% over lead-in programs in 36 markets.

Now that's an upbeat story!

Family Affair
from Viacom



Source: NSI, Nov. 1975 and Nov. 1974.
Audience estimates subject to qualifications available on request.

per episode that could be paid for the series.

During the session on national sales, Robert J. Somerville, director of sales for INTV, reported that during 1975 the association made calls on more than 100 advertisers and agencies to point up the values of independent television and distributed mailings to more than 500 prospects. For 1976, he said, INTV will zero in on these target prospects: airlines, motion pictures and major sports advertisers. Research will be stepped up this year, Mr. Somerville added, with the formation of a committee consisting of research directors from leading independent stations.

Alfred M. Masini, president and general manager of TeleRep Inc., New York, reeled off statistics to buttress his contention that sales and viewing levels on independent TV stations have hit a plateau. He agreed there was a bias against nonnetwork stations and attributed this to two factors: low ratings and the lack of first-run programming.

Mr. Masini exhorted independent stations to vigorously support the incipient effort to bring original properties to their channels. He said that the best opportunity was in late night and he recommended that a program-development committee be created. (INTV officials later said they earlier had arrived independently at the decision to form such a committee.)

A bright picture for independent stations and spot TV generally was prophesied by L. Donald Robinson, vice president and general manager of Kaiser Broadcasting Spot Sales, New York. Among the reasons for the bullish attitude: the political elections, the Bicentennial, the Olympics and the continuing reduction of children's advertising on the networks, redounding to the benefit of independents and spot TV.

The contributions a representative firm can make to stations in the programming sector were described by Oliver T. Blackwell, executive vice president, The Katz Agency, New York. One of the missions of a representative, he said, is to sell a station's programming and the more he knows of a station's product, the more effectively he can sell.

At Katz and at other representative firms, he continued, considerable investment is made in research tools to enable them to track network, syndicated and feature film programming. Through this research, he reported, a representative is able to identify programming trends; advise stations on programs that are working and not working, and provide an evaluation of how different off-network programs will play in different time periods. The background a rep acquires in dealing with different types of stations on his list and with different kinds of distributors and their products enables him to make a solid contribution to a station's programming strategy, according to Mr. Blackwell.

John B. Mulderrig, senior vice president and general manager, Spotmasters Inc., New York, stressed the point that "to sell independents, you have to sell it emotionally and with great conviction." A

seller must communicate to the buyer the feeling that an independent actually can make a contribution to the media plan, he said.

At the general business session concluding the convention, the members went on record as "unalterably opposed" to the eight-week ratings sweep proposal and will seek the opportunity to present their case to the Broadcast Ratings Council and the National Association of Broadcasters. Some members suggested that regulations of the National Collegiate Athletic Association banning the telecasts of football games in their areas might be violating antitrust laws and asked the INTV counsel to look into this matter. In addition to the decision creating a committee to examine the feasibility of first-run production for independents, members voted that INTV frame a questionnaire to stations to define the issues confronting nonnetwork stations with which INTV should concern itself.

Worsening jam in CB radio swamps FCC

**Sudden popularity of system
is windfall for manufacturers,
calamity for government regulators,
source of interference to radio-TV**

On car decks and truck roofs, on highways across the country, they can be seen, metal stalks whipping in the wind, signposts of an FCC-regulated communications service as good as its name—the Citizens Band.

Motorists use the short-range service to exchange information on road and weather conditions, and truckers to warn one another of police patrols. Housewives find it handy for chatting with neighbors, and radio disk jockeys for contacting truck drivers for record requests. Even volunteer fire departments and police units use it. There is also, across most of the 23 channels set aside for CB, a Babel of chit-chat as operators open up their transceivers and monitor what are essentially party lines for conversations that sound interesting enough to join.

The wave of CB popularity has strong side effects. CB licensing has become a major workload for an FCC that was already grappling with administrative logjams. CB traffic is raising hob with broadcast reception on sets unequipped to filter out the CB transmissions.

The Citizens Band was largely the dream of former chief engineer of the FCC who later served as a commissioner, the late E. K. (Jack) Jett. He left the commission in 1947 and served as vice president and general manager of the Baltimore Sunpapers' broadcast properties until his death in April 1965. At his urging, the commission in the mid-40's set

aside frequencies—in the 450-460 mhz band—for a personal communications system. But for years, the idea remained ahead of its time.

In 1958 the FCC shifted most CB operations to another band—27 mhz—and business, usually those operating fleets of trucks, began using the service. Two years ago truckers in great numbers began using CB to avoid highway patrols seeking to enforce the 55-mile-an-hour-speed limit, and suddenly CB exploded into a wildly popular service, a major source of revenue for manufacturers and probably the biggest administrative headache the FCC has.

Commission officials have various sets of statistics to provide an indication of the explosiveness of the service's growth. Richard Everett, assistant chief of the Amateur and Citizens Division, notes that early in 1974, the commission was receiving some 15,000 to 20,000 applications for the five-year CB license each month; last month, the number stood at about 400,000.

And through all of 1976, the commission's facility in Gettysburg, Pa., which handles CB and other Safety and Special applications—it's located in a converted new-car dealership that is already swamped with applications for CB licenses (room has even had to be found in the ladies lounge to store stacks of correspondence)—is expected to be called on to handle 3.6-million CB applications.

Or, try this measure. Beginning in 1958, when the service was transferred to the 27 mhz band, 16 years passed before the commission recorded the issuance of its millionth CB license. Within eight months, CB licenses had passed the two-million mark. And three and a half months later—two weeks ago—the three-million mark. Charles Higginbotham, chief of the Safety and Special Radio Services Division, which includes the CB decision, expects the four millionth license to be run off the commission's computer by the end of January.

But that does not indicate the full scope of the use being made of CB, for not every unit is licensed. A father, for instance, can obtain a license for several units used by members of the family; a corporation, one for several dozen units used by employees.

Even that isn't all. Mr. Higginbotham estimates that for every three or four licensed operators there is one unlicensed operator—an individual, who, if caught, faces a \$10,000 fine and a year in jail.

In business terms, such popularity is good news. Electronic industry sources say that sales of CB radio equipment almost doubled last year, from \$400 million in 1974 to \$750 million. And the industry expects sales to hit \$1 billion this year.

One result of all this is Citizens Band radio has become a kind of instant pop-culture item. *Convoy*, the Polydor single written and sung by the senior vice president and creative director of Bozell & Jacobs, Bill Fries, has made it to the number-one position on both country-music and contemporary playlists. (The song's popularity has led to the appearance of another CB-oriented single—*White*

Knight, by Cletus Maggard and [inevitably] the Citizens Band, on Mercury Records.) What's more, CB is a part of the scene in television's *Movin' On* (NBC, Tuesday, 8-9 p.m., NYT), and the Columbia Pictures' movie, "White Line Fever."

The special language being developed on the Citizens Band is finding its way into the common parlance: "smokey" or "bear" (highway patrolman), "bear with ears" (a patrolman with a CB set), "reefer" (refrigerated truck), "Tijuana taxi" (police car with lights and siren on).

"Pit stop" may come to have a new meaning if a published report concerning a message delivered to truckers in the Los Angeles area is to be believed. "This is tender love," the message, delivered in a seductive tone, said, "I've got a Lady Jane here ready for a pit stop."

There are a number of reasons for CB's popularity besides its utility and its value as a toy—for kids of all ages. For one thing, a license requires no technical knowledge; virtually the only requirement is that applicants pay the FCC a \$4 filing fee. For another, the equipment is relatively inexpensive. The transmitter/receiver, microphone and antenna can be purchased for as little as \$59.55 though prices run up to \$400; the average is about \$150. When CB was in the 450-460 mhz band, a set would cost up to \$800.

Thirty years ago, Mr. Jett, in an article in the *Saturday Evening Post*, described his vision of what the service "citizens radio" could be, after World War II. He conjured up the picture of a young woman driver who is involved in a highway accident with another car, and uses her "handie talkie," which is "slung cameralike



Visionary. Ewell Kirk Jett, the father of citizen band radio, as he appeared in 1942. Mr. Jett, then an FCC official, later went on to head the Baltimore Sunpapers broadcast division. He died in 1965, too soon to witness his initiative come to flower.



In tune with the times. C.W. McCall (r), whose *Convoy* single on MGM Records made it to the top of the country and contemporary charts, was the first—but apparently not the last—to capitalize musically on citizen band popularity. This picture was taken at WHN(AM), Storer Broadcasting's country music station in New York, while he pulled a guest spot with afternoon personality Del DeMontreux (l) and Jessie, the station's only female disk jockey.

over her shoulder," to contact the highway patrol for assistance. Another example of "citizen radio's" potential use was in connection with a dairy's home delivery service.

As it has developed, the service could be used in those ways and sometimes is. The four-watt transmitters are used to extend a signal up to 20 miles, (terrain permitting) from a base station to a mobile unit or from one mobile to another.

Most truckers had used CB before the 55-mile-an-hour speed limit was imposed, according to William Jeanes, an editor of *Car and Driver* magazine, to exchange all manner of intelligence... critical weather information, road hazards, pleas for assistance and traffic information. But it was their use of CB to outwit the "smokies" that drew the attention of the mass media and wised up the public to CB. (An indication of how institutionalized citizen use of CB can become in what seems to some as an otherwise chaotic system is that the truckers have developed channel 19 as the one on which they exchange information. The FCC has set aside two channels for other purposes—9 for highway safety information and 11 for establishing communication.)

Highway patrols, whatever their feelings about CB when used as a weapon against them, are learning to profit from it. A spokesman for the Missouri highway patrol says officers can trace 221 arrests—mostly for drunken driving and speeding—over a recent six-month period to tips received on CB channels. One hundred and forty members of the force installed CB radios in their cars in the fall of 1974.

Meanwhile, back at the FCC, the staff appears to be bending under the weight of work the CB service involves. The Safety

and Special Radio Services work force in Gettysburg has been doubled to about 60 workers, with most of them spending full time on CB applications that arrive daily by the sackful (in 40 sacks on one day two weeks ago). Ninety percent of the applications are ready for grant, and an outside contractor is used to keystroke the information from the applications onto a disk for use in the commission's computer.

Nevertheless, it still takes the commission up to 10 weeks to process a clean application. And that delay adds to the commission's woes, for eager would-be CB operators deluge the staff with telephone calls and letters asking the status of their applications. (So busy are the telephones at the CB division that the local telephone company reports only 20% of the calls get through—and those number 400 including about 30 from congressional offices. As for the mail, the bureau faces the prospect of answering 16,000 pieces.)

(The commission's realization on that it would have to refund CB application fees along with all other filing fees it collected under a previous fee schedule if it loses a case now in court fills Safety and Special Bureau officials with dread. It could be done, they say; the necessary records are available. But the job would take more time and more staff than they like to think about, and the prospect of undertaking such a job is one factor causing the commission to oppose all demands for refunds.)

Enforcement, too, is a mind-boggling task. C. Phyll Horne, chief of the FCC's Field Operations Bureau, who is responsible for enforcing the CB rules calls CB "our major problem."

The commission last year received some 45,000 complaints. Most concerned inter-

ference to television receivers, hi-fi sets and other home-entertainment equipment. Commission officials say most cases of interference can be traced to defects in the receiving equipment—a lack of a filter to screen out the unwanted signals. The commission tries to resolve these complaints by mail, informing the unhappy set owner how his equipment can be modified to guard against the interference.

But with more than 3 million licensees operating, the field staff finds itself hard-pressed to keep up with the offenses that require field work. These can include transmission of obscenities, failure to use call letters, sending messages beyond the 150-mile range to which CB is limited, and operating off frequency or with excess power. (The mere operation by the estimated one million CB operators who are not licensed also poses an enforcement problem of course.)

To enforce the rules, the Field Operations Bureau can call on staff at 30 offices around the country. What's more, in recent years, FOB has been staffed by four, eight-man mobile teams, who are stationed at Laurel, Md.; Atlanta; Grand Island, Neb., and Santa Ana, Calif., but who range over the entire country in attempting to track down violators. In fiscal year 1975, the commission issued 1,363 notices of apparent liability, lifted more than 200 licenses for persistent offenses and issued some 40 cease-and-desist orders to licensed and unlicensed operators. Over the past two years, persons who had

ignored cease-and-desist orders, were prosecuted in criminal court and received fines and, in some cases, jail terms and probation as well.

Collecting the forfeitures can be a problem. Most offenders pay up, but the fines are so small—they average \$150—that it is hardly worth the commission's trouble, or that of the Department of Justice, which would have to prosecute the case in court, to collect the fines that are unpaid. So some simply are not collected. However, although the commission cannot revoke a license for failure to pay a fine, it has revoked the licenses of operators who have lied in denying culpability. (As one Safety and Special staffer noted, "CB is a weird environment.")

The commission is considering several measures aimed at improving its efficiency in handling CB matters. One idea is to adopt a "point-of-sale-licensing" plan, under which the outlets that now sell CB equipment—and an increasing number of stores other than those dealing in communications equipment do—would also provide the license. This, however, raises a legal question; some officials believe legislation would be needed to authorize such a delegation of licensing authority.

Enactment of a bill now pending in Congress would probably lead to the elimination of most of the interference complaints the commission receives about CB operations. The measure (HR-7052), introduced by Representative Charles Vanik (D-Ohio) would authorize the commis-

sion to require manufacturers to install in television sets and other home-entertainment units the equipment needed to screen out CB interference. (Commission officials say the installation at the plant would cost "a few cents.")

Besides these efforts at solving or at least easing some of the problems it now faces in administering CB, the commission is ready to concede the service cannot be contained within the 23 channels now assigned it. Accordingly, it is considering increasing the number to about 50, with the additional space to be taken from a portion of the spectrum allocated to land mobile but not in much demand.

All of which would seem to put to rest any doubts Mr. Jett might have had about the extent to which "citizens radio" would be used, back in 1945, when his article appeared in the *Saturday Evening Post*. "The reader should bear in mind," he said at one point, "that it will be up to the people to demonstrate that this service is necessary and valuable or, as the Communications Act of 1934 states, 'in the public interest, convenience or necessity.' The commission is even prepared to abolish it if there isn't enough demand for it. On the other hand, if its usefulness justifies the step, more frequencies will be made available."

Changing Hands

Announced

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

■ **WKBX(AM)** Winston-Salem, N.C.: Sold by Stuart W. Epperson (sole owner) to Randolph Properties Inc. for \$535,000 plus \$30,000 noncompetition covenant. Mr. Epperson also owns **WKBA(AM)** Vinton, Va., **WRBX(AM)** Chapel Hill, N.C., and has 50% interest in **KBIS(AM)** Bakersfield, Calif. Principal in buyer is Whiteley Binion, Fort Worth businessman with no other broadcast interests. **WKBX** is daytimer on 1500 khz with 10 kw (1 kw during critical hours). Broker: Hamilton-Landis & Associates.

■ **KLOH-AM-FM** Pipestone, Minn.: Sold by Ingstad Broadcasting Co. to Walley Christiansen for \$330,000. Seller (Mary Jean, Robert and Thomas Ingstad, principals) owns **KKXL(AM)** Grand Forks, **KOV(AM)** Valley City and **KBMW(AM)** Wahpeton, all North Dakota; **KGFX(AM)** Pierre and **KKLS-AM-FM** Rapid City, both South Dakota; **KKWB(FM)** Breckenridge, and **KWAD(AM)-KKWS(FM)** Wadena, both Minnesota. Ingstad is selling **KLOH-AM-FM** so it may purchase **KLPM(AM)** Minot, N.D., (see following) and keep its portfolio of AM's within FCC seven-station limit. Buyer is general manager of **KLOH-AM-FM** and has no other broadcast interests. **KLOH(AM)** is 1 kw daytimer on 1050 khz. **KLOH-FM** is on 98.7 with 100 kw and antenna 400 feet above average terrain.

■ **WJRD(AM)** Tuscaloosa, Ala.: Sold by Tidmore & Harrison, receiver, to GMC Broadcasting Inc. for \$300,000. Buyer is equally owned by W.A. Grant Jr., George

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Mitnick and Charles Crow. Mr. Grant is Jasper businessman with interests in WWB-AM-FM Jasper, WWF(AM) Fayette, WWR(AM) Russellville, all Alabama, and WACC(AM) St. Augustine, Fla. Mr. Crow is Birmingham, Ala., physician with an interest in WACC. Mr. Mitnick is Jasper businessman with interest in CATV franchise there. WJRD is on 1150 khz with 5 kw day, 1 kw night.

■ **KLPM(AM)** Minot, N.D.: Sold by Minot Broadcasting Co. to Ingstad Broadcasting Co. for \$240,000. Principals in seller are Dorothy Masse, Madeline Sutherland (43.09% each) and Leslie E. Maupin (13.81%). They have no other broadcast interests. Buyer is group owner also selling KLOH-AM-FM Pipestone, Minn. (see above). KLPM is on 1390 khz with 5 kw day, 1 kw night. Broker: Blackburn & Co.

■ **KESM-AM-FM** El Dorado Springs, Mo.: Sold by Daryl L. Fredine to Marvin Bredeimeier for \$150,000. Seller is purchasing, subject to FCC approval, WVLR(FM) Sauk City, Wis. (see below). Buyer is chief engineer at KCMO(AM) Kansas City, Mo. KESM(AM) is 500 w daytimer on 1580 khz. KESM-FM is on 107.1 mhz with 3 kw and antenna 135 feet above average terrain.

■ **WAFI(AM)** Middlesboro, Ky.: Sold by Tri State Broadcasters to Country Wide Broadcasters Inc. for \$144,000. Walter Powell Jr., sole owner of seller, owns Middlesboro coal brokerage firm and has no other broadcast interests. Buyer's principals are William R. Carrigan, Clyde Darnell, Carl Stump, Marc Beaubien and Sandi Lavender. Messrs. Carrigan and Darnell have interests in WECO(AM) Wartburg, Tenn., and WEQO(AM) Whitley City, Ky. Messrs. Stump and Beaubien and Miss Lavender have interests in WEQO. WAFI is daytimer on 1560 khz with 1 kw (500 w during critical hours). Broker: Chapman Associates.

■ **WVLR(FM)** Sauk City, Wis.: Sold by Sauk Prairie Radio Inc. to Daryl L. Fredine for \$120,000. Seller is owned by Thomas F. and Diane M. Clark and Gertrude Clark who have no other broadcast interests. Buyer is selling, subject to FCC approval, KESM-AM-FM El Dorado Springs, Mo. (see above). WVLR is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen Inc.

Approved

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

■ **WLWC(TV)** Columbus, Ohio: Sold by Avco Broadcasting Co. to The Outlet Co. for \$16.1 million. Avco, still licensee of WLW(AM) Cincinnati; WRTH(AM) Wood River, Ill., and KYA-AM-FM San Francisco, is selling off its broadcast properties, of which three await FCC approval: WLWT(TV) Cincinnati, WLWD(TV) Dayton, Ohio, and KMOL-TV San Antonio, Tex. Buyer owns WDBO-AM-FM-TV Orlando, Fla.; WJAR-AM-TV Providence, R.I.; KSAT-TV San Antonio, Tex., and 80% of WNYSTV Syracuse, N.Y. Outlet also owns seven department stores and 35 women's specialty stores in New England and recently acquired 91% of Philipsborn Inc.,

Washington, D.C.-based chain of 44 women's fashion stores. WLWC is NBC affiliate on channel 4 with 100 kw visual, 20 kw aural and antenna 440 feet above average terrain.

■ **WCKY(AM)** Cincinnati: Sold by Post-Newsweek Stations to Truth Publishing Co. for \$3.6 million. Seller, subsidiary of Washington Post Co., is licensee of WJXT(TV) Jacksonville, Fla.; WPLG-TV Miami; WTOP-AM-TV Washington, and WFSB-TV Hartford, Conn. The parent company owns the *Washington Post*, *Newsweek* magazine, *Art News*, a 50% interest in the *Los Angeles Times-Washington Post* News Service and a 30% interest in the Paris-based *International Herald Tribune*. Katharine Graham and family own the Post Co.'s class A stock; class B is publicly traded. Buyer is owned by John F. Dille Jr. (53%) and Walter R. Beardsley (47%) who own *Elkhart* (Ind.) *Truth* and WTRC(AM)-WYEZ(FM) Elkhart. Mr. Dille and son, John Dille III, own WCUZ(AM) Grand Rapids, Mich., and WMEE(AM)-WMEF(FM) Fort Wayne, Ind. Sale had been delayed while FCC received complaints over proposed format change. WCKY is on 1530 khz with 50 kw.

■ **KCOH(AM)** Houston: Sold by Dorothy Meeker, executrix of Robert C. Meeker estate, to KCOH Inc. for \$1.1 million plus option to buy real estate for \$150,000. Principals in buyer are Dr. John B. Coleman and Michael P. Petrizzo. Dr. Coleman directs and has interest in Greater Houston CATV. Mr. Petrizzo is general

manager of KCOH. KCOH is 1 kw daytimer on 1430 khz.

■ **WKBY(AM)** Muskegon, Mich.: Sold by Reams Communications Corp. to Reams Broadcasting Corp. for \$542,000 and assumption of \$158,000 in liabilities. Frazier Reams Jr., Toledo, Ohio, communications attorney, owns 95% of seller and 34% of buyer which is also licensee of WCWA(AM)-WIOT(FM) Toledo. Other buying partners are Toledo Trust Co. as trustee for Mr. Ream's mother, Crystal (34%), Morton Niepp, Toledo attorney (18%), and John R. Linn (14%). Messrs. Reams and Linn are equal partners in corporation that owns WCZN(AM)-WWCK(FM) Flint, Mich., and Oregon, Ohio, building and radio tower rental firm. WKBY is full time on 850 khz with 1 kw.

■ Other sales approved by the FCC last week include: KNEU(FM) El Centro, Calif.; WUUN(FM) Marquette, Mich.; KADS(AM) Elk City, Okla.

Good things ahead for TV, radio, cable

Commerce's industrial forecast sees healthy gains in next decade

Television revenues should rise at 9% rate in each of the next 10 years, almost reaching the \$10-billion mark by 1985. By then, cable television subscribers should have almost 35 million subscribers with

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revenues amounting to an estimated \$3 billion. These are among the predictions contained in the 16th edition of the *U.S. Industrial Outlook*, released by the U.S. Department of Commerce's Domestic and International Business Administration.

The 465-page study of 200 industries also anticipates growth for radio—an annual 8% increase which will bring radio revenues to about \$3.7 billion in 1985. Pretax earnings are projected at \$215 million by the next decade; television before taxes is expected to earn nearly \$2 billion.

In 1976, television is seen as taking a 19% share of total advertising expenditures and radio a 7.2% share. E. MacDonald Nyhen of the administration's science and electronics division, who wrote the broadcasting section, predicts television will net \$900 million before taxes this year, and radio: \$120 million. The earning power of cable television this year is put at \$80 million.

The consumer-electronics industry, which was said to have slumped last year, appears scheduled for a 10-12% rebound in 1976, with industry shipment value set at \$4.3 billion. Over the next 10 years, that value should rise to about \$9 billion. The improved condition, Jack Clifford, also of the science and electronics division, writes, can be seen as a result of the fact that three foreign competitors, dealing mostly in color TV, are now producing in the U.S. at the same domestic costs.

No fireworks expected at NAB board meet in Florida

On agenda: review of association's status in various fields, new dues plan, family viewing suit, budget

If the policy makers and pulse takers are correct, the National Association of Broadcasters semiannual joint board meeting this week will be as balmy as the ocean breezes of Key Biscayne, Fla., the chosen site of this year's winter retreat.

Prominent on the agendas of both boards will be NAB staff and committee progress reports on the association's activities in Congress, at the FCC and the Federal Trade Commission, its posture on cable and pay cable issues and the annual convention in Chicago (BROADCASTING, Jan. 12).

The item with the greatest potential for conflict on the radio board's agenda is the radio code board's vote to ban advertising of fireworks. Some board members oppose that move, arguing that in states where it is legal to sell fireworks it should be legal to advertise them on radio. One NAB spokesman predicted last week that the board would vote against such a ban.

The television board is expected to ap-

prove a new dues structure for NAB TV members that would cast off the hour-rate base approach, considered antiquated, and instead base dues on a station's over-all market's share of nationwide TV revenues. The change is expected to result in an increase in TV-dues income of about \$150,000 the first year. That is the same system now in effect at the Television Information Office and the Television Bureau of Advertising (BROADCASTING, June 23, 1975).

The suit against NAB, the networks and the FCC by Hollywood writers and producers over family viewing will be discussed in Key Biscayne, but the TV board is not expected to recommend any new actions. The suggestion has been made that NAB might pull its punches and let the writers win the suit, the reasoning behind that being that Congress and the FCC might receive the message that television programming is not to be toyed with. But there is little sentiment for the idea among board members, several said last week.

The joint board is expected to make few changes in the budget approved last week in Washington by the NAB executive committee. That budget projects a total income for the association, including the radio and television codes in fiscal 1976 (from April 1 to March 31, 1977) of \$4,869,250, and total expenditures of \$4,869,182. The budget projects about \$1,488,000 income from radio dues, \$1,323,000 from TV dues, \$179,000 from associate member dues and \$463,000 net income from the Chicago convention this year. In addition, it expects to receive about \$169,000 in rent from the tenants at its Washington headquarters, about \$108,000 in interest on time deposits and about \$20,000 from miscellaneous sources.

NAB expects to finish this year in the black about \$228,732, but the surplus in reality is closer to \$50,000 a spokesman said last week, when taking into account the funds which rest in the association's reserve accounts, for the office of community affairs, for example, or the office of pay TV. NAB's projected income through March 31, including the two codes \$4,617,456, its expenditures \$4,388,724.

Projected radio code revenue through the end of March totals about \$212,000, while that for the TV code is about \$675,000. Both will increase next year, the radio code's to about \$240,000 and TV's about \$695,000. The television board's decision to require all NAB TV members to also be members of the TV code will be a contributing factor to next year's TV code increase. The mandatory code subscription rule goes into effect April 1.

In June the joint board authorized the expenditure of up to \$100,000 for NAB's participation in the 1979 World Administrative Radio Conference. There is talk now of paring that down to specific expenditures of \$12,000 a year for the next four years, the sum of which would be less than half of the authorized ceiling.



Memory of Cobb. Sculptor Robert Russin's bas-relief likeness of Grover C. Cobb (above), the National Association of Broadcasters senior executive vice president who died March 7, 1975, is the design for a plaque that accompanies the NAB-affiliated Television and Radio Political Education Committee's annual Grover C. Cobb memorial award for broadcasting and government relations. TARPEC announced last week that it is taking nominations until March 1 for the first such award, to be presented by TARPEC to the broadcaster or public servant "who demonstrates unusual dedication to the improvement of broadcasting's relationship to the federal government." Accompanying the plaque will be a \$1,000 cash award which will be given by the winner to a college student studying broadcast journalism or political science. The selection committee, TARPEC's executive trustees, headed by Richard Dudley, Forward Communications Corp., Wausau, Wis., is seeking nominations from anyone involved in the industry on a regular basis. The award will be presented at this year's NAB convention in Chicago.

Cost of running three stations too much for NYC

City is looking for ways to hand off its WNYC-AM-FM-TV

The city of New York, financially strapped, is casting about for ways to relieve the \$2.1-million drain imposed on its budget by its WNYC-AM-FM-TV.

WNET(TV) Newark, N.J.-New York, the public station, was reported to be drafting a proposal under which it might take over all three stations. Alternatively, Arnold Labaton, director of the Municipal Broadcasting System, advanced a plan under which the stations would be turned over to a nonprofit corporation whose directors would be named by the city, which thus would retain control while losing ownership.

City officials said they would like to keep the stations but felt obligated to consider all possibilities in view of the city's financial problems. They said WNET had been

FCC, NAB and the networks urge dismissal of suits against family viewing

Briefs filed in Los Angeles court contend that case, if there is one, is in wrong forum; that concept is not commission 'rule' subject to appeal, and that NAB is not a government agency accountable to First Amendment

The National Association of Broadcasters, the TV networks and the FCC last week offered the U.S. District Court in Los Angeles some 100 pages of reasons for dismissing the family viewing suits that Hollywood writers, producers and actors have brought against them.

Even if the complainants have a cause for action against them—and the defendants say that is not the case—they are in the wrong court, the defendants claim. And if the case raises a First Amendment question, as the artists contend, the FCC said it is FCC Chairman Richard E. Wiley's freedom of speech that is being endangered.

Groups of Hollywood artists in one suit and Tandem Productions in a separate one are seeking a court order barring the commission from requiring compliance with the family viewing policies of the networks and NAB, and the networks and NAB from complying with those policies, under which programs scheduled between 7 and 9 p.m. are to be suitable for "family viewing."

The suits allege that the networks and NAB adopted the policies at the instigation of Chairman Wiley and that they violate the First Amendment and the no-censorship provision of the Communications Act. They also claim that, even apart from Chairman Wiley's actions, the action of broadcasters themselves is equivalent to governmental action and therefore subject to the restrictions of the First Amendment.

(Another claim in the group suit is that the networks and NAB have violated the antitrust laws by conspiring to boycott some of the plaintiffs' programs and ideas. However, that aspect of the case has been severed for trial later.)

NAB and the networks in one motion and the FCC in another said that if the complainants have a cause of action, it must be heard in the U.S. Court of Appeals, where all appeals from commission actions are argued. The NAB and networks said, in addition, that even before seeking judicial review, the plaintiffs should have sought rehearing from the commission itself. But both sets of defen-

asked to submit a proposal for absorbing the stations after WNET officials expressed interest in doing so.

John Jay Iselin, WNET president, suggested that one possibility under WNET operation might be essentially nonduplicative services by WNYC-AM-FM-TV and WNET. WNYC-TV, a channel 25 outlet that now carries many Public Broadcasting Service programs but not at the same times as WNET, might for instance become an exclusively educational broadcasting outlet, while WNYC-FM, strong on classical music and arts programs, might collaborate with WNET in stereophonic simulcasts of music programs. WNYC(AM) currently provides informational programs as well as some music and also frequently broadcasts various city government hearings live and presumably would continue this role under a new ownership.

WNET sources estimated that operation of the three WNYC stations would cost \$4 million a year, part of which they said must come from the city. The \$2.1 million allocated for them now represents an austerity budget devised in line with the city's financial straits.

Everyone fights try by Community to delay WNAC-TV arguments

FCC bureau, other competitor, licensee RKO protest third attempt to put off proceedings

A request for the third delay of oral arguments in the WNAC-TV Boston license renewal proceeding has drawn opposition from the licensee, the FCC's Broadcast Bureau and one of the two applicants for the channel 7 frequency.

RKO General Inc., the licensee, and its parent, General Tire & Rubber, are being challenged by Community Broadcasting of Boston and Dudley Station Corp. Community earlier accused GT&R of bribing foreign officials and other actions violating federal laws (BROADCASTING, Dec. 15, 1975).

The original date for the oral argument was Dec. 18, 1975. Community requested a delay, which the commission granted, until Jan. 19 to give its new attorney time to familiarize himself with the case. The

second postponement, this time until Jan. 27, resulted from an FCC conflict on the 19th. Community then asked for what amounts to an indefinite postponement so that its petition to reopen and enlarge the issues, filed on Dec. 10, could be argued together with any exceptions to the judge's initial decision.

Both RKO and Dudley opposed this latest delay. Dudley said the reason for the request is merely so that Community will be able to avoid some inconvenience. RKO's comments didn't address Community's bribery charges (which RKO said it would do in a later filing) and agreed with Dudley, adding that Community gave "no sound reason in equity, efficiency or fairness to postpone" the argument. RKO also said that in its previous motion for postponement Community made no mention of needing "any delay for the purpose of considering the possible reopening of the record."

Also expressing doubts about granting the request was the Broadcast Bureau since, it said, "Community's intent to file a further pleading raises the prospect of a lengthy delay."

In another action, Community petitioned the commission to have RKO's attorneys—Pierson, Ball & Dowd—disqualified from the proceeding because former FCC Chairman Dean Burch is a partner in the firm. Mr. Burch, Community said, voted in nine FCC decisions in this matter, therefore violating the American Bar Association's code of ethics which forbids an attorney and all others affiliated with him, from participating in a case in which "he had substantial responsibility while he was a public employee."

RKO and Dudley were against this move by Community. "Community has completely misread pertinent federal law," said RKO, "and has misapplied ethical standards." It went on to say that there is nothing improper, illegal or in violation of FCC policies that would prevent Pierson, Ball & Dowd from representing RKO since Mr. Burch is not personally involved in the case. RKO also noted that Community made no objection to the FCC when Mr. Burch joined the firm in January 1975.

Dudley also felt there was no reason for Community's request and said it was another "attempt to further defer oral argument . . . and to intimidate . . . counsel whose obligations are perceived to be uncongenial to Community's interests."

There's still Hope. Newport Broadcasting Co. can be counted a beneficiary of the FCC's new crossownership rule barring the creation of new radio and newspaper crossownerships. Its application for a construction permit to build an FM station in Hope, Ark., had been opposed by Hope Broadcasting Co. But Hope Broadcasting's 65.5% owner, A.H. Washburn, is the 76% owner of the only daily newspaper in the city. Accordingly, the commission's Broadcast Bureau last June dismissed Hope's application as being inconsistent with the crossownership rule which had been adopted the previous January (BROADCASTING, Feb. 3, 1975). The commission in October affirmed the Broadcast Bureau's ruling, and last month, the staff granted Newport's application for the FM. However, Hope Broadcasting should benefit from that ruling also. As the owner of what is the only radio station—KXAR(AM)—as well as the only newspaper in Hope, Hope Broadcasting had been directed by the commission in its January 1975 order to get rid of either its newspaper or broadcast holding by Jan. 1, 1980. But with Newport's FM to provide competition for its AM, Hope Broadcasting will no longer be operating the kind of media monopoly the commission's order requires to be broken up.

When Chad Everett he'll bring 13,450,000



SOURCES: 1*NTI, NAC AUDIENCE ESTIMATES, SEPTEMBER 1974 THROUGH MARCH 1975; 2TV-Q PERFORMER POPULARITY STUDY, APRIL 1975. QUALIFICATIONS AVAILABLE UPON REQUEST

goes into syndication women with him.



Chad Everett's popularity with women is no secret. How could it be with nearly 13½ million women of all ages faithfully watching. (Nationwide.) And of those women close to 8 million are in the 18-49 age group.¹

And the facts confirm it. In the latest TVQ Performer Study, Chad Everett had a familiarity score of 93 and a Q-Score of 43 among women 18-49. That ranks him ninth among all 557 performers within this key demographic group.²

Just as important, last season Medical Center was number one in its time period with women 18-49. And this season, it looks like Medical Center is going to do it again.*

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dants argue that there is no cause of action.

The commission says that the amendment to the NAB code dealing with family viewing does not constitute an FCC "rule." (The writers, producers and actors, in their suit, characterized family viewing as "the prime time censorship rule.") Nor, it says, did the speeches of Chairman Wiley concerning sex and violence on television or the contacts he had with NAB and network representatives on the matter of family viewing constitute "agency action."

Furthermore, it says, "expressions of concern by public officials, even where they result in actions being taken by another party, voluntary actions to be sure, cannot constitute a violation of the First Amendment . . . It would be anomalous indeed if the First Amendment were held to restrain public speeches by such an official on matters of concern to him and to preclude his informal and nonbinding expression of views to industry representatives."

The NAB and the networks argue that they cannot be considered the equivalent of governmental agencies where the First Amendment is involved if there is no governmental compulsion to take the action complained of. And, they say, the family viewing concept was adopted voluntarily. "The existence of governmental licensing and general regulation alone is not a sufficient basis for a finding of state action," they say.

They cite a long list of cases to support that point, but add that even if the action of private broadcasters were considered state action, broadcasters would still not be violating the First Amendment in "scheduling and editing programs pursuant to the family viewing policy. . ."

They say: "The courts, conscious of the special problems which arise in applying the First Amendment to broadcasting, have consistently and correctly held that, in the context of the statutory scheme governing broadcasters, the First Amendment rights of providers of broadcast material are not violated by the exercise of editorial judgments by broadcasters."

Barry Cole tells his story on family viewing

In deposition in family viewing suit, he recounts events at commission that led up to NAB code amendment; other officials to be heard

The lid is being lifted on the activities in Washington and New York that led to the creation and implementation by the networks, the National Association of Broadcasters and Association of Independent Television Stations of the concept known as "family viewing." But so far, the information being developed tends to confirm

what was already known or assumed: FCC Chairman Richard E. Wiley back in the fall of 1974 was impatient for a fast, "dramatic" stroke that would ease the pressures on the commission being generated by the controversy over sex and violence. And CBS President Arthur Taylor played an important role in making Chairman Wiley's effort succeed.

A behind-the-scenes look at the steps leading up to the adoption of family viewing, at least from the point of view of a commission staffer, has been provided by Barry Cole, who during the period involved was a consultant to the commission and worked on the family viewing project.

He recounted his tale in a 366-page deposition given over a two-day period in Los Angeles to counsel for the Hollywood writers, producers and actors who have gone to court in an effort to block implementation of the family viewing concept (see page 37). But his won't be the only memory mined. The artists' counsel plan to take at least 16 more depositions, including those of FCC and network officials, in the next three months.

Dr. Cole, who is now devoting his time to writing a book based on his observations over the last five years at the FCC, recalled that in September 1974, he and other members of the staff began working on proposals for dealing with the ultimatum that the House Appropriations Committee had issued in the preceding spring regarding sex and violence on television. The committee had warned that, unless the commission presented by Dec. 31, 1974, specific plans for protecting children from such programming, it would take "punitive action."

Staff members discussed a variety of proposals, including the issuance of a notice of inquiry, at a meeting on Oct. 4 with Chairman Wiley, Dr. Cole recalled. But, he said, none seemed to arouse the chairman's enthusiasm. No other commissioners were present.

Some time later, he added, Werner Hartenberger, then chief of the Office of Plans and Policy and now deputy general counsel, told him that the chairman had opted for another course. "The chairman had decided that he was going to meet with the representatives of the networks," Dr. Cole said he was told, "because he wanted to do something more quickly and more dramatic."

Chairman Wiley's first meeting with the top officials of the three networks—ABC's Elton Rule, president, and Everett Erlick, senior vice president; CBS's Mr. Taylor and John Schneider, president, CBS/Broadcast Group; and NBC's Herbert Schlosser, president, and David Adams, vice president—was in his office on Nov. 22 (BROADCASTING, Nov. 25, 1974).

Initially, Dr. Cole indicated, the conversation was dominated by ABC and NBC officials, who recounted steps their networks had taken to deal with the problem. But the atmosphere appeared to change abruptly when Chairman Wiley broke in to ask, "Are you saying there really isn't a problem?" and Mr. Taylor replied: "Well, Dick, at CBS we think there is a problem,

and we intend to do something about it."

Dr. Cole indicated the statement buoyed the spirits of the staff members present, and that it was kept in mind when they were planning their visit to confer with officials of the three networks on Dec. 10 and 11. Because of CBS's "responsiveness," he said, the staff members felt they should try to arrange their schedule so they would visit CBS first or second, not last. They felt they might learn something that would be useful in their talks with the other networks. As it turned out, they visited NBC first, CBS second and ABC last.

(Within the following month, Mr. Taylor had written Wayne Kearl, of KENS-TV San Antonio, Tex., chairman of the NAB code review board, offering the family viewing amendment that was adopted at the NAB convention in April.)

The deposition also makes clear, however, that Mr. Taylor would not allow himself to be pressed too closely. At one point, when the chairman's legal (now administrative) assistant, Larry Secrest, began raising specific issues at the chairman's request, Mr. Taylor cut him short with, "Do you sense a kind of fog coming across the table?"

Chairman Wiley abruptly terminated that line of questioning with the comment that it was not the time to get into those "details." And with that, he suggested that the commission staff members involved in the question of sex and violence on television confer in New York with network officials familiar with their respective programming codes.

Throughout much of their questioning, counsel for the Hollywood writers, producers and actors, whose suit alleges a First Amendment violation, attempted to draw out Dr. Cole on programming matters. In response to questions, he cited various programs, such as *Kojak* and *Hawaii Five-O*, that he said he and other members of the staff felt might not be considered acceptable for viewing by young children.

However, he was not asked whether he or other members of the staff discussed specific programming with network officials. And he said, at several points, that the "plan" agreed upon by FCC officials was to avoid making judgments regarding programs. If the question arose, he said, "we were going to say to the networks, 'this is your judgment.'"

The tentative schedule for deposing additional witnesses that the artists' counsel has developed leads off with CBS-TV President Robert Wood and Richard Kirschner, of the CBS program practices department, on Feb. 2-4.

They would be followed by the FCC's Mr. Secrest and Paul Putney, assistant chief for law of the Broadcast Bureau, Feb. 11-13; Tom Swafford, CBS vice president for program practices, and his opposite numbers at NBC and ABC, Herminio Traviesas and Alfred R. Schneider, Feb. 18-20; Mr. Rule, Mr. Taylor, Mr. Schlosser, and Herman Land, president of INTV, Feb. 23-27; Mr. Wiley and Mr. Hartenberger, March 9-12; Mr. Adams, Mr.

Erlick and CBS's Mr. Schneider, March 16-19.

Presumably, the attorneys will want to question an NAB official. However, the only NAB name on the tentative list was that of the late Grover Cobb, who as executive vice president played a leading role in events leading up to the NAB's adoption of the family viewing amendment to the code. He died last March.

It was not clear where the depositions would be taken. The attorneys expressed a preference for Los Angeles, but indicated they would attempt to accommodate the witnesses.

Hardy: The public has already voted for family viewing

FCC counsel questions motive behind writers-producers suit, urges broadcasters, advertisers to follow the people's mandate

While lawyers for the FCC, the National Association of Broadcasters and the networks last week were filing defensive motions in the court suit that Hollywood producers and writers have brought against them in the controversy over family viewing (see above), FCC General Counsel Ashton Hardy was going on the offensive with rhetoric.

He said those who brought the suit are more concerned with damage to their "bank accounts and pocketbooks" than with the "impact of television violence on America's children." He also called the

suit an admission on the part of the plaintiffs that "their talents are very limited," and said the suit itself is regarded by many as "frivolous."

The writers and producers say the family viewing plan, under which the first two hours of prime time must be cleared of programs containing undue amounts of violence and sex, is FCC-inspired and a violation of their First Amendment rights. The networks, NAB and the FCC deny the charge.

But last week, Mr. Hardy, who spoke to the Idaho State Broadcasters, in Boise, was arguing that the verdict is already in, in the court of public opinion, and that broadcasters and advertisers should heed it.

He cited the *TV Guide* poll showing that eight out of 10 Americans favor the concept and the statement by Archa Knowlton, of General Foods, "a spokesman for the advertising community," that television advertisers should speak out against violence on television.

"The American people ... have spoken," Mr. Hardy said. "You as broadcasters must assume a leadership role in providing reform ... If you are concerned about what is being fed from the networks, let them know. Exercise your right to preempt network programs you feel could be offensive to your community."

As for advertisers, he said, they should make their views known to broadcasters. Advertisers are members of the community and have a stake in the future of the youth. "I am deeply concerned that we are creating a generation of youth who believe that arguments are settled with violence rather than with logic, reasoning and discussion," he said. "If we continue

to allow an atmosphere of violence and permissiveness to flood our living rooms and dens, we set the tone for writers, producers and actors to create anything for a laugh without regard to how maudlin or how offensive it might be to individuals or groups."

'Mary Hartman' wins hearts in N.Y., L.A.

And two public TV's join list for Lear show

Norman Lear's offbeat *Mary Hartman, Mary Hartman* harvested a solid audience sampling in its first week on the air in New York and Los Angeles.

The half-hour syndicated comedy, a send-up of daytime soap operas, which, like them, is being stripped five times a week, finished first in its time period in its heavily publicized New York debut Jan. 6 (in a special 60-minute double episode starting at 11 p.m. on Metromedia's WNEW-TV, where it got a 13.6 Nielsen overnight rating and 31 share) and on Jan. 7 (11-11:30 p.m., with a 12.2 rating and 24 share).

On Jan. 8 in New York, it got an 11.9 rating and 25 share, good for second place behind local news on WCBS-TV. On Jan. 9, its 13.1 rating and 25 share put it third behind news on WCBS-TV and WNBC-TV.

After slipping to fourth place in New York on Monday, Jan. 12, with a 10.4 rating and 21 share, *Hartman* climbed back to second on Jan. 13 with an 11.2 rating and 22 share.

In Los Angeles, where *Hartman* is stripped at 11 p.m. by Metromedia's

Reprive. California Superior Court judge has ordered new trial to settle producer Donald Widener's libel suit against Pacific Gas & Electric Co.—sending lower court's \$7.75-million award to Mr. Widener into limbo. Judge Byron Arnold said November 1975 verdict was based on insufficient evidence. Mr. Widener brought suit based on 1971 letter sent to KNBC(TV) Los Angeles by PG&E and company engineer, James Carroll. Mr. Widener was accused of doctoring documentary he made for KNBC on nuclear power stations entitled, "Powers That Be" (BROADCASTING, Oct. 27, 1975).

Sufficient warning. FCC says that when it makes final decision in matter of contracts between licensees and music format companies, it will give broadcasters "a reasonable period in which to conform." Commission issued policy statement (BROADCASTING, Nov. 10, 1975) that warned against contracts that would, in FCC's view, restrict licensee's independent control over programming. Statement was later appealed by Stereo Radio Productions Ltd. in petition for reconsideration (BROADCASTING, Dec. 1, 1975).

The whole marble. ITT will begin international distribution of its children's TV

Program Briefs

series *Big Blue Marble*. Some of countries that will start airing *Marble* include Great Britain, Switzerland, West Germany, Austria, Poland, Greece, Cyprus, Kenya, Nigeria, Zambia, Malaysia, Hong Kong and Canada. Series, which is made up of 52 episodes in 30-minute magazine format, is now being telecast on 135 U.S. stations. Vitt Media International, New York, will handle both domestic and international distribution.

Shutdown. Memphis-based Stax Records Inc. has been ordered to cease operation until jury decides whether company is solvent enough to continue or should be dissolved to satisfy debts. Ruling was made by U.S. Bankruptcy Court judge. Record company—which helped pioneer "soul music"—owes Union Planters National Bank there \$10.5 million.

Everybody loves a clown. A & S Productions Inc., Detroit, has arranged with Larry Harmon Pictures Corp., Hollywood, for distribution rights to *Bazo's Big Top*, produced by A & S for initial programming in Indiana, Michigan and Ohio. Format will involve education as well as entertain-

ment. For further information: *Cummings Advertising Agency, Detroit; (313) 478-3036.*

New alliance in Flint. WFDF(AM) Flint, Mich., formerly affiliated with NBC Radio, becomes affiliate of CBS Radio effective today (Jan. 19).

Grabbing the notorious. Radio audience promotion package, *Posse Payoff*, is available from Tony Visk Creative Broadcasting Services. Ten-week game utilizes 300 60-second scripts inviting listeners to "capture the outlaws of the old West and win a reward." 3802 Greenrock Court, Atlanta 30340; (404) 934-1956.

Public speaking. Department of Health, Education and Welfare has given \$1.8 million to noncommercial WNET(TV) New York for development and production of 26-part prime time series tentatively titled for *Speech Class* and geared to high-school students.

Around the world. Worldvision Enterprises Inc. has renewed global distribution rights to 244 *Casper The Friendly Ghost* cartoons. Company says these cartoons are now being shown regularly on 250 TV stations worldwide.

KTTV(TV), the show got a 9 rating and 36 share on Jan. 5, its formal debut, good for second place, and then hovered between second and fourth place the rest of the week and the first two days of the following week. Its 23 shares on Jan. 8 and Jan. 9 put it in second place, but a 17 share on Jan. 13 dropped it down to fourth.

The spell of *Mary Hartman*, has extended to public broadcasting outlets. It has been purchased by WPBT(TV) Miami and WJCT(TV) Jacksonville, Fla.

KNXT fears repercussions from CBS's Manson film

CBS-TV's highly touted made-for-TV movie, "Helter Skelter," about the trial and conviction of Charles Manson for the Tate-La Bianca murders, may end up on an independent station in Los Angeles instead of the CBS-owned KNXT(TV) there. Russ Barry, general manager of KNXT, said he won't run the movie because it's very advantageous to Vincent Bugliosi, the Manson prosecutor who co-authored the "Helter Skelter" book and who is going to run for district attorney of Los Angeles county. The four-hour movie, which Mr. Barry said CBS will run in either the third or the fourth week of February (in the middle of important February-March sweep period), could tip election scales in Mr. Bugliosi's favor, according to Mr. Barry. CBS sources said the network has set no firm date for "Helter Skelter" but added that if Mr. Barry holds firm in his resolve to black it out on KNXT, CBS's policy is to offer it to other stations in the market.

JWT bartering health series

Three health-care programs of WCVB-TV Boston will be syndicated by J. Walter Thompson Co., New York, on a barter basis under the umbrella title *Update on Health*. Featuring Dr. Timothy Johnson of Harvard Medical School, the package consists of *House Call*, a weekly half-hour series involving interviews with medical experts and responses to viewer letters; three two-minute *Update on Health News* elements each week for use on local newscasts, and 60-minute specials on breast cancer, heart disease, nutrition and child rearing.

The arrangement was announced by Robert M. Bennett, BBI executive vice president, and Robert E. (Buck) Buchanan, senior vice president of JWT. *Update on Health* will be available to stations on a barter basis with JWT clients either reserving some commercial availabilities within the show and granting the rest to the stations or with JWT clients taking time-bank commitments for other periods and the stations getting all commercial positions within *Update on Health*. JWT sources said it was not yet known which clients would be associated with the series.

Cablecasting®

Cable interests seek FCC lever in Ohio pole fight

Citing 1950 Mansfield case as precedent, petitioners say Toledo Edison's industrial radio licenses should be put on line

The cable television industry is trying a new approach to get the FCC involved in pole-attachment rates charged by utility companies. Continental Cablevision of Ohio Inc. and the National Cable Television Association last week petitioned the FCC to order Toledo Edison to show cause why its industrial radio licenses should not be revoked for engaging in monopolistic practices in providing CATV pole attachment services.

The petitioners argued that Toledo Edison has a "total monopoly" on poles in Clyde, Ohio, where Continental operates a cable system. Furthermore, they contended that Toledo Edison has shown a "callous disregard" for the commission's policy that pole-attachment rates should be based on a "reasonable division of actual costs." That policy underlined the AT&T-NCTA pole rate agreement engineered by the FCC last fall (BROADCASTING, Oct. 6, 1975), but has never been extended to non-Bell phone companies or utility companies that provide CATV attachment services.

Continental now pays \$6 per contact to Toledo Edison, but the electric utility company has raised its charges to \$9 per pole. Continental has terminated its pole agreement with Toledo Edison and the electric company is now proposing an alternative rental schedule of \$5 per pole, for the first 3,000 pole contacts in addition to 2% of Continental's gross subscriber revenues.

The petitioners alleged that neither the original pole rates nor the proposed rental fees have been based on a prorating of the utility's actual costs in providing pole space. Any rental fee based on a percentage of gross revenues is an attempt to obtain "de facto equity participation in Continental's business," the petitioners contended.

The tie-in between Toledo Edison's industrial radio facilities and Continental's pole-attachment problem lies in the FCC's licensing power. According to the petitioners, that power is an "appropriate and

flexible" mechanism to maintain a grip on Toledo Edison's conduct that negatively affects FCC regulatory responsibilities over cable television. They said that the Supreme Court has upheld the commission's authority to consider more than the mere technical and financial qualification of a licensee.

As an example of that authority, the petitioners pointed to a case involving the *Mansfield (Ohio) Journal* in 1950, where the FCC's refusal to issue a radio license to the newspaper owner was not based on any misuse of a licensed facility. In the *Mansfield* case the license was revoked upon findings that the newspaper had engaged in monopolistic practices to suppress competition of another radio station, the petitioners said.

"Without the privilege of using licensed facilities in a portion of the radio spectrum especially designated for power companies," said the petitioners, "the licensee (Toledo Edison) would be unable to continue its normal business activities and could not engage in monopolistic conduct" in setting pole rates.

Continental and NCTA have requested that the FCC set Toledo Edison's radio licenses for hearing on an expected basis to resolve the issue. Otherwise, they contended, Continental will be subject to "serious financial jeopardy" and it will not be able to meet the FCC's regulatory objectives for cable.

Everyone seems happy with court's idea

The U.S. Court of Appeals in Washington last week sent back to the FCC a case involving a cable system and a concerned UHF licensee for settlement along lines the court had suggested.

At issue was a commission order denying Big Valley Cablevision authority to import on its cable systems in Stockton and San Joaquin, both California, the signals of KEMO-TV (ch. 20) San Francisco. The commission's concern was that the Spanish-language programs the station carried would duplicate the programming of KLOC-TV (ch. 19) Modesto, "an extremely vulnerable UHF station" that had suffered losses but had enjoyed some prosperity after adopting an extensive Spanish-language format.

The court, however, during oral argument, noted that KEMO-TV carried a number of foreign-language programs, not

Canadian pole reprieve. Cable television operators in Canada also have their problems with pole attachments. The Canadian Cable Television Association won a victory recently, however, when Bell Canada decided to permit cable operators to install their own cable on its poles and merely rent access on a monthly basis—similar to the practice in this country. In the past, Bell Canada refused to enter into such pole-access arrangements and favored the so-called "partial agreement" whereby it would string the cable and charge installation costs to the CATV operator as well as a monthly charge based on feet of plant. There were also several "complete agreements" in which the utility company owned the cable and amplifiers and leased back the system to the cable operator, who was left with administrative and programming functions.

THEY'RE THINKING NATPE*

- * Shorthand for the 13th annual conference of the National Association of Television Program Executives, which convenes in San Francisco's Fairmont and Mark Hopkins hotels February 21-25.

The business of that conference is to sort out the key trends in television programming.

And, not incidentally, the key properties.

It is a conference BROADCASTING has called "the magnetic marketplace," in that it exerts its gravitational pull on all elements in the buying and selling of TV station programming. Program directors. General managers. Syndicators. Agencies. Advertisers. Government officials. The creative community. That magnet attracted 1,139 in Los Angeles two years ago, 1,352 in Atlanta last year and is expected to draw 1,600-1,700 to San Francisco.

BROADCASTING will "surround" NATPE this year as it has in the past. Its issues of February 16, 23 and March 1 will carry heavy concentrations of editorial and advertising material reflecting the before, during and after of this major industry event.

Deadlines for advertising: February 9, 16 and 23.

ARE THEY THINKING YOU?

You belong in Broadcasting  Feb 16 Feb 23 Mar 1

merely those in Spanish. Accordingly, it suggested that the difficulty might be resolved by permitting the systems to carry all KEMO-TV's programs except those in Spanish.

With the lawyers for the commission and the other parties indicating that the idea might be acceptable, the court asked the commission to take the lead in working out a plan satisfactory to the parties and in the public interest.

The commission on Nov. 17, 1975, informed the court that a modification of its order along the lines suggested by the court could be acceptable. Accordingly, the court sent the case back with instructions to adopt such order.

Cable Briefs

Construction. C-Cor Electronics Inc., State College, Pa., will supply all electronics equipment and certain engineering services for construction of additional 300 miles of CATV plant for Buckeye Cablevision in Toledo, Ohio, area. Contract involves about \$1 million.

NCTA space. National Cable Television Association is planning exhibit space at April 4-7 Dallas convention about equal to that provided last year at New Orleans. Some 37,000 square feet are to be provided, and 81% of that has so far been sold, NCTA staff reported. Last year exhibit space provided \$225,000 in revenues.

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Broadcast Advertising®

Y&R specialist in new media says 1980 is year for cable, but TV has no need to worry

Donnelly tells ANA workshop that CATV should reach penetration level of 30% by then—a historic take-off point for media—but for advertising, it will remain a local medium, taking dollars from newspapers, not from television

Cable television should be ready for "a quantum leap into the big time of communications media" in 1980 but nevertheless is not likely to pose an immediate threat to broadcast television's audiences or its advertising volume.

That forecast was offered to some of the country's biggest advertisers last week by William J. Donnelly, Young & Rubicam International's group supervisor, new electronic media. The occasion was an Association of National Advertisers media workshop, held Wednesday (Jan. 14) in New York.

Other forecasts included:

■ Edwin T. Vane, vice president and national program director, ABC Entertainment, said TV's basic appeals for advertisers will remain "essentially the same as in the past." Regular series will remain the bedrock programming, plus "a goodly number of specials and events" and probably some increase in comedy shows as a result of the "family hour" concept (which he said has proved "generally successful" and reduced the volume of viewer complaints about sex and violence). He also said this has been one of the most successful sales seasons in network history, with all three already "locking up" availabilities well into the third quarter.

■ Robert E. (Buck) Buchanan, senior vice president in charge of media at J. Walter Thompson Co., ventured in response to a question that there would be stepped-up activity in advertiser syndication, in which JWT is one of the leaders. In his formal presentation Mr. Buchanan gave the advertisers what he called "a primer" on the various forms and advantages of both cash and barter syndication by advertisers.

Y&R's Mr. Donnelly predicted that by the end of 1981 cable-TV penetration, now about 15%, will reach 25 million to 26 million subscribers or about one-third of TV households. But, he said, by then from 50% to 60% of all homes will be passed by cable. "The importance of this factor is the suddenness with which the revolution may come. Suddenly, over half of U.S. households could, at low cost, become ca-

ble subscribers if they find something on the cable to motivate their subscription."

Actually, he said, penetration levels of about 30% have represented take-off points in the past—for television's big move against radio, for advertisers' switch to color commercials, for ABC's entry into full daytime programming.

"Thus," Mr. Donnelly continued, "30% penetration for cable television is at once both a magical and critical number, and we are proposing that that penetration will be reached in 1980. And what does it mean? It means that in 1980, cable television will have the bone structure for a quantum leap into the big time of communications media."

"It will be prepared for a significant leap in advertising investment, followed by the more attractive programming menu that investment will make possible, followed by a rapid increase in subscribers, followed by greater investment in new construction, followed by an effectively wired nation a decade later."

He continued:

"I do not believe that cable television will siphon ad dollars from broadcasting in 1980, and at some point after that, we will no longer be distinguishing communications by their distribution systems. We will only be talking about electronic or television communications. This is not to beg the issue but to define it...Siphon is a tricky word..."

"If we are talking about a fact, I believe that advertisers will be investing at a rate of \$70 million to \$100 million in cable programming after the turn of the decade. But this is an insignificant amount of money in broadcast television terms, and I believe that it will come from advertisers or advertising sources not currently in broadcast television. Thus we are primarily talking about incremental dollars as opposed to robbing Peter to pay Paul."

He predicted that "for a long time to come" cable will be a community or "local local" advertising medium, because "few systems or combinations of systems have come close to achieving significant penetration of advertiser-defined market areas, which as you know are frequently identified with TV station broadcast areas."

"For example," he continued, "the current top-15 cable advertisers are McDonald's, Pepsi-Cola, Coca-Cola, Ford dealers, Kentucky Fried Chicken, Goodyear Tire, Woolco department stores, Grant's department stores, Hardee's Hamburgers, Holiday Inns, Volkswagen, Royal Crown Cola, Toyota, Chevrolet and Sears. All of these advertisers are local, community dealers of national companies who can utilize and benefit from truly local media, such as community newspapers. This is where we can expect advertising growth, and these monies will not be siphoned from broadcast television."

Nor did he expect pay TV to be siphoning programming from broadcasting. He projected about 2.5 million pay-TV subscribers in 1981. These, he said, "will hardly represent a threat to broadcasters in terms

of time spent viewing television and its subsequent impact on advertising rates." In addition:

"If you analyze the revenues generated by 2.5 million pay-television subscribers and divide that number by the percentage payments to program owners, you'll soon conclude that it will completely break the bank of pay television to try to outbid the networks for the 1980 Summer Olympics from Moscow. The money will still be with the networks. And sports is the only place it matters, because they have to be live and simultaneous to be enjoyed. Movies are hardly an issue because a first run in theaters reaching 2.5 million movie-goers does nothing but enhance the value of those movies as broadcast television fare. In short, I see no near-term quantifiable harm to broadcasting from pay television."

But he did think a fourth TV network may come into being—probably through "all those satellite ground stations going up all around the country to help make pay television possible." Thus, he said, "these receive-only stations could easily become an advertiser-supported fourth network. In short, pay television may unwittingly be creating its own competition. And that day is about five years away."

Beyond that, Mr. Donnelly continued, "that satellite distribution system, put in place on behalf of pay television, may become a method for us to distribute our broadcast commercials to local broadcast stations from a central location in New York at low cost. In short, no more reels of tape or film being mailed or messengered to local spot markets. This could be very attractive in terms of time, money and quality control."

Mr. Donnelly envisioned "less than a million" video-tape cassette machines in homes by 1981 but thought video disks may pose "quite another question." By the end of 1981, he suggested, video-disk set sales will have reached 1.45 million and be growing annually "somewhat like color television set sales." But he did not know, he said, what this will mean for advertisers, because it all depends on "how much time people will spend in communications consumption in the next decade and what kind of programming is available on video disks...Those questions are next to impossible to answer."

But over-all, he continued, the "video environment" will be ready to explode by 1981. In that year, he explained, "we are projecting 25 million cable television subscribers and twice that many with cable passing their front door. We are projecting 2.5 million pay television subscribers, 1.5 million video disk owners and 750,000 video-cassette player-recorders in consumer homes. That all adds up, in my opinion, to 1981 being the tilt of fulcrum year... That is the environment in which we will be conducting business."

"That is why I think we should plan, prepare, experiment, participate and invest today. Now is the time to investigate, test, explore and try to influence, for a few short years from now, it will be too late."

ABC Entertainment's Mr. Vane, who

was substituting for President Fred Silverman, cited last year's at least temporary decline in Nielsen network ratings among other recent developments. He said ABC researchers had concluded that "procedural changes in Nielsen's meter sampling resulted in artificially deflated viewing levels." He got a laugh from the audience when he added that "we're assured that the procedures have been corrected."

He cited several reasons for thinking the "family hour" concept is working, among them a "dramatic" decline in viewer complaints about sex and violence, which he said dropped at ABC from more than 5,000 in the 1974-75 season to less than 2,000 this season. In addition, he said, the virtual absence of any complaint from ABC-TV affiliates must mean that the subject "is no longer a major issue in their communities."

Among TV's problems, Mr. Vane said, is "the appearance of sameness to the [network] schedules," and, related to that, a need for "a greater pool of talent and ideas to draw from." He said ABC is trying to develop new concepts and sources as part of its January changes.

JWT's Mr. Buchanan reviewed the four basic forms of advertiser syndication but emphasized that the key to success in all four is that "the program must fill a station need and it must also fill an advertiser's need."

The four forms: sponsorship, in which the advertiser buys a program and then buys station time in which to run it, paying cable barter, in which the advertiser furnishes the program and retains, say, three commercial minutes per half-hour but gives the station two minutes per half-hour; time-bank, in which the advertiser furnishes the program in exchange for an agreed-upon amount of time or rating points that he will use as needed, and some combination of the first three forms.

Mr. Buchanan said it had been JWT's experience that "time banks are successful as long as they do not exceed 30% of annual spot market budgets, those budgets being fairly consistent throughout the year."

He said JWT had developed syndication programming to meet four principal station needs: In newscasts (example: *Newsweek Broadcasting Service* for Lever Brothers placed via time-bank barter, and now expanded to *Today's Woman* inserts for newscasts); in prime-access periods (*World of Survival* for Miles Laboratories); in special programs (*I Am Joe's Heart* and similar programs for Burroughs Wellcome, for which station time is bought for cash); in late-night (*Speakeasy* one-hour talk-performance series for Kodak, Lever and Warner-Lambert, placed at 1 a.m. on weekends; *Sportspecial of the Month* for Ford, scheduled at 11:30 p.m. to 1 a.m. eastern time on weekends starting with live coverage of a UCLA-USC basketball game in Los Angeles; and eight 90-minute *Your Show of Shows* features for Scott Paper Co.).

Other workshop highlights included a look at "keeping the creative effort on target" by John F. Bergin, executive vice

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president and creative director of SSC&B, who also expressed concern at published reports that CBS had rejected approximately one-third of the commercials submitted to it for clearance.

Production help is just around the corner, TVB tells retailers

Most stations, bureau finds, are equipped and ready to produce ads

Retailers looking for help with production of TV commercials can find it, almost certainly, at the nearest TV station.

"Almost every station provides some type of production for you," the annual meeting of the National Retail Merchants Association was told in a presentation by the Television Bureau of Advertising.

Roger D. Rice, TVB president, and George Huntington, executive vice president for operations, said a special TVB survey for the NRMA meeting brought responses from 169 stations, representing all market sizes, and that 97% said they provided some kind of commercial production for retailers.

In addition, they continued, 99% have in-studio video-tape and 53% have remote video-tape facilities for local advertisers; 86% provide in-studio filming and 89% remote filming facilities, while 81% have portable remote film cameras, 70% portable TV cameras, 63% portable video-tape recorders and 44% portable editing equipment—all available for use by local advertisers.

The survey also found that 46% of the stations have a separate department to help retailers with commercial production and 53% have departments that provide such service in addition to other duties. Beyond that, 77% of the stations said they consider their commercial production efforts a necessary expense of doing business, and 51% said it is a profit-making activity.

Two-thirds of the stations (65%) also said that retailers in their markets some-

times go to other markets for commercial production. This happened most often (86%) among retailers in the top-20 markets, leading TVB to conclude that perhaps "advertisers in larger markets tend to go to smaller markets" because they "find smaller-city commercial production more available, more economical, faster—or something."

In any case, the NRMA members were advised, "if the stations in your market are not able to provide the commercial production help you need, at least consider using those in other markets."

Mr. Rice also noted that in the first nine months of 1975, department store investments rose 47% above year-ago levels and discount-house spending increased 35%.

TVB's interest in helping retailers get into TV and use it more extensively was also emphasized by Joe Sullivan, executive vice president for sales. If retailers have questions, he said, they should "ask the stations—or ask us. We'll see that the right people answer your questions."

TV overtakes papers as prime medium for working women

Newspapers no longer are the number-one mass communications medium of the working woman. Television has replaced them.

The Television Bureau of Advertising released results of a special study conducted among working women by R.H. Bruskin Associates, an independent research firm based in New Brunswick, N.J., showing that 79% of the women reported watching television "yesterday," as against 72% who read a newspaper "yesterday." In a similar Bruskin study in 1971, newspapers led television 78% to 70%.

In time spent, television was far ahead in 1971—88 minutes per day for the average working woman, compared with 24 minutes for newspapers—and rocketed further in 1975 with a 67% increase to 147 minutes per day while newspapers in-

creased 12.5% to 27 minutes a day.

"Because over 30 million working women are important targets for most marketers, how these people spend their nonworking time is significant," said TVB President Roger D. Rice. "Since they spend 500% more time with television than newspapers, marketers can reach, re-reach and sell them more effectively with the sight-sound-color-demonstration medium."

Busy time for NAD

Better Business Bureau ad-review unit deals with 22 complaints in December; 15 changed or dropped

The National Advertising Division (NAD) of the Council of Better Business Bureaus said it disposed of a record high monthly total of 22 challenges to national advertising in December. In 15 cases the advertising under investigation was modified or discontinued by the advertiser; in seven cases the NAD held that the advertisers had substantiated the claims in question.

Among cases in which advertising was modified or dropped were TV claims for American Home Products' Easy-Off oven cleaner; a radio commercial for C&C Cola; print and TV advertising for Comarco Inc.'s Olympic Overcoat brand paint; a TV commercial for the General Mills Fun Group Inc.'s Six Million Dollar Man toy action figure; a TV claim for Hygrade Ball Park Franks; a print ad for Magnavox Star System television sets, and the visual portion of a TV commercial for United Food Industries' Bright Day Imitation Mayonnaise.

NAD emphasized that "the fact that advertising has been modified or discontinued . . . is not to be taken as an admission of impropriety on any advertiser's part."

Among claims that were challenged but found by NAD to have been substantiated were a radio commercial for Acushnet Sales Co.'s Regular Titleist golf ball; print, TV and radio claims for Bristol-Myers' Ultra Ban 5000 antiperspirant and for Ultra Ban Super Dry antiperspirant; a TV commercial for Gillette Co.'s Earth Born shampoo, and TV and print claims for Questor Corp.'s Spalding Top-Flite golf ball.

Advertising Briefs

Ban challenged. Florida's prohibition against eyeglass-price advertising has been declared unconstitutional by state circuit court in Tallahassee. As Federal Trade Commission sees it, decision means \$10-million savings each year for consumers. Eyeglass-price ban also is one of prohibitions FTC is trying to lift. Agency recently was warned by American Association of Retired Persons-National Retired Teachers Association to keep steady eye on trade associations even if ban on prescription drug advertising is prohibited. At Washing-

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ton public hearing on matter, group said industry might pressure its members not to place advertisements.

More time. Federal Trade Commission has extended deadline from Jan. 11 to March 12 for filing proposed issues of fact concerning its proposed over-the-counter drugs trade regulation. Due date for public comments has yet to be scheduled.

White House choice. President Ford said he'll nominate S. John Byington, currently deputy to consumer adviser Virginia Knauer, to be chairman of Consumer Product Safety Commission. Mr. Byington, pharmacist and lawyer who grew up in President's hometown of Grand Rapids, Mich., has already been declared as unacceptable by Consumer Federation of America and National Consumer League. Position had been held by Richard Simpson who recently left commission after saying he'd given up waiting for answer as to whether or not he'd be renominated (BROADCASTING, Dec. 8, 1975).

Second time around. Paul Rand Dixon, who has served on Federal Trade Commission since 1961, as chairman for first nine years, has returned to seat as acting chairman until successor to Lewis A. Engman is named.

FC&B wants bigger share of media pie for magazines

Large broadcast shop starts heavy print campaign in its new role as agency for 'Newsweek'

The leaning of advertisers toward the electronic media (four times as many dollars went to TV as to magazine advertising in 1975) should be balanced by more print advertising, according to John E. O'Toole, president of Foote, Cone & Belding, New York.

His sentiment, favoring a more proportionate media mix, is shared by *Newsweek*, whose account FC&B acquired last September. To service the client, a year-long newspaper and magazine campaign begins this week which throws down the gauntlet to television.

By combining *Newsweek* and *Time* readership figures, the point is made that ads placed in both magazines can reach a collective audience as big as that for prime-time TV shows. To underscore the comparison, the print copy uses parts of television program titles. For example, the first ad in the series reads, "Mightier than Maude," and beneath the headline, "When *Newsweek* and *Time* can deliver a larger audience than Maude can, it's time to rethink television."

Other "rethink" messages to come: "Choicer than Chico," "Beats Bunker," "Bigger tally than Telly," "Knocks the L out of the NFL," "Sunnier than Sanford," "Richer than \$6,000,000 Man," and "Makes Marcus look not-so-Welby." The

budget for *Newsweek's* campaign (print only) is about \$1.4 million.

On FC&B's own 1975 balance sheet, the broadcast share of FC&B's total billings was 55.6%, with combined radio-TV billings of \$141.5 million, making it the number-eight broadcast agency (BROADCASTING, Dec. 8, 1975). The total for network and spot television alone was \$126.4 million.

Time is not involved in the production nor financing of the campaign and, according to a spokesman, doesn't know about the content or which audience figures the copy uses "We won't see an ad until it appears in a medium," he said.

Williams settles with FTC over Geritol ads

Firm gives government \$280,000 in out-of-court agreement

The J.B. Williams Co. of New York, a Nabisco Inc. subsidiary and the maker of Geritol, has ended a suit brought against it by the Federal Trade Commission with an out-of-court settlement of \$280,000.

The civil suit was in connection with nine advertisements that the FTC said violated its 1967 order prohibiting Williams from claiming that Geritol helped relieve tiredness, loss of strength, run-down feeling, nervousness or irritability without also saying that these symptoms usually result from iron deficiency and that Geritol could not help in such cases. Also involved were two commercials for another Williams product, Fem-Iron, which made similar claims.

The \$125,000 Geritol penalty and the \$155,000 for the Fem-Iron ads brings the total to \$280,000—making it the largest civil penalty for false advertising in the FTC's history.

Williams spent \$13.8 million for TV ads in 1974 and \$10.7 million in the first nine months of 1975. The recent commercials make no specific claims for the product, they just say that along with sleep and good nutrition, Geritol will help people feel their best.

Bright forecast for co-op kicks off RAB clinics

Co-op advertising is such a promising source of extra revenue that the Radio Advertising Bureau estimates it will amount to 30% of all radio revenues, or about \$900 million, within five years.

That evaluation was offered by Robert H. Alter, RAB executive vice president, as the bureau opened its series of 18 co-op clinics with sessions last week at Kansas City, Mo., Denver and Minneapolis. Edward A. Crimmins, nationally recognized authority on co-op advertising, is conducting all 18 clinics, which also feature co-op presentations by officials of major national advertisers.

Broadcast Journalism®

Optimism at ITNA

Ten stations are on line now, five more may join this year; costs are down from TVN days

Created of necessity when Television News Inc. ceased operations last October, the Independent Television News Association thinks 1976 is a particularly good year in which to launch its service. The nonprofit news cooperative supplies a satellite feed five days a week at 6:30-7 p.m. (sometimes to 7:15) to 10 independent stations in time for 10 p.m. newscasts. ITNA's founders promise a significant presence at the upcoming political conventions and expect to attract five to 10 new member stations by the end of the year.

Seven charter members (WPIX New York; WGN-TV Chicago; KHJ-TV and KTLA Los Angeles; KTVU Oakland, Calif.; KPLR-TV St. Louis and KXTV Sacramento, Calif.) were joined by three Metromedia stations in November (WNEW-TV New York, WTTG Washington and KTTV Los Angeles). Depending on the availability of earth stations, possible additions are KSTW Tacoma, Wash. (possibly midyear); WCIX-TV Miami; KPTV Portland, Ore.; KPHO-TV Phoenix, and WTCN-TV Minneapolis. Fees on a sliding scale according to market size range from \$500 a week in Sacramento to \$3,000 a week in New York.

Reese Schonfeld, former vice president of TVN and architect—now secretary—of ITNA, identifies four key elements in the co-op: Members contribute local coverage; with a paid staff of six, the co-op's member stations become bureaus which exchange and supply news, unlike UPI or TVN which had to buy or commission stories from stations.

The service uses satellite technology; as opposed to AT&T's land-line service, which costs some \$60,000 a month, the Western Union Westar satellite costs \$26,000 monthly now, and should run about \$16,000 monthly when all the stations have earth stations. Of the 10 stations, none operates an earth station, although KPLR-TV is awaiting FCC approval of one; six have access to Western Union earth stations and others currently buy land-lines from the nearest points. The co-op doesn't get involved in leasing time or hardware, according to Mr. Schonfeld.

ITNA buys international coverage from UPITN, which consumes about 35-40% of ITNA's undisclosed budget.

It uses the facilities of WTTG and WPIX where the feeds originate.

John Corporon, president of ITNA and vice president for news at WPIX, noted the increasing competition among satellite services and said RCA has been talking to ITNA about possible advantages of its system. But he does not foresee change in the near future.

New slot gives impetus to '60 Minutes' ratings

Since its Dec. 7 debut in prime time, CBS News's *60 Minutes* has made a dent in the ratings, claiming its first victory in its time period on Jan. 4 and earning an average 28 share since moving to the Sunday 7 p.m. slot.

Replacing *Three for the Road*, which quit with an average 15 share, the news magazine is counterprogramed against child-oriented shows, NBC's *World of Disney* and ABC's *Swiss Family Robinson*, (which gives CBS a most desirable audience from the advertiser's point of view). *60 Minutes* came in third in the first week in the new time period, when ABC had "Doctor Dolittle" and came in second to *Disney*. CBS has pulled a strong second place every other week, with the exception of Jan. 4 when a 22.3 rating and 34 share put it on top of ABC's 26 share and NBC's 28 share. CBS's National Football Conference Championship game in Los Angeles which ran past the 7 p.m. mark provided a healthy lead-in that may partly account for the high rating, but the second half-hour of *60 Minutes* maintained a 21.6 rating and 32 share.

Of the major markets, as of Jan. 18, only Minneapolis-St. Paul lacked clearance and WCCO-TV there will begin carrying *60 Minutes* on Jan. 25.

WJXT news staffers face jail term for guarding news source

News director and reporter go to hearing this week for not telling grand jury identity of informant in police-killing report

Two WJXT(TV) Jacksonville, Fla., journalists are scheduled to appear Wednesday (Jan. 21) at a court hearing that could result in their being jailed for more than three months.

Ernest Mastroianni, the station's news director, and Marlene Schneider, a re-

porter, have refused to disclose to a grand jury the identity of a person they say provided the basis of a story WJXT aired on a police killing. Police say they shot a man whom they sought to question after he drew a knife on them. The WJXT story was similar, but with some differences. The grand jury is seeking WJXT's source for its investigation of the incident.

Mr. Mastroianni and Ms. Schneider say they are honoring their informant's request for confidentiality, and they are citing the First Amendment as a defense against efforts to require their testimony.

That may not be enough protection. Circuit Judge Major B. Harding has ordered the two to appear at the hearing to say why they should not be held in criminal contempt.

Attorney for Mr. Mastroianni and Ms. Schneider, August Quesada, says his clients could be jailed until they do reveal their source or until the term of the grand jury expires, on May 1.

Journalism Briefs

Right place, right time. Group W news team winding up China trip Jan. 8 (BROADCASTING, Jan. 12) landed exclusive audio report on death of Chou En-lai, which led NBC's *Nightly News* with full credit and was later requested by some two dozen news agencies, including Independent Television News Association.

For further study. Corporation for Public Broadcasting and University of Missouri School of Journalism will award two full-time graduate scholarships in broadcasting and journalism to minority applicants working in public radio or TV. Scholarships are effective May 1976 and recipients will be expected to return to public broadcasting after completion. For information contact: *Bernadette Banks*, WETA-TV, Box 2626, Washington, D.C. 20013.

Campaign involvement. Associated Broadcast News, Washington, began public affairs radio series, *Open Line: USA*, Jan. 14 with interview of presidential candidate Fred Harris by panel of citizens selected by co-producing station, KEYH(AM) Houston. Initial show was on 60

stations. Program, which is co-produced by commercial and public radio stations, is available through ABN affiliates and may eventually be available to TV and cable systems.

Auto actuals. Spot news and feature stories of auto industry for inclusion in business or general news shows are offered free by Detroit trade paper, *Automotive News Service*. *Automotive News Broadcast Report*, is available 24 hours by dialing (313) 963-3094 and patching in tape machine after 2 p.m. each Friday.

Buckley beaten at NLRB

William F. Buckley Jr. and M. Stanton Evans last week lost another round in their fight against the American Federation of Television and Radio Artists. Messrs. Buckley and Evans had petitioned the National Labor Relations Board to declare illegal provisions of broadcasting contracts that they said forced them to join the union.

Earlier attempts by the two in federal courts failed when the Supreme Court declined to consider the case thereby upholding lower court rulings that said they must pay union dues (BROADCASTING, Jan. 6, 1975).

Messrs. Buckley and Evans claimed that the industry would not hire anyone but "full fledged members"—that it was of no value to pay initiation fees and minimal dues to be a "financial core member" as AFTRA allows, since no one would hire you.

NLRB turned down their request for a declaratory order because, it said, the petitioners had not tested AFTRA's membership policy by requesting in writing assurances that financial core members would satisfy the requirements of the union shop provisions of the TV and radio codes without having to become a full member.

Another roadblock

CBS Newsman Fred Graham has singled out the Privacy Act of 1974 as a new problem for reporters. He and other CBS correspondents, he told a Sigma Delta Chi dinner audience last week, feel the act is being used improperly by government to deny information to reporters. An example he cited was his effort—at the request of his editors—to obtain a mug shot and criminal record of Clarence Newton (Chuck) Medlin, the ex-convict who had just stung CBS News for \$10,000 with a story that he could lead its reporters to the body of James R. Hoffa (BROADCASTING, Dec. 15, 1975). The material would have been used in connection with the story done on the incident on the *CBS Evening News* show (Dec. 9). The Justice Department would not cooperate, he said, and based its refusal on the provisions of the Privacy Act.

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CPB puts money on the line for network via satellite

It pledges up to \$110 million next 10 years to fund venture; unspecified, but high number of stations will also have to put up \$25,000 each for project to fly

Satellite networking for public broadcasting came a step closer to reality last week, as the Corporation for Public Broadcasting board voted unanimously to commit \$9.3 million annually over the next 10 years to a satellite distribution system. That figure will be adjusted each year as inflation and expanded service dictate, and the over-all cost for the 10-year period could reach \$110 million.

The CPB commitment will provide for servicing the debt incurred during satellite development, operating costs, and transponder rental. Capital costs are estimated at \$38 million.

Individual public television licensees must now ante up \$25,000 each for a share in the system. A decision from the licensees is expected next month at the annual Public Broadcasting Service membership meeting in Los Angeles. CPB's money commitment is contingent on an "overwhelming" number of PBS stations chipping in the additional money. That does not mean 100% support, said Henry Loomis, CPB president, but neither does it mean backing by 51% of the stations would be sufficient to go ahead with satellite plans.

PBS Chairman Ralph Rogers expressed concern that member stations might resist going along with a commitment that has built-in cost-escalation factors. The \$25,000 contribution could be upped should the stations later decide on more satellite transponders (three are initially planned with a fourth to be phased in a year and half later) or more sophisticated service.

He also cited some problems over who would own local earth terminals. National Public Radio, which has not yet calculated costs, will one day piggy-back its distribution needs on the public television satellite system, at additional costs. As envisioned, each earth station would be licensed and owned by the local public broadcaster, but public television operators might not want to share ownership of a facility with radio, said Mr. Rogers.

The board therefore decided ownership would be left up to the broadcasters' option. Cost sharing of the earth stations with other nonprofit organizations would also be left to each earth station licensee's discretion.

The benefits of a satellite distribution system were summarized by CPB vice

chairman, Thomas Moore, as "technical improvements, greater flexibility in programming and sufficient cost efficiency."

Hartford Gunn Jr., PBS vice chairman, said member station's "one time investment (of \$25,000) will pay dividends many times over." Stations will be able to select from three different feeds of the same program and will be freed from many recording and playback functions, he said. That would mean a savings of \$150,000 to \$200,000 for each station over the initial 10 years, he said.

While there were no dissenting votes by CPB board members on the satellite resolution, Virginia Duncan noted concern that the satellite project might detract from other public broadcasting priorities, such as programming. Mr. Loomis assured the board that satellite development would not effect other priority areas and said that if the system entails cost overruns, additional funding will come from the stations.

CPB's base commitment for satellite development is the same amount of money the corporation would have to pay for terrestrial distribution over the next 10 years. The "real crunch" will come in radio, said Mr. Loomis, because radio's current distribution costs are "cheap, but no damn good." They do not provide for stereo or good music quality, he said.

Lee Frischknecht, president of NPR, estimated current \$500,000 distribution costs would "triple" with satellite distribution. Recent technical tests on radio satellite prospects have been failures, the CPB board noted. Therefore the development of radio's role in the system has been left open for further exploration. CPB also committed \$75,000 for further study towards developing a radio satellite network.

Technical Briefs

British purchase. International Video Corp., Sunnyvale, Calif., has received \$260,000-plus order for studio and portable color TV cameras and associated equipment from London Weekend Television, British commercial programmer. Involved are one IVC-7000 studio camera, and two 7000P portable cameras.

Automatic. Harris Corp., Quincy, Ill., has received \$53,000 order from Jefferson-Pilot Corp., group broadcaster, for System-90 program automation system. Unit will replace existing equipment at WBT-FM Charlotte, N.C.

Stop thieves. Development of antipiracy device, StopCopy, to electronically encode video-tape programs so that they may not be illegally copied was announced jointly by Byron Motion Pictures, Washington, Teletronics International, New York, and Goldmark Communications, Stamford, Conn. Spokesman said encoding produces blank tape when copying is attempted—but that device may also be used to accomplish authorized copying. Current design is said to be compatible with most

types of video-cassette players now in use. It will be made available on license-fee basis while development proceeds on version compatible with all.

JVC bolsters its line

Gear shown for first time at New Orleans exhibit

JVC Industries Inc., Maspeth, N.Y., unveiled its new product line for video equipment at the National Audio Visual Association Convention and Exhibit in New Orleans last week. It involved nine products, including video-cassette recorders, cameras, monitors and audio recording units.

JVC's "top-of-the-line" VCR is the CR-8300U that features remote control operation and automatic editing. The unit is interchangeable with all U-standard three-quarter-inch video-cassette recorders and players. The CR-6060U, designed more for educational than professional broadcast use, was also exhibited. A portable video-cassette recorder, the CR-4400U is totally self-contained (including batteries) and suited for any on-location work.

Leading the JVC camera series is the GS-460U, a portable black-and-white camera with a 6:1 mount zoom lens, built-in microphone with both omnidirectional and unidirectional capabilities and built-in LED indicator for record mode and battery warning. The GC-4800U is JVC's color camera in the series.

JVC's portable audio stereo cassette deck is designated model CD-1636. It features automatic noise reduction, full automatic stop and built-in bias and equalization selectors. A six-channel stereo mixer, MI E60, provides built-in echo circuits and assignable inputs.

Microphones, monitors and other accessories were also previewed as part of the new JVC video equipment line.

Another after those fringe AM frequencies

The frequencies just above and below the AM band have attracted some attention in recent months. First there was the FCC's proposal to use 530, 1606 and 1612 khz as Travelers Information Stations (BROADCASTING, Oct. 20, 1975), and now the commission has received a proposed rulemaking to use these frequencies for "community access noncommercial stations."

V. Tobi Kanter, a University of Denver mass communications graduate student, has requested that stations be licensed to community groups and that the programming be 90% locally produced. The stations would broadcast with 250 watts during the day and 100 watts at night. In addition there would be provisions made to allow local residents access to the stations' facilities.

The Broadcasting Playlist Jan 19

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (▲) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6- 10a	10a- 3p	3- 7p	7- 12p
4	1	I Write the Songs (3:39) Barry Manilow—Arista	1	3	1	1
1	2	Saturday Night (2:56) Bay City Rollers—Arista	3	2	2	2
10	3	Convoy (3:48) C.W. McCall—MGM	2	1	3	3
3	4	Love Roller Coaster (2:52) Ohio Players—Mercury	5	4	4	4
2	5	That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records	7	6	5	5
9	6	Fox on the Run (3:24) Sweet—Capitol	6	5	7	8
7	7	Theme from 'Mahogany' (3:19) Diana Ross—Motown	4	7	8	7
6	8	I Love Music (3:37) O'Jays—Philadelphia Int'l.	8	8	6	6
16	9	Love to Love You Baby (3:12) Donna Summer—Oasis	9	9	10	9
15	10	Walk Away from Love (3:18) David Ruffin—Motown	10	10	11	10
17	11	Sing a Song (3:26) Earth, Wind & Fire—Columbia	11	13	9	11
8	12	Sky High (2:53) Jigsaw—Chelsea	13	11	12	13
27	13	Fly Away (2:59) Olivia Newton-John & John Denver—RCA	12	14	14	15
13	14	Feelings (3:27) Morris Alpert—ABC	19	12	16	12
24	15	Rock & Roll All Night (3:20) Kiss—Casablanca	18	15	15	14
26	16	Evil Woman (3:15) Electric Light Orchestra—United Artists	15	18	13	16
5	17	Fly Robin Fly (3:06) Silver Convention—Midland Int'l.	14	16	17	17
12	18	Let's Do It Again (3:28) Staple Singers—Curtom	16	17	18	18
30	19	Love Machine, Part 1 (2:55) Miracles—Tamla	17	19	19	19
18	20	You Sexy Thing (3:30) Hot Chocolate—Big Tree	22	21	20	20
22	21	50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	20	20	21	23
29	22	Breaking Up Is Hard to Do (2:53) Neil Sedaka—Rocket	21	23	22	24
11	23	The Way I Want to Touch You (2:35) Captain & Tennille—A & M	23	22	25	26
28	24	Over My Head (3:17) Fleetwood Mac—Reprise	27	30	23	22
14	25	Nights on Broadway (2:52) Bee Gees—RSO	32	28	24	21
23	26	My Little Town (3:52) Simon & Garfunkel—Columbia	26	25	27	25
33	27	Love Hurts (3:03) Nazareth—A&M	28	26	26	28
25	28	Paloma Blanca (3:27) George Baker Selection—Warner Bros.	25	27	28	29
20	29	Island Girl (3:48) Elton John—MCA	34	24	34	27
19	30	Winners & Losers (3:13) Hamilton, Joe Frank & Reynolds—Playboy	24	31	31	32
44	31	Take It to the Limit (3:48) Eagles—Asylum	30	29	30	30
38	32	Theme From S.W.A.T. (4:07) Rhythm Heritage—ABC	29	32	29	34
37	33	Squeeze Box (2:39) Who—MCA	35	36	32	33
32	34	Bad Blood (3:12) Neil Sedaka—Rocket	31	38	33	38
—	35	Dream Weaver (3:15) Gary Wright—Warner Bros.	39	33	38	31
21	36	Country Boy (3:05) Glen Campbell—Capitol	33	40	40	41
36	37	Times of Your Life (3:19) Paul Anka—United Artists	36	41	36	42

Over-all-rank			Rank by day parts				
Last week	This week	Title (length) Artist—label	6-10a	10a-3p	3-7p	7-12p	
42	38	All By Myself (4:22) Eric Carmen—Arista	38	39	35	40	
—	39	Junk Food Junkie (3:03) Larry Rocco—Warner Bros.	43	35	41	36	
43	40	Slow Ride (3:45) Foghat—Bearsville	37	42	39	39	
41	41	Schoolboy Crush (3:40) Average White Band—Atlantic	45	37	42	37	
31	42	S.O.S. (3:22) Abba—Atlantic	47	34	50	35	
—	43	Wake Up Everybody (3:39) Harold Melvin & the Blue Notes—Phil. Int'l.	41	46	43	44	
34	44	Miracles (3:25) Jefferson Starship—Grunt	40	*	37	*	
49	45	Fanny (Be Tender with My Love) (3:26) Bee Gees—RSO	42	47	45	46	
50	46	Baby Face (3:15) Wing & a Prayer—Wing & a Prayer Record Co.	44	48	44	47	
35	47	Who Loves You (4:04) Four Seasons—Curb/Warner	46	44	48	45	
—	48	Dream On (3:25) Aerosmith—Columbia	*	43	47	*	
—	49	Love Is the Drug (3:00) Roxy Music—Atco	*	45	*	43	
—	50	Tracks of My Tears (3:12) Linda Ronstadt—Asylum	50	49	49	48	

Country

1	1	Convoy (3:48) C.W. McCall—MGM	1	1	1	1
3	2	When the Tingle Becomes a Chill (2:59) Loretta Lynn—MCA	3	6	2	5
4	3	This Time I've Hurt Her More Than She Loves Me (2:27) Conway Twitty—MCA	7	3	3	2
5	4	Let It Shine (2:26) Olivia Newton-John—MCA	2	5	5	7
2	5	Sometimes (2:52) Bill Anderson—MCA	4	2	8	4
8	6	Amazing Grace (3:17) Amazing Rhythm Aces—ABC	5	4	12	3
18	7	Don't Believe My Heart Can Stand Another You (2:48) Tanya Tucker—MCA	6	9	7	6
6	8	Last Game of the Season (3:30) Kenny Starr—Big Tree	9	10	4	12
10	9	Me & Old C.B. (2:47) Dave Dudley—RCA	12	7	6	11
7	10	Country Boy (3:05) Glen Campbell—Capitol	10	12	9	9
9	11	Easy as Pie (2:58) Billy "Crash" Craddock—ABC/Dot	11	8	11	8
16	12	Sometimes I Talk in My Sleep (2:57) Randy Cornor—ABC/Dot	8	11	18	13
11	13	Happiness of Having You (2:16) Charlie Pride—RCA	14	13	13	10
13	14	Overnight Sensation (2:45) Mickey Gilley—Playboy	15	17	10	16
15	15	Warm Side of You (2:45) Freddie Hart—Capitol	13	15	16	14
12	16	Where Love Begins (3:00) Gene Watson—Capitol	19	14	14	15
—	17	Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	17	18	15	20
—	18	Somebody Hold Me (2:52) Narvel Felts—ABC/Dot	16	16	*	25
14	19	Just In Case (2:57) Ronnie Milsap—RCA	20	24	17	18
—	20	Silver Wings, Golden Rings (3:25) Billie Jo Spears—United Artists	18	19	22	*
19	21	Secret Love (3:35) Freddy Fender—ABC/Dot	24	20	19	17
—	22	The White Knight (3:57) Cledus Maggard & The Citizens Band—Mercury	*	21	20	19
23	23	Jason's Farm (3:29) Cal Smith—MCA	22	23	25	23
—	24	Mamas Don't Let Your Babies Grow Up to Be Cowboys (3:17) Ed Bruce—United Artists	21	*	24	24
—	25	Hank Williams You Wrote My Life (3:06) Moe Bandy—Columbia	23	22	*	*

Broadcasting's index of 135 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Jan. 14	Closing Wed. Jan. 7		Net change in week	% change in week	High	1975-76	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting													
ABC	ABC	N	23 1/8	20 7/8	+	2 1/4	+	10.77	27 3/8	13 1/8	8	17,187	397,449
CAPITAL CITIES	CCB	N	49 1/4	45 3/8	+	3 7/8	+	8.53	49 1/4	22	17	7,208	354,994
CBS	CBS	N	55	50 3/8	+	4 5/8	+	9.18	55	20 1/2	14	28,313	1,557,215
COX	COX	N	31 3/8	29	+	2 3/8	+	8.18	31 3/8	10 1/4	16	5,812	182,351
GROSS TELECASTING	GGG	A	11	10	+	1	+	10.00	11 1/4	6 7/8	8	800	8,800
LIN	LINB	O	11 5/8	9 7/8	+	1 3/4	+	17.72	11 5/8	2 5/8	12	2,382	27,690
MODNEY	MOON	O	3 7/8	3 1/2	+	3/8	+	10.71	3 7/8	1 1/4	10	385	1,491
RAHALL	RAHL	O	4 3/4	5	-	1/4	-	5.00	6 1/4	2 1/4	10	1,297	6,160
SCRIPPS-HOWARD	SCRIP	D	20 1/2	20 1/2				.00	22 1/2	14 1/4	7	2,589	53,074
STARR *	S8G	M	3 1/2	3 1/2				.00	7	2 3/4	3	1,091	3,818
STORER	SBK	N	18	16 7/8	+	1 1/8	+	6.66	21 1/4	12 1/8	9	4,571	82,278
TAFT	TFB	N	24 5/8	24	+	5/8	+	2.60	28 1/2	11 5/8	8	4,042	99,534
TOTAL												75,677	2,774,854

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	2 5/8	2 5/8		.00	2 5/8	3/4	15	1,248	3,276		
AVCO	AV	N	6	5 1/8	+	7/8	+	17.07	7 5/8	2 3/8	2	11,481	68,886
BARTELL MEDIA	BMC	A	5/8	5/8				.00	1 5/8	5/8	1	2,257	1,410
JOHN BLAIR	BJ	N	7	6 1/4	+	3/4	+	12.00	7	3 7/8	33	2,403	16,821
CHRIS-CRAFT	CCN	N	5 3/4	5 7/8	-	1/8	-	2.12	6 3/4	2 1/8	21	4,164	23,943
COMBINED COMM.	CCA	N	13 7/8	13	+	7/8	+	6.73	16 7/8	5	9	4,673	64,837
COWLES	CWL	N	6 5/8	6 1/4	+	3/8	+	6.00	9	4 1/8	6	3,969	26,294
DUN & BRADSTREET	DNB	N	33	31 1/2	+	1 1/2	+	4.76	33	18 3/4	22	26,520	875,160
FAIRCHILD IND.	FEN	N	7 1/8	7 1/4	-	1/8	-	1.72	9 1/2	3 3/4	6	4,550	32,418
FUQUA	FQA	N	5 1/8	5 1/8				.00	7 1/4	3 1/4	9	8,689	44,531
GANNETT CO.	GCI	N	35 7/8	36	-	1/8	-	.34	38 5/8	23	22	21,108	757,249
GENERAL TIRE	GY	N	19 1/2	19 3/8	+	1/8	+	.64	19 1/2	10 5/8	6	21,523	419,698
GLOBETROTTER	GLBTA	O	2	1 7/8	+	1/8	+	6.66	3 5/8	7/8	10	2,783	5,566
GRAY COMMUN.		O	6 1/2	6 1/2				.00	7	6	5	475	3,087
HARTE-HANKS	HHN	N	19 1/2	18 1/4	+	1 1/4	+	6.84	19 7/8	6 1/4	13	4,369	85,195
JEFFERSON-PILOT	JP	N	29 5/8	29 1/4	+	3/8	+	1.28	38 3/4	26 1/4	12	24,066	712,955
KAISER INDUSTRIES	KI	A	9 1/8	9 1/8				.00	11 5/8	4 5/8	5	27,575	251,621
KANSAS STATE NET.	KSN	O	3 1/2	3 1/4	+	1/4	+	7.69	4 1/8	2 7/8	6	1,815	6,352
KINGSTIP	KTP	A	5 1/4	5	+	1/4	+	5.00	7 3/8	1 7/8	10	1,154	6,058
KNIGHT-RIDDER	KRN	N	32 1/4	31 1/2	+	3/4	+	2.38	33 1/4	14 1/4	21	8,305	267,836
LEE ENTERPRISES	LNT	A	20 5/8	20 1/2	+	1/8	+	.60	20 5/8	12	11	3,352	69,135
LIBERTY	LC	N	11 1/4	9 3/4	+	1 1/2	+	15.38	13	7 1/8	5	6,762	76,072
MCGRAW-HILL	MHP	N	14 3/4	13 1/2	+	1 1/4	+	9.25	14 3/4	6	13	24,569	362,392
MEDIA GENERAL	MEG	A	16 3/8	15	+	1 3/8	+	9.16	16 3/8	13 1/4	6	3,604	59,015
MEREDITH	MDP	N	12 1/2	11 5/8	+	7/8	+	7.52	13 1/2	8 3/8	5	3,041	38,012
METROMEDIA	MET	N	16 3/8	16 3/8				.00	16 7/8	5 1/4	13	6,553	107,305
MULTIMEDIA	MMED	O	14 1/2	14 1/4	+	1/4	+	1.75	14 1/2	8 3/4	10	4,389	63,640
NEW YORK TIMES CO. *	NYKA	A	15 5/8	12 1/8	+	3 1/2	+	28.86	15 5/8	7 1/2	10	10,938	170,906
OUTLET CO.	OTU	N	14 7/8	15 1/8	-	1/4	-	1.65	16 1/4	8	6	1,387	20,631
POST CORP.	POST	O	8 1/2	8 1/4	+	1/4	+	3.03	8 1/2	3 1/4	34	871	7,403
PSA	PSA	N	6 3/4	6 1/8	+	5/8	+	10.20	6 7/8	3 3/4	14	3,181	21,471
REEVES TELECOM	RBT	A	1 1/4	1 1/8	+	1/8	+	11.11	2 1/4	3/4	5	2,376	2,970
ROLLINS	RDL	N	23 3/4	23	+	3/4	+	3.26	24	11 1/4	17	13,404	318,345
RUST CRAFT	RUS	A	6 3/4	6 3/8	+	3/8	+	5.88	9 3/4	4 3/4	5	2,328	15,714
SAN JUAN RACING	SJR	N	7 1/2	7 5/8	-	1/8	-	1.63	14 1/4	5 3/4	5	2,509	18,817
SCHERING-PLOUGH	SGP	N	53 3/8	53 1/2	-	1/8	-	.23	67 1/4	44 1/2	23	53,938	2,878,940
SONDERLING	SDB	A	8 1/2	7 5/8	+	7/8	+	11.47	8 1/2	4	6	727	6,179
TECHNICAL OPERATIONS	TO	A	3 1/4	3	+	1/4	+	8.33	6 1/4	2 3/8	4	1,344	4,368
TIMES MIRROR CO.	TMC	N	19 1/2	16 3/4	+	2 3/4	+	16.41	19 7/8	10 1/4	12	33,814	659,373
WASHINGTON POST CO.	WPO	A	25	24	+	1	+	4.16	30	16 7/8	8	4,751	118,775
WOMETCO	WOM	N	15 1/4	14 1/2	+	3/4	+	5.17	17 1/4	6 5/8	10	5,775	88,068
TOTAL										372,740		8,780,724	

Cablecasting

AMECO**	ACO	O	3/8	3/8		.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	1	7/8	+ 1/8	+ 14.28	2 3/8	1/2	8	1,672	1,672
AMERICAN TV & COMM.	AMTV	O	15 3/4	14	+ 1 3/4	+ 12.50	17 3/4	6	28	3,304	52,038
ATHENA COMM.** *		O	1/8	1/8		.00	2 1/4	1/8		2,125	265
BURNUP & SIMS	BSIM	O	5	5 3/4	- 3/4	- 13.04	7 3/4	3	9	8,361	41,805
CABLECOM-GENERAL	CCG	A	6 1/4	6	+ 1/4	+ 4.16	7 3/4	1 5/8	11	2,560	16,000
CABLE FUNDING	CFUN	O	7	7 1/4	- 1/4	- 3.44	7 3/4	4 1/4	175	1,121	7,847
CABLE INFO.		O	1/4	1/2	- 1/4	- 50.00	1 1/4	1/4	1	663	165
COMCAST		O	2 1/2	2 1/2		.00	3	3/4	10	1,708	4,270
COMMUNICATIONS PROP.	COMU	O	2	1 7/8	+ 1/8	+ 6.66	3 1/2	1 1/4	13	4,761	9,522
COX CABLE	CXC	A	15 3/8	13 1/8	+ 2 1/4	+ 17.14	17 1/4	4 3/8	24	3,560	54,735
ENTRON	ENT	O	1 3/4	1 3/4		.00	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRL	N	9 5/8	8 7/8	+ 3/4	+ 8.45	31 1/2	7 1/2	7	7,201	69,309
GENERAL TV			3/4	3/4		.00	3/4	1/4	38	1,000	750
SCIENTIFIC-ATLANTA	SFA	A	13 1/2	11 7/8	+ 1 5/8	+ 13.68	14 1/2	11 1/8	12	1,355	18,292
TELE-COMMUNICATION	TCOM	O	3 3/4	3 1/2	+ 1/4	+ 7.14	4 3/8	1	2	5,181	19,428
TELEPROMPTER	TP	N	7 1/4	5 7/8	+ 1 3/8	+ 23.40	9 1/2	1 1/2	16	16,604	120,379
TIME INC.	TL	N	67 1/2	66	+ 1 1/2	+ 2.27	67 1/2	24 3/4	14	9,960	672,300
TOCOM	TOCM	O	2 1/2	2 1/4	+ 1/4	+ 11.11	2 1/2	1 5/8	6	617	1,542
UA-COLUMBIA CABLE	UACC	O	10	9 3/4	+ 1/4	+ 2.56	13	4 5/8	14	1,714	17,140
UNITED CABLE TV	UCTV	O	1 3/4	1 7/8	- 1/8	- 6.66	4 1/8	1 1/4	3	1,879	3,288

	Stock symbol	Exch.	Closing Wed. Jan. 14	Closing Wed. Jan. 7	Net change in week	% change in week	1975-76 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
VIACOM	VIA	N	8 1/2	8 1/8	+	3/8	+	4.61	10	2 3/4	11	3,665	31,152
VIKOA**	VIK	A	1 1/4	1 1/4				.00	2 3/4	5/8	1	2,534	3,167
TOTAL											84,103	1,147,892	
Programming													
COLUMBIA PICTURES	CPS	N	5 5/8	5 3/4	-	1/8	-	2.17	9 5/8	2 3/8	22	6,748	37,957
DISNEY	DIS	N	53 1/8	51 3/8	+	1 3/4	+	3.40	55 3/4	21 1/4	29	29,755	1,580,734
FILMWAYS	FWY	A	6	6 1/4	-	1/4	-	4.00	6 1/4	2 3/4	8	1,792	10,752
FOUR STAR			1/2	1/2				.00	1/2	1/4	1	666	333
GULF + WESTERN	GW	N	21 7/8	22 7/8	-	1	-	4.37	22 7/8	18 1/4	3	30,058	657,518
MCA	MCA	N	76 3/4	70 1/4	+	6 1/2	+	9.25	89 1/8	27 3/4	10	8,478	650,686
MGM	MGM	N	13 3/4	12 7/8	+	7/8	+	6.79	18 3/4	12 1/4	6	12,247	168,396
TELETRONICS INTL. *		O	4 3/4	4 3/4				.00	5 3/4	1 3/8	10	943	4,479
TRANSAMERICA	TA	N	9 1/4	9 1/8	+	1/8	+	1.36	10 1/4	6	14	64,945	600,741
20TH CENTURY-FOX	TF	N	11 1/2	10 7/8	+	5/8	+	5.74	15 1/2	5 1/8	12	7,547	86,790
WALTER READE**	WALT	O	3/8	3/8				.00	3/8	1/4		4,296	1,611
WARNER	WCI	N	20 7/8	19 3/8	+	1 1/2	+	7.74	22 7/8	8 1/4	8	16,718	348,988
WRATHER	WCO	A	4 1/4	3 5/8	+	5/8	+	17.24	5 7/8	1 1/2	8	2,229	9,473
TOTAL											186,422	4,158,458	
Service													
8800 INC.	BBDO	O	18 1/2	17 1/4	+	1 1/4	+	7.24	18 1/2	11 1/8	8	2,513	46,490
COMSAT	CQ	N	26	26 1/4	-	1/4	-	.95	46 1/2	24 1/2	6	10,000	260,000
DOYLE DANE BERNBACH	DOYL	O	10 1/8	9 1/2	+	5/8	+	6.57	12 3/8	6 1/4	6	1,816	18,387
FOOTE CONE & BELDING	FCB	N	11 5/8	11	+	5/8	+	5.68	11 5/8	5 1/2	8	2,121	24,656
GREY ADVERTISING	GREY	O	7 5/8	7 3/8	+	1/4	+	3.38	7 3/4	5 1/2	4	1,213	9,249
INTERPUBLIC GROUP	IPG	N	17 1/4	16 3/4	+	1/2	+	2.98	19	8 5/8	6	2,290	39,502
MARVIN JOSEPHSON	MRVN	O	7 7/8	7 1/8	+	3/4	+	10.52	10 1/4	2	5	2,030	15,986
MCI COMMUNICATIONS	MCIC	O	1 1/2	1 5/8	-	1/8	-	7.69	3 7/8	1 3/8		13,339	20,008
MOVIELAB	MOV	A	1 3/8	1 1/8	+	1/4	+	22.22	1 7/8	5/8	7	1,407	1,934
MPO VIDEOTRONICS	MPO	A	2 3/8	2 3/8				.00	4 1/8	1	13	537	1,275
NEEDHAM, HARPER	NDHMA	O	6	6 5/8	-	5/8	-	9.43	6 3/4	3 7/8	9	853	5,118
A. C. NIELSEN	NIELB	O	22 5/8	21 3/4	+	7/8	+	4.02	24 1/4	10 5/8	21	10,598	239,779
OGILVY & MATHER	OGIL	O	20 1/2	17 3/4	+	2 3/4	+	15.49	23 1/2	11 1/2	7	1,805	37,002
J. WALTER THOMPSON	JWT	N	9 1/2	8 1/8	+	1 3/8	+	16.92	9 1/2	4 1/8	13	2,649	25,165
TOTAL											53,171	744,551	
Electronics/Manufacturing													
AMPEX	APX	N	6	5	+	1	+	20.00	7 3/8	2 5/8	6	10,885	65,310
CETEC	CEC	A	1 1/2	1 1/2				.00	2 1/8	1	7	2,319	3,478
COMU, INC.	CDH	A	2 1/2	2	+	1/2	+	25.00	3 5/8	1 1/4	28	1,617	4,042
CONRAC	CAX	N	23 1/4	23 1/4				.00	30 1/4	10 7/8	10	1,278	29,713
EASTMAN KODAK	EASKD	N	112 1/8	110 1/8	+	2	+	1.81	112 1/8	63	29	161,347	18,091,032
FARINON ELECTRIC	FARN	O	8 1/4	7 3/4	+	1/2	+	6.45	14 3/4	6 1/4	15	3,925	32,381
GENERAL ELECTRIC	GE	N	51 3/4	49 5/8	+	2 1/8	+	4.28	54 3/4	32 3/8	17	182,885	9,464,298
HARRIS CORP.	HRS	N	36	35 3/8	+	5/8	+	1.76	36	14 1/2	24	6,160	221,760
HARVEL INDUSTRIES *	HARV	O	6	6				.00	9	3	38	480	2,880
INTERNATIONAL VIDEO	IVCP	D	2 1/8	1 1/4	+	7/8	+	70.00	3 3/4	3/4	4	2,730	5,801
MICROWAVE ASSOC. INC	MAI	N	16 5/8	15	+	1 5/8	+	10.83	26 7/8	9 3/4	8	1,320	21,945
3M	MMM	N	60 1/8	58	+	2 1/8	+	3.66	66 7/8	46 1/8	30	114,240	6,868,680
MOTOROLA	MOT	N	46	43 3/8	+	2 5/8	+	6.05	57 7/8	33 3/4	21	28,198	1,297,108
N. AMERICAN PHILIPS	NPH	N	23 1/2	21	+	2 1/2	+	11.90	24 1/4	12 3/8	12	12,033	282,775
OAK INDUSTRIES	OEN	N	8 1/8	8 1/4	-	1/8	-	1.51	11 1/2	5 1/2	3	1,639	13,316
RCA	RCA	N	22	20 7/8	+	1 1/8	+	5.38	22	10 3/8	17	74,547	1,640,034
ROCKWELL INTL.	ROK	N	25 1/8	24 3/4	+	3/8	+	1.51	25 1/2	18 7/8	8	30,913	776,689
RSC INDUSTRIES	RSC	A	2 1/4	1 5/8	+	5/8	+	38.46	2 1/4	1 1/4	8	3,440	7,740
SONY CORP.	SNE	N	10 1/8	10 1/8				.00	13 1/4	5	27	172,500	1,746,562
TEKTRONIX	TEK	N	49 7/8	49	+	7/8	+	1.78	49 7/8	18 1/8	18	8,671	432,466
TELEMATION	TMT	O	1	1				.00	1 1/2	3/4	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	13 3/8	13	+	3/8	+	2.88	18 1/2	6 1/2	12	6,838	91,458
WESTINGHOUSE	WX	N	14 1/2	14 5/8	-	1/8	-	.85	20	9 3/4	40	87,091	1,262,819
ZENITH	ZE	N	26 7/8	25 5/8	+	1 1/4	+	4.87	28 5/8	10	112	18,797	505,169
TOTAL											934,903	42,868,506	
GRAND TOTAL											1,707,016	60,474,985	

Standard & Poor's Industrial Average 108.1 105.0 +3.1

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Camtown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	8/4/75
Elkins Institute	1/8	11/20/74
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/28/75

Fates & Fortunes

Media

Roger Turnbaugh, general manager, ABC-owned WDAI(FM) Chicago, elected VP of ABC.

Charles T. Leasure, VP/station manager, KBTV(TV) Denver, named president/general manager.



Leasure



Pfister

Edward J. Pfister, executive assistant to chairman, Public Broadcasting Service, Washington, named president/general manager, Public Communication Foundation for North Texas, which owns and operates noncommercial KERA-FM-TV Dallas. He succeeds **Robert A. Wilson**, who resigned to establish his own advertising/consulting firm (BROADCASTING, Dec. 15, 1975).

Robert M. Bennett, VP/general manager, WCVB-TV Boston and director of licensee, Boston Broadcasters Inc., named BBI executive VP.

Peter A. Kizer, general manager, WWJ-AM-FM-TV Detroit, named to additional duties as VP of licensee, Evening News Association there.

Roy Park Jr., has been named VP, Park Broadcasting, Ithaca, N.Y.-based group owner with additional responsibilities for advertising and promotion for all Park companies. He was formerly VP, RHP Inc. real estate, and general manager, Park Outdoor advertising there.

Robert D. Fuchs, project manager, development, CBS Television Stations Division, New York, named development director.

Jerry Condra, program/operations manager, KCRG-TV Cedar Rapids, Iowa, named general manager, KEVN-TV Rapid City and co-owned KIVV-TV Lead, both South Dakota.

William Leonard, CBS Washington VP who succeeds retiring VP, **Richard Jencks**, also replaces Mr. Jencks on National Association of Broadcasters board of directors. In addition, he will fill nonvoting network position on NAB executive committee, replacing NBC Washington VP **Peter Kenney**, whose two-year term in that seat ended last week.

Jim Needham, community affairs director, WISH-TV Indianapolis, named administrative assistant to general manager.

Claudia Burns, acting general manager, WFMJ(FM) Milwaukee, named general manager.

Joe T. Jenkins, television operations manager, WKY-TV Oklahoma City, named assistant general manager.

Broadcast Advertising

James H. Berline, VP/account supervisor, Campbell-Ewald, Detroit, appointed group supervisor of Dodge auto account, BBDO there, succeeding **George F. Beech Jr.**, who transfers to BBDO's New York office as executive in company's international division.

James F. Smith, Midwest manager, ABC-FM Spot Sales, Chicago, appointed national sales manager, New York, succeeding **Stanley Cohen**, resigned.

Mary S. Pollack, **Barrie J. Webster**, account supervisors, Benton & Bowles, New York, named VP's.

Hank Malfa, senior VP, account management division, Cunningham & Walsh, New York, named director of new business development, succeeded by **Bill Brooks**, senior VP, marketing services, who is succeeded by **Frank McDonald**, senior VP, media director. **Gloria Guarnotta**, creative supervisor, named VP.

Greg Reed, manager, San Francisco office, Major Market Radio Inc. named VP.

Ira Tumpowsky, director, media services, Rives, Dyke/Y&R Inc., Houston, elected VP.

Gilbert Paczewitz, with Campbell-Ewald, Detroit, named media director, Burton Sohigian Inc., there.

George Manlates, group head, J. Walter Thompson, Chicago, named associate creative director.

Gregg C. Lemiere, account executive, WWJ-TV Detroit, named national sales manager.

Frank Roberts, national sales manager, WREG-TV Memphis, named general sales manager.

James H. Knight, sales executive, WEWS(TV) Cleveland, named regional sales manager.

Programing

Gedeon de Margitay, director of marketing services, Time Life Television, New York, named director of broadcast planning, NBC, New York, succeeding **Ken Nack**, who resigned.

Jim Dyer, production manager/weekend sportscaster, KOOL-TV Phoenix, named program manager.

Red Jamison, sports director, WAAY-TV Huntsville, Ala., named sportscaster, WJBK-TV Detroit.

Donald M. Carney, sports/special events manager, WPXI(TV) New York, named to additional duties as production manager.

George Lee, air personality, WJSJ(AM)-WTQR(FM) Winston-Salem, N.C., named pro-

gram director. **Randall H. Gibson**, operations manager, named production coordinator.

Dan Reynolds, music director, WLAP-AM-FM Lexington, Ky., named program director.

Jamie Miller, assistant program director, WBCTV Salisbury, Md., named program director.

Mike Patrick, sports director, WJXT(TV) Jacksonville, Fla., named weekend sports anchor/sports reporter, WMAL-TV Washington.

Carl Meyers, eastern sales manager, TVS Television Network, New York, division of Corinthian Broadcasting Co., appointed VP, new broadcast division of National Hockey League Services, New York.

Joe Persek, with WXLO(FM) New York, named assistant director, operations/night programs, ABC Radio Network, New York.

Edward Preston, operations manager, records division, RCA Corp., central and western Canada, appointed general manager, records division, RCA Ltd. of Canada, Ontario, replacing **Robert F. Cook**, appointed managing director, RCA Ltd. of Australia.

Don England, senior VP, Phonodisc, Los Angeles record distribution firm, named VP, national sales/distribution, ABC Records there.

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Broadcast Journalism

Jim Laurie, NBC News correspondent, Hong Kong, transferred to Tokyo bureau, replacing **Don Oliver**, transferred to West Coast bureau, Burbank, Calif.

Bill Zimmerman, head, ABC News Rome bureau, named head, Beirut bureau.

James Sieger, supervising consultant, Telcom, New York news/programming consultant, named television news services director, Combined Communications Corp., Phoenix, group owner.

Philip Walters, feature reporter, WMAQ-TV Chicago, named Washington correspondent, WBBM-TV Chicago.

Molly McCoy, reporter/anchor, KDFW-TV Dallas, named reporter/co-anchor, KENS-TV San Antonio, Tex.

Bruce Northcott, Midwest correspondent, Television News Inc., Chicago, named news director, WMT-AM-FM-TV Cedar Rapids, Iowa.

Eileen Jones, reporter, WJXT(TV) Jacksonville, Fla., named weekend anchor.

Ray White, co-anchor, KTVT(TV) Fort Worth, named news director, WDEF-AM-FM-TV Chattanooga and co-anchor at WDEF-TV.

Wayne Shattuck, KMEG-TV Sioux City, Iowa, named weather-environmental reporter, WCKT(TV) Miami.

Jeffrey R. Weiser, newsman/announcer, WBNR(AM) Beaver and WSPK(FM) Poughkeepsie, both New York, named to same post, WLNA(AM)-WHUD(FM) Peekskill, N.Y.

Phil Richard, news director, WTOP(FM) Canton, Ohio, named to same position, WJOR(AM) South Haven, Mich.

Robert S. Petrick, graduate, Boston University, named news director, WFTN(AM) Franklin, N.H.

Mitchell Koppelman, freelance photographer, named manager, UPI's newly established newspaper bureau, Richmond, Va. **Martin P.**

Houseman, Caribbean division manager, UPI, San Juan, P.R., named manager, Venezuela. **H. Denny Davis**, manager, Mexico City, named regional executive for North and South Carolina. **Hugh Brown**, Florida, transferred to San Francisco.

Cable

Craig F. Magher, assistant secretary-treasurer, development division, Cox Cable Communications, Atlanta, named company's assistant treasurer.

Charles F. Klein, franchise marketing director, Warner Cable Corp., New York, named marketing services director, Telemation Program Services, New York, feature-film supplier to cable and pay TV systems.

Richard M. Sykes, controller, Teleprompter Corp., New York, elected VP-finance and treasurer, succeeding **Jerry B. Greene**, who resigns post at end of February, but will continue as director of Teleprompter. **Richard Morris**, certified public accountant with Arthur Young & Co., New York, succeeds Mr. Sykes.

Joseph S. Bishop, financial manager, Cape Cod Cablevision, South Yarmouth, Mass., named controller/assistant secretary.

Harold Brown Jr., executive director, Minnesota Cable Television Association, resigned. No replacement has been named.

Equipment & Engineering

John C. Messerschmitt, VP, electronic components group, North American Philips, New York, named VP, executive office, succeeded by **Edward L. Klein**, VP, electrical/electromechanical components group.

John D. Toffelson, Midwest engineering manager, Group W stations/engineering supervisor, WOWO(AM) Fort Wayne, Ind., named chief engineer, Group W's KPIX(TV) San Francisco, succeeding **Ray Holtz**, named engineering con-



Greeted by the governor. Oklahoma's chief executive, David L. Boren (second from l), was on hand to welcome the Evening News Association of Detroit to town as new owners of the state's 26-year-old television station, KTVY(TV) Oklahoma City, formerly WKY-TV. The channel 4 facility was sold by Gaylord Broadcasting Co., a subsidiary of the Oklahoma Publishing Co., last year for \$22.5 million (BROADCASTING, Nov. 10, 1975). Receiving the governor's congratulations were (l to r) Norman P. Bagwell, who stays on as VP and general manager; Peter B. Clark, Evening News president, and Donald F. DeGroot, vice president for broadcasting.

sultant for Group W, San Francisco.



Semisch

and central manufacturing support staff.

Harvey A. Grace, executive VP/chief operating officer, WJLD(AM) Garden City, Mich., named marketing director, video division, Magnetic Video Corp., Farmington Hills, Mich.

Charles F. Rockhill, national sales manager, Time & Frequency Technology Inc., Santa Clara, Calif., named Western sales manager, McMartin Industries, Monterey, Calif.

Bob Kucera, assistant chief engineer, WMT-AM-FM-TV Cedar Rapids, Iowa, named chief engineer.

Richard P. Schumeyer, chief engineer, WAVZ(AM)-WKCI(FM) New Haven, Conn., named to same position, WKBW(AM) Buffalo, N.Y.

Fred A. Kilmes, chief engineer, noncommercial WETA-FM Washington, named to same post, WCBM(AM) Baltimore.

Allied Fields

Stanley McKinley, FCC's deputy executive director, left Jan. 16 to join Justice Department's Immigration and Naturalization Service as associate commissioner, management. Mr. McKinley joined FCC in 1967 as assistant chief of Broadcast Bureau for management, moved into deputy executive director's job year later.

John Carlson, assistant press secretary for domestic affairs, White House, named White House deputy press secretary.

Daniel Kops, Kops-Monahan Communications, New Haven, Conn., appointed to Broadcast Rating Council, succeeding **Willard Schroeder**, WOTV(TV) Grand Rapids, Mich., who retires from council after nearly 12 years of service.

Ralph Griffith, assistant director for congressional and media affairs, Office of Telecommunications Policy, Washington, resigned to become executive director, Republican Governors Association.

Kenneth Schanzer, legislative counsel, National Association of Broadcasters, named campaign manager for Representative H. John Heinz, Pennsylvania Republican running for Senate seat to be vacated by Senator Hugh Scott (R-Pa.).

Frank W. Crane, sales director, Compu/Net, Los Angeles, named Western sales representative, Cox Data Services, Atlanta. **James D. Roberson**, Cox Data conversion/training manager, named sales service coordinator. **Charles M. Mosby**, accountant, promoted to assistant controller.

Barry Tuber, broadcasting-licensing department, SESAC, New York, named administra-

tive assistant to marketing services VP. **Michael Molinari**, broadcast-licensing department, named regional-marketing representative, New York/New Jersey area. **Michael Piazza**, broadcast-licensing department, named administrative assistant to SESAC VP/counsel. **Nat Lieberman**, collection manager, named computer-operations director.

Deaths

Louis F. Edleman, 75, president, Louis Edleman Enterprises, Hollywood, died Jan. 6 of heart condition in Los Angeles hospital. Among his many TV accomplishments, he produced every episode of *Wyatt Earp*, *The Big Valley* and *Make Room for Daddy* series. Before that, he had worked for Columbia, 20th Century-Fox, MGM and Warner Bros. He is survived by his wife, Rita, and two daughters.

Robert S. Wolfe, 49, VP/network broadcast supervisor, J. Walter Thompson, Chicago, died suddenly at work Jan. 9. He was responsible for planning and supervising production of television specials sponsored by JWT clients. He is survived by his wife, Luisa, one son and one daughter.

Carl Fox, 59, VP, programing, KYTV(TV) Springfield, Mo., died Jan. 6 after heart attack at his home there. He was station's first program director in 1953.

William Porter, 70, former communications lawyer, died Jan. 10 at Suburban hospital, Bethesda, Md., after long illness. He was a partner in Washington firm of Robb, Porter, Kistler & Parkinson until he retired in 1971. He is survived by his wife, Florence.

Ralph Howard Peterson, 60, World War II correspondent, NBC, and in recent years director of Washington segments of *Today*, died of cancer Jan. 11 in Washington. While on NBC's White House staff in 1945, he was said to have scored two-and-one-half minute beat on news of atomic bombing of Hiroshima. He is survived by his wife, Norma, and three sons.

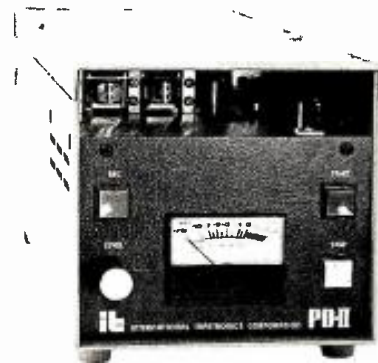
William E. Leeds Jr., 49, director, NBC-TV's Atlanta news bureau, died Jan. 11 in suburban Atlanta hospital six days after brain surgery. He joined NBC News in 1968 and served as public affairs director and London correspondent. He is survived by his wife, Lois, and one daughter.

Eliezer L. (Lou) Shainmark, 75, VP/director of public relations, Guild Films, New York, in mid-1950's, died Jan. 5 at his home in New York. Mr. Shainmark's major effort at Guild was publicizing and promoting *Liberace Show*, including creation of syndicated newspaper column bearing entertainer's byline. He is survived by his wife, Edythe, and son, Norman.

John H. Mills, 63, NBC-TV sports director in 1940's-1950's, died after stroke Dec. 31 in Stamford, Conn. He is survived by his wife Lillian.

John Patrick Beacom, 72, former broadcaster associated with WDTV(TV) Weston and WVWV(AM) Grafton, both West Virginia, died Jan. 3 after stroke at Fort Pierce Memorial hospital in St. Lucie County, Fla., where he was mayor. He is survived by his wife, Emily, one son and one daughter.

Bruce Norman, 73, radio singer/announcer, died Jan. 11 at Roosevelt hospital in New York. In the 1930's he sang for NBC network shows. He is survived by his daughter.



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Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

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

Broadcasting in Congress. New resolution to permit daily live broadcasts from House floor continues to move along without incident in special House Rules subcommittee on broadcasting. Resolution will be reported out of subcommittee following Christmas break and sent to full committee. Subcommittee Chairman B.F. Sisk (D-Calif.) is optimistic about resolution's chances for passage; if all goes according to plan, system could be in operation by July 4, 1976. Resolution by Senator Lee Metcalf (D-Mont.) to do same thing in Senate is pending in Senate Rules Committee, but has received no attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14, 1975). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13, 1975).

Children's TV. FCC's policy statement on children's television programming, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 1975).

Citizen agreements. FCC has adopted policy statement (Docket 20495) on citizen group-broadcaster agreements (BROADCASTING, Dec. 15, 1975).

■ **Commercials contract.** Negotiators for Joint Policy Committee of Association of National Advertisers and American Association of

Advertising Agencies have reached tentative agreement with American Federation of Television and Radio Artists and Screen Actors Guild on new three-year contract covering performers appearing in television commercials (BROADCASTING, Dec. 22, 1975). Proposal has been approved by governing board of unions and is to be submitted to membership for ratification by end of this month.

Community ascertainment. FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22, 1975). Rulemaking (Docket 19816) for noncommercial stations has also been issued; comments have been filed (BROADCASTING, Oct. 20, 1975).

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

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee has completed markup on its bill (S. 22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, meantime, has concluded hearings on House's measure, H.R. 223, and will begin markup early this session.

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

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small

markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeals court review.

EEO guidelines. FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6, 1975).

Emergency Broadcast System. April 15 deadline for implementation of new two-tone EBS set-up is under fire from broadcasters, and FCC has been petitioned for delay. Chairman Wiley has indicated decision on petitions will emerge within week (BROADCASTING, Jan. 5).

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S. 2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, and in fact would prohibit FCC from influencing broadcast programming in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

Family viewing suit. Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Defendants filed motions to dismiss suit last week (see story, this issue). Bearing on motions is scheduled for Feb. 9. Trial date in Writers Guild case is set for April 6.

FCC and fairness doctrine. FCC Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22, 1975); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13, 1975). Also, commission's fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington

by National Citizens Committee for Broadcasting and Friends of the Earth.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975) (Cases 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (BROADCASTING, Jan. 5). Comments are due Feb. 15, replies March 1.

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WXPB(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of license abdication of responsibility (BROADCASTING, Dec. 8, 1975).

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5).

Leapfrogging. FCC has repealed rules that require cable systems to select closest stations in importing distant signals (BROADCASTING, Dec. 22, 1975).

License renewal legislation. More than 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on agenda of communications subcommittee in either house. Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, has promised hearings in 1976. Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22, 1975).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations. Commission

has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10, 1975). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26, 1975); more were held in July (BROADCASTING, July 14, 21, 1975) and last month (BROADCASTING, Dec. 15, 1975).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30, 1975). Trial of record promoter Fred Rector for alleged failure to file income tax returns was scheduled before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick and Dakar Record officials began trial last week, before District Judge Frederick D. Lacey in Newark, N.J. (see story, this issue). Trial dates for other defendants remain to be set.

'Pensions' case. FCC decision holding that NBC-TV program, *Pensions: the Broken Promise*, violated fairness doctrine was ordered vacated by three-judge panel of U.S. Court of



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Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14, 1975). Petitioner, Accuracy in Media, had requested full-court rehearing of panel's order, but was turned down. AIM has asked for Supreme Court review of that decision (BROADCASTING, Nov. 10, 1975).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28, 1975). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. S. 1111 is being considered separately from pending copyright bill, S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed and arguments heard (BROADCASTING, Nov. 24, 1975).

■ **Ratings.** Nielsen prime-time averages season-to-date (first 18 weeks): CBS 19.6, NBC 18.2, ABC 17.6. Eighteenth week alone: CBS 24.7, NBC 17.7, ABC 16.7

Section 315. FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-

spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (BROADCASTING, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3, 1975). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17, 1975). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5, 1975). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President.

Sports antiblackout. Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975). Conference committee will try again when Congress reconvenes late this month. Current law provides that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour

cutoff to 24 hours for postseason games in baseball, basketball and hockey.

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been upheld by U.S. Court of Appeals in Washington (BROADCASTING, Dec. 22, 1975).

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor VHF antennas to be attached to sets permanently, as with UHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments on economic and technical feasibility of drop-ins have been filed at commission (BROADCASTING, Dec. 15, 22, 1975).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975).

For the Record

As compiled by BROADCASTING, Jan. 5 through Jan. 9 and based on filings, authorizations and other FCC actions.

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

New stations

AM application

■ Lewisburg, Pa.—Union Broadcasting Co. seeks 1010 khz, 250 w-D. P.O. address: 1612 N. Second Ave., Harrisburg, Pa. 17102. Estimated construction cost \$94,800; first-year operating cost \$51,000; revenue not given. Format: MOR. Principals: James P. O'Leary and Edward Burris (each 40%); Raymond C. Grandon (20%). Mr. O'Leary owns advertising agency and recording studio. Mr. Burris is sales manager at WLBR-AM-FM Lebanon, Pa. Dr. Grandon practices internal medicine. Union Broadcasting requests facilities of WUDO(AM). Ann. Jan. 5.

FM applications

■ Pasadena, Calif.—Lotus Communications Corp. seeks 106.7 mhz, 25.7 kw, HAAT 657 ft. P.O. address:

c/o Howard A. Kalmenson, 10850 Wilshire Blvd., Los Angeles 90024. Estimated construction cost \$140,614; first-year operating cost \$364,200; revenue \$300,000. Format: MOR. Principal: Howard A. Kalmenson (100%) owns KWKW(AM) Pasadena, KFSD(FM) San Diego, KOXR(AM) Oxnard, all California; KENO(AM) Las Vegas, KONE(AM) Reno; KRUX(AM) Glendale and KTKT(AM) Tucson, both Arizona. Lotus Communications requests facilities of KROQ-FM. Ann. Dec. 31.

■ *New Haven, Conn.—Community Progress seeks 90.3 mhz, 10 w. HAAT 75 ft. P.O. address: c/o Edward White, Executive Director, 270 Orange St., New Haven 06511. Estimated construction cost \$7,511; first-year operating cost \$1,000. Ann. Jan. 7.

■ Boise, Idaho—Larry Cartwright seeks 105.1 mhz, 25 kw, HAAT 2633 ft. P.O. address: 3865 N. Ten Mile Rd., Meridian, Idaho 83642. Estimated construction cost \$58,233; first-year operating cost \$47,875; revenue \$56,000. Format: C&W. Principal: Larry Cartwright is milking machine dealer. Ann. Jan. 6.

■ *Concordia, Kan.—Cloud County Community College seeks 88.3 mhz, 10 w. HAAT 80 ft. P.O. address: c/o Arley A. Bryant, president, 2221 Campus Dr., Concordia 66901. Estimated construction cost \$2,000; first-year operating cost none. Ann. Jan. 6.

■ Jefferson, Ky.—J-Town Radio Co. seeks 101.7 mhz, 3 kw, HAAT 321 ft. P.O. address: Box 248, Shelbyville, Ky. 40065. Estimated construction cost \$34,418; first-year operating cost \$35,000; revenue \$80,000. Format: contemporary country. Principal: L. Dean Harden and J.B. Crawley (each 33%); Joel David Sonheim (24%); Frank O. Schooler Jr. (10%). Mr. Crawley owns WMSK-AM-FM Morganfield, Ky. and is part owner of WCND(AM) Shelbyville, Ky. and WPTN-AM-FM

Cookeville, Tenn. Mr. Harden is general manager of WCND(AM) and part owner of phone news service. Mr. Sonheim is operations manager of WSTM(AM) St. Matthews, Ky. Mr. Schooler is elementary school principal. Ann. Jan. 9.

■ *Bath, Maine—Bath Board of Education seeks 91.5 mhz, 10 w. HAAT 72 ft. P.O. address: c/o James R. Hummer, Morse High School, High St., Bath 04530. Estimated construction cost \$2,135; first-year operating cost \$100. Format: music variety. Principal: Clifford P. Tinkham, superintendent of schools. Ann. Jan. 6.

■ Zanesville, Ohio—Maumee Valley Broadcasting Association seeks 92.7 mhz, 1.55 kw, HAAT 402 ft. P.O. address: c/o Clayton B. Shepler, 7112 Angola Rd., Holland, Ohio 43528. Estimated construction cost \$73,250; first-year operating cost \$47,500; revenue \$48,000. Format: inspirational music. Principal: Maumee Valley is non-profit corporation owned equally by 13 principals. Maumee Valley owns WPOS-FM Holland, Ohio. Ann. Jan. 9.

■ Columbia, S.C.—Nuance Corp. seeks 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 565, Columbia, S.C. 29202. Estimated construction cost \$57,275; first-year operating cost \$92,600; revenue \$130,300. Format: salt and pepper. Principals: I.S. Leevy Johnson (35%); J. Wade Degraffenreidt (23%); Elliot E. Franks III and H.B. Rutherford Jr. (each 21%). Mr. Johnson is member of South Carolina House of Representatives. Mr. Degraffenreidt owns car wash. Mr. Franks is chairman of human affairs commission. Mr. Rutherford is dentist. Ann. Jan. 9.

FM actions

■ *West Barnstable, Mass.—Cape Cod Community College. Broadcast Bureau granted 91.1 mhz, 10 w. P.O.

address: Route 132, West Barnstable 02668. Estimated construction cost \$2,846; first-year operating cost \$1,000. Principal: Dr. James F. Hall, president (BPED-2052). Action Jan. 6.

■ Otsego, Mich.—Allegan County Broadcasters. Broadcast Bureau set aside grant of CP for new FM on 100.9 mhz, and returned application to pending status. Action Jan. 2.

■ *Rochester, Minn.—Rochester Community College. Broadcast Bureau granted 89.9 mhz, 12.78 w, HAAT 100 ft. P.O. address: Highway 14 East, Rochester 55901. Estimated construction cost \$3,070; first-year operating cost \$3,100. Principal: James Kehoe, broadcasting director (BPED-2050). Action Jan. 7.

■ KSEN-FM Shelby, Mont.—Broadcast Bureau declared CP for new station null and void; deleted call letters; application dismissed for failure to prosecute (BPH-9198). Action Dec. 24.

■ *Piscataway, N.J.—Board of Education, Piscataway township. Broadcast Bureau granted 90.3 mhz, 10 w (share time agreement with WVHD-FM Highland Park). P.O. address: Hoes Lane and Behmer Rd., Piscataway 08854. Estimated construction cost \$6,322; first-year operating cost \$600. Principal: Ed. S. Alster, teaching advisor (BPED-1995). Action Jan. 7.

■ Harrisonburg, Va.—Broadcast Bureau dismissed application by Valley Broadcasting Associates for new FM at their request (BPH-6603). Action Jan. 2.

■ *Battle Ground, Wash.—Broadcast Bureau dismissed Western Informational Broadcasting Association application for 89.9 mhz (BPED-2136). Action Dec. 23.

FM starts

■ KMYT Merced, Calif.—Authorized program operation on 97.5 mhz, ERP 50 kw, HAAT 490 ft. Action Dec. 18.

■ WAYK-FM Lehigh Acres, Fla.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 330 ft. Action Dec. 22.

■ *WARG Summit, Ill.—Authorized program operation on 88.9 mhz, TPO 10 w. Action Dec. 22.

■ WBDC Huntingburg, Ind.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 22.

■ KRHD-FM Duncan, Okla.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 160 ft. Action Dec. 22.

■ *WGTD Kenosha, Wis.—Authorized program operation on 91.1 mhz, ERP 800 w, HAAT 145 ft. Action Dec. 22.

Ownership changes

Applications

■ KBSC-TV Corona, Calif. (ch. 52)—Seeks assignment of license from Kaiser Broadcasting Corp. to Oak Broadcasting Systems for \$1,200,000. Buyer: A. Jerrold Perenchio (50%) and Oak Industries (50%). Mr. Perenchio owns artists manager company, and real estate, sports promotions, and motion pictures and television production corporations. Oak Industries is publicly held corporation. Oak Broadcasting Systems requests authority to install subscription television equipment. Ann. Dec. 22.

■ WLWD(TV) Dayton, Ohio (ch. 2)—Seeks assignment of license from AVCO Broadcasting Corp. to Grinnell Communications Corp. for \$12,900,000. Buyer: Grinnell Communications is corporation of Grinnell College. Gardiner S. Dutton is managing director. Station is being purchased to defray running costs of college. Ann. Jan. 9.

Actions

■ WUNI Mobile, Ala.—Broadcast Bureau granted transfer of control of WUNI Inc. from Peggy Stone Gilbert to Dr. Thomas E. Stone, executor of estate of Peggy Stone Gilbert (BTC-7921). Action Dec. 29.

■ KALO(AM)-KEZQ(FM) Little Rock, Ark.—Broadcast Bureau granted assignment of license from Arkansas Broadcasting Co. and Radio Station KEZQ Inc. to Mann Media Inc., parent corporation of previous licensees (BAL-8571, BALH-2221). Action Dec. 29.

■ KNEU(FM) El Centro, Calif. (98.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Schaefer-Wade Broadcasting Co. to KXO Inc. for \$62,-

Summary of broadcasting

FCC tabulations as of Nov. 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,426	3	30	4,459	50	4,509
Commercial FM	2,698	0	54	2,752	126	2,878
Educational FM	760	0	39	799	61	860
Total Radio	7,885	3	123	8,010	237	8,247
Commercial TV	700	1	8	709	49	758
VHF	509	1	3	513	7	520
UHF	191	0	5	196	42	238
Educational TV	229	9	14	252	15	267
VHF	90	3	4	97	7	104
UHF	139	6	10	155	8	163
Total TV	929	10	22	961	64	1,025

*Special temporary authorization

**Includes off-air licenses

000. Sellers: William Wade and Thomas Karl Schaefer wish to sell station due to financial losses. Buyers: Gordon Belson (34.7%), Edward Muzykowski (15%) and William J. Ewing (50.3%) owns KXO(AM) El Centro (BALH-2158). Action Dec. 24.

■ WUUN(FM) Marquette, Mich. (100.1 mhz, 1.8 kw)—Broadcast Bureau granted acquisition of positive control of Chappell Broadcasting by E. Nickolas and Marilyn Bridges (jointly) (33-1/3% before, 66-2/3% after) through purchase of stock from Lou and LaVerne Chappell (jointly) (33-1/3% before, none after). Consideration: \$40,000 (BTC-7916). Action Dec. 29.

■ WHLW(AM) Lakewood, N.J. (1170 khz, 5 kw DA-D)—Broadcast Bureau granted assignment of license from Mid-State Broadcasting Co. to Norman Mesnikoff, Receiver (BAL-8565). Action Dec. 29.

■ WJNC(AM)-WRCM(FM) Jacksonville, N.C.—Broadcast Bureau rescinded transfer of control of Onslow Broadcasting Corp. from Robert P. Mendelson and Eileen E. Shuebruk to Beasley Broadcast Group of Jacksonville, and assignment of licenses from Onslow to Beasley (BTC-7809, BAL-8510, BALH-2185). Action Dec. 24.

■ KADS(AM) Elk City, Okla. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted acquisition of positive control of Beckham Broadcasting Co. by Howard McBee and Joseph W. Tilton through purchase of stock from James Robert Brewer and Jackie Gene Brewer. Consideration: \$100,000 (BTC-7882). Action Dec. 24.

■ WCRS-AM-FM Greenwood, S.C.—Broadcast Bureau granted transfer of control of Grecco Inc. from Douglas Featherstone to Christine D. Featherstone, Jean T. McFerrin and R.B. Curry, Co-Executors of estate of Douglas Featherstone (BTC-7918). Action Dec. 24.

■ KMIO(FM) Sinton, Tex.—Assignment of license from Sinton Broadcasting Co. to Consolidated Communications Corp. of Texas, granted Oct. 22, 1975, not consummated (BALH-2144). Ann. Jan. 7.

Facilities changes

TV actions

■ WHNB-TV New Britain, Conn.—Broadcast Bureau granted CP to change ERP to vis. 1324 kw (H) RMS, aur. 132.4 kw (H) RMS; change type trans.; change type ant.; make changes in ant. structure (BPCT-4831). Action Dec. 18.

■ WWLP Springfield, Mass.—Broadcast Bureau granted CP to change ERP to vis. 4305 kw, aur. 430.5 kw; change trans. location; change type trans.; change type ant.; ant. height 876.6 ft. (BPCT-4795). Action Dec. 19.

AM applications

■ WKRS Waukegan, Ill.—Seeks CP to add MEOV's to directional pattern. Ann. Jan. 7.

■ WHFB Belton Harbor, Mich.—Seeks CP to increase CH operation to 2.5 kw. Ann. Jan. 6.

■ WIXC Fayetteville, Tenn.—Seeks CP to increase daytime power to 5 kw, install 2.5 kw CH. Ann. Jan. 6.

■ KBUH Brigham City, Utah—Seeks CP to increase daytime power to 500 w. Ann. Jan. 5.

AM actions

■ KDHI Twenty-Nine Palms, Calif.—Broadcast Bureau granted mod. of CP to make changes in ant. system (BMP-14117). Action Dec. 24.

■ KOEL Oelwein, Iowa—Broadcast Bureau granted mod. of license covering change in main studio location (BML-2567). Action Jan. 5.

■ WWL New Orleans—Broadcast Bureau granted mod. of CP to make changes in ant. system (BMP-14,110). Action Dec. 22.

■ WYGR Wyoming, Mich.—Broadcast Bureau granted waiver of rules to permit relocation of main studio beyond corporate limits of Wyoming, Mich., to 325 28th St., S.E., Grand Rapids, Mich., remote control permitted (BML-2560). Action Dec. 31.

■ KLFD Litchfield, Minn.—Broadcast Bureau granted CP to change ant. system and install new type trans. (BP-20148). Action Dec. 22.

■ KPRT Kansas City, Mo.—Broadcast Bureau granted CP to change ant. trans. location to Linwood Boulevard between Norton and Myrtle, Kansas City (BP-19952). Action Dec. 22.

■ KJET Beaumont, Tex.—Broadcast Bureau granted CP to make changes in ant. system (BP-20054). Action Jan. 5.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KDWT Stamford, Tex. (BP-19,919), Dec. 18; KTWO Casper, Wyo. (BP-19,686), Dec. 22; WRAR Tappan, Va. (BP-19,902), Dec. 18.

FM applications

■ *WVJC-FM Mt. Carmel, Ill.—Seeks CP to change trans. location to NW side of Mt. Carmel; install new trans. and ant.; change TPO; ERP: 50 kw (H&V); increase HAAT 323 ft. (H&V). Ann. Jan. 9.

■ WPCS-FM Tarboro, N.C.—Seeks CP to change studio location to trans. site on US Highway 64, 2.7 miles NW of Tarboro; install new trans. and ant.; change TPO; ERP 100 kw (H&V); and HAAT 220.8 ft. (H&V). Ann. Jan. 6.

FM actions

■ KGBS-FM Los Angeles—Broadcast Bureau granted CP to install new trans. and ant.; make changes in transmitting equipment; ERP 55 kw, ant. height 770 ft., remote control permitted (BPH-9726). Action Jan. 6.

■ *KQED-FM San Francisco—Broadcast Bureau granted CP to install new trans. and ant.; ERP 110 kw (H&V); ant. height 1270 ft. (H&V); remote control permitted (BPED-2175). Action Jan. 7.

■ *WNAS New Albany, Ind.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 2.85 kw (H&V); ant. height 3 ft. (H&V) (BPED-2010). Action Jan. 6.

■ WEZB New Orleans—Broadcast Bureau granted CP to install new trans. as alternate main trans.; ERP 93 kw, ant. height 450 ft.; remote control permitted (BPH-9682). Action Jan. 6.

■ *WVHP-FM Highland Park, N.J.—Broadcast Bureau granted mod. of license covering change of hours of operation from "unlimited" to "share time" with Piscataway High School (BMLED-101). Action Jan. 7.

■ WRQK Greensboro, N.C.—Broadcast Bureau granted CP to install new trans. and ant.; change ERP to 100 kw; ant. height 400 ft. (BPH-9717). Action Jan. 5.

■ WDAR-FM Darlington, S.C.—Broadcast Bureau granted CP to redescribe trans. location as 122 Ashbury Ave., change studio location to 122 Ashbury

Ave.; make change in trans. equipment; ERP 3 kw, ant. height 260 ft. (BPH-9725). Action Jan. 6.

■ **WZEE Nashville**—Broadcast Bureau granted mod. of CP to change trans. location; changes in ant. system; remote control permitted (BMPH-14698). Action Jan. 5.

■ **WLST Marinette, Wis.**—Broadcast Bureau granted mod. of CP to change studio and trans. location to S.E. corner of Madison and Roosevelt Rds., Peshtigo, Wis.; change trans.; change ant.; ant. height 420 ft. (BMPH-14683). Action Dec. 29.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KDEA New Iberia, La. (BPH-9479), Dec. 22; KFXD-FM Nampa, Id. (BPH-9555), Dec. 22; KMTY-FM Clovis, N.M. (BPH-9314), Dec. 22; KSEZ Sioux City, Iowa (BPH-9688), Dec. 18; WDBO-FM Orlando, Fla. (BPH-9422), Dec. 18; WDRQ Detroit, Mich. (BPH-9613), Dec. 19; WENN-FM Birmingham, Ala. (BPH-9605), Dec. 22; WLSE-FM Wallace, N.C. (BPH-8854), Dec. 22; WOCH-FM North Vernon, Ind. (BPH-9233), Dec. 22; WRAR-FM Tappahannock, Va. (BPH-9278), Dec. 22.

In contest

Designated for hearing

■ **Auburn, Me., FM proceeding:** Andy Valley Broadcasting System and The Great Down East Wireless Talking Machine Co., competing for 100.1 mhz (Doc. 20643-4)—Designated for hearing by Chief, Broadcast Bureau. Issues include determination of whether Down East's proposal would provide strong enough signal over whole city of Auburn; which proposals would better serve public interest; and which application should be granted. Action Dec. 22.

Case assignment

Chief ALJ Chester F. Naumowicz Jr. made following assignment on date shown:

■ **Homewood, Birmingham, Ala., TV proceeding:** Chapman Radio and Television Co. and Birmingham Broadcasting Co. (Doc. 15461, 16761)—Designated ALJ Reuben Lozner to preside since ALJ Jay A. Kyle retired. Action Jan. 6.

Joint agreement

■ **Camden, Tenn., FM proceeding:** Ray Smith and Camden Broadcasting Co., competing for 98.3 mhz (Docs. 20534-35)—ALJ Thomas B. Fitzpatrick granted joint request for approval of agreement and grant of application, approved dismissal agreement and authorized payment of \$3,000 to Camden Broadcasting, dismissed with prejudice application of Camden Broadcasting and granted application of Ray Smith; terminated proceeding. Action Jan. 5.

Review board decision

■ **Media, Pa., FM proceeding:** Alexander S. Klein Jr., Greater Media Radio Co., Roberts Broadcasting Corp., competing for 100.3 mhz (Docs. 20567-9)—Review board added limited community ascertainment issue against Greater Media Radio Co. Action Jan. 8.

Fines

■ **WTOW(AM) Towson, Md.**—Broadcast Bureau ordered to forfeit \$1,500 for operating with excessive power during presunrise hours. Action Jan. 8.

■ **WLEO(AM) Ponce, Puerto Rico**—Broadcast Bureau ordered to forfeit \$500 for person holding First Class Radiotelephone Operator License make required entries in maintenance logs and weekly inspections. Action Jan. 7.

■ **WKBJ(AM) Milan, Tenn.**—Broadcast Bureau ordered to forfeit \$1,400 for failing to make required entries in operating log, failing to have responsible operators sign operating log when starting duty and again when going off duty and operating with excessive presunrise power. Action Jan. 8.

Other actions

■ **WKWF Key West, Fla.**—ALJ Arthur A. Gladstone granted renewal of license to WKWF (Doc. 19290). Ann. Jan. 7.

■ **WAVV(FM) Tampa, Fla.**—Broadcast Bureau granted request to identify as Tampa-St. Petersburg, Action Dec. 22.

Allocations

Action

FCC took following actions on TV allocations:

■ Broadcast Bureau placed freeze on channels presently assigned at Boca Raton, Fla., Ardmore, Hugo and Lawton, Okla., and Longview, Tex., and replaced them with television chs. *62, *28, *48, 45 and 51, respectively. Bureau said freezing channels meant applications for new stations on those channels would not be accepted nor would request for changes in assignment that involved moving an affected channel to another location near centers of urban areas of Miami, Houston and Dallas-Forth Worth. Dual action was proposed in 1974 rulemaking as result of Commission plan to provide additional space by sharing TV channels with land mobile radio (Docs. 18261, 19964). Action Dec. 16.

Translators

Applications

■ **Santa Clara County Board of Education, San Martin & Gilroy, Calif.**—Seeks ch. 65 rebroadcasting KTEH San Jose, Calif. (BPTT-2950). Ann. Jan. 6.

■ **Translator TV, unincorporated village of Glen Haven, Colo.**—Seeks ch. 13 rebroadcasting KRMA-TV Denver (BPTT-5460). Ann. Jan. 6.

Actions

■ **K76CN Lihue, Hawaii**—Broadcast Bureau granted CP to change frequency of translator from ch. 76 to ch. 67, change type trans.; change to via K63AI, Kaumakani; make changes in ant. system; change call sign to K67AV (BPTT-2883). Action Dec. 16.

■ **K65AN Ellensburg and Kittitas Valley, Wash.**—Broadcast Bureau granted mod. of CP to change frequency of translator station from ch. 65 to ch. 69; change primary station to KYVE-TV, ch. 47, Yakima; change type of trans.; change call sign to K69BE (BMPPT-820). Action Dec. 17.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ **Crown Communications Corp., P.O. Drawer A, Gaffney, S.C.** 29340 for Blacksburg (town of), S.C. (CAC-05867); WFBC-TV, WGGG-TV, WNTV Greenville, S.C.; WSPA-TV Spartanburg, S.C.; WLOS-TV Asheville, N.C.; WBTV, WSOO-TV, WRET-TV Charlotte, N.C.; WTCC Atlanta.

■ **Cable TV of Paola, 110 W. Peoria, Paola, Kan.** 66071 for La Cygne, Kan. (CAC-05877): WDAF-TV, KCMO-TV, KMBC-TV, KCPT, KBMA-TV Kansas City, Mo.; KOAM-TV Pittsburg, Kan.; WIBW-TV Topeka, Kan.

■ **Texas Lakes Cablevision, 207 Whitman St., Irving, Tex.** 75060 for Henderson county (unincorporated areas), Tex. (CAC-05878): WFAA-TV, KDFW-TV, KERA-TV, KXTX-TV Dallas; KXAS-TV, KTVT Ft. Worth; KLTW Tyler, Tex.; KSLA-TV, KTBS-TV Shreveport, La.; KTLA-TV Texarkana, Tex.

■ **Teleprompter of Clarksburg, for Clarksburg, Stonewood (town of), Bridgeport, and Nutter Fort (town of), W.Va.** (CAC-05890-3): Requests certification of existing operations.

■ **Cablesystems South Ltd., Box 1478, Hammond, La.** 70401 for Ponchartroula, La. (CAC-05894): WBRZ, WRBT, WLPB-TV, WAFB-TV Baton Rouge, La.; WWL-TV, WDSU-TV, WVUE, WGNO-TV, WYES-TV, New Orleans; KLFY-TV Lafayette, La.; WLOX-TV Biloxi, Miss.

■ **American Cablevision Co., for Ironwood, Bessemer township, Wakefield, Bessemer, Mich.; Hurley, Wis.; Sault Ste. Marie, Escanaba, Gladstone, Schoolcraft township, Osceola township, and Laurium, Mich.** (CAC-05895-905): Requests certification of existing operations.

■ **American Cablevision Co., for Calumet township, Calumet (village), Lake Linden, and Torchlake township, Mich.** (CAC-05906-9): Requests certification of existing operations.

■ **Teleprompter Corp., for Simi Valley, Calif.** (CAC-05910): Requests certification of existing operations.

■ **Cedar Grove T.V. Cable Corp., 510 Third Ave., Montgomery, W. Va.** 25136 for Crown Hill (unincorporated settlements), W. Va. (CAC-05911): WCHS-TV Charleston; WOWK-TV, WSAZ-TV, WMUL-TV Huntington; WHIS-TV Bluefield; WOAY-TV Oak Hill; WSWP-TV Grandview; WDTV Weston, all W. Va.

■ **Televents, Castro Valley (unincorporated area of), Calif.** (CAC-05912): Add KMUV-TV Sacramento, Calif.

■ **Courier Cable Co., Buffalo, N.Y.** (CAC-05913): Add CICA-TV, CBLFT Toronto.

■ **Deerfield Cable Systems, Box 15, 128 Mountain Rd., Greenfield, Mass.** 01301 for Northfield, Mass. (CAC-05914): WRLP Greenfield; WDCD Adams; WGBY-TV, WWLR, WHYN-TV Springfield; WGBH-TV, WBZ-TV, WCVB-TV, WSBK-TV Boston, all Mass.; WEKW-TV Keene, N.H.; WFSB-TV Hartford, Conn.

■ **Tar River Cable TV, Box 2548, Rocky Mount, N.C.** 27801 for Tarboro, N.C. (CAC-05865): WRAL-TV Raleigh; WITN-TV Washington; WNCT-TV, WUNK-TV Greenville; WTVB-TV Durham, WCTI-TV New Bern; WUNC-TV Chapel Hill, all N.C.; WTTG Washington, D.C.; WRET-TV Charlotte, N.C.

■ **Cass Community Antenna TV, 209 S. Main St., Virginia, Ill.** 62691 for Fremont, Mich. (CAC-05866): WOTV, WZZM-TV, WGVC, Grand Rapids; WKZO-TV Kalamazoo, WPBN-TV Traverse City, WUHQ-TV Battle Creek, WMTV Cadillac, all Mich.; WTMJ-TV Milwaukee, WJIM-TV Lansing, Mich.; WCMU-TV Mt. Pleasant, Mich.

■ **Crown Communications Corp., for Blacksburg (town of), S.C.** (CAC-05867): Add WUNG-TV Concord, N.C.

■ **Wabash Cablevision, for Mt. Carmel, and Wabash County, Ill.** (CAC-05885,6): Add WGN-TV Chicago and delete WDRB-TV Louisville, Ky.

■ **Muncy TV Corp., for Muncy borough, Pa.** (CAC-05887): Requests certification of existing operations.

■ **Coaxial Co., for Franklin, Pa.** (CAC-05888): Requests certification of existing operations.

■ **Teleprompter of Clarksburg, for Anmoore, W.Va.** (CAC-05889): Requests certification of existing operations.

Certification actions

■ **CATV Bureau granted following operators of cable TV systems certificates of compliance:** Warner Cable of Fort Walton Beach, Shalimar, Fla. (CAC-05794); Transmission, Nebraska City, and Lincoln, Neb. (CAC-05798,9); Community Television of Utah, Weber county, Utah (CAC-05800); Clear Vision TV Co., Milan, Tenn. (CAC-05807); Warner Cable of Fort Walton Beach, Mary Esther, Fla. (CAC-05809); Harrisburg Cablevision, Marysville, Royalton, and Wormleysburg, Pa. (CAC-03284, 88, 92); Community Antenna Systems, Tekoa, Wash. (CAC-04511); Nor-Cal Cablevision, Yreka, Calif. (CAC-04631); Roanoke Valley Cablevision, Roanoke, and unincorporated areas of Roanoke county, Va. (CAC-04948,9); Roanoke Valley Cablevision, Vinton, Va. (CAC-04950); Oldsmar Cable TV, Oldsmar, Fla. (CAC-05027); Warner Cable of Ft. Shawnee/Cridersville, Cridersville, Ohio (CAC-05208); Adams-Croyle Cable TV, Summerhill township, Pa. (CAC-05328); New Channels Corp., village of Waterford, and town of Waterford, N.Y. (CAC-05363-4); Sammons Communications, Somers Point, N.J. (CAC-05416); Highland Video, Blairsville, Burrell township, Center township, Homer City borough, and Brenizer, Pa. (CAC-05484-8); Troy New Channels, town of East Greenbush, N.Y. (CAC-05489); Cablevision of Salisbury, Salisbury, N.C. (CAC-05543); Ridgecrest Cablevision, Naval Weapons Center, China Lake, Calif. (CAC-05589); Continental Cablevision of Lansing, Delta township, Mich. (CAC-05684); Tar River Cable TV, Rocky Mount, N.C. (CAC-05748); Community Television of Utah, Ogden, Utah (CAC-05762).

■ **Nor-Cal Cablevision, Yreka, Calif.**—Cable Bureau granted upon reconsideration, application for certificate of compliance for new cable service (CAC-04631). Action Dec. 31.

■ **Far West Communications, West Salem, Ore.**—Cable Bureau dismissed as premature, application for certificate of compliance (CAC-04631). Action Dec. 31.

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Radio Sales Manager, medium sized Northeast market looking for experienced local AM and FM sales manager with strong leadership qualities. Must have proven track record to handle sales force and build sales team, good salary and incentives with growing broadcasting operation. Professionals only need respond. All replies in confidence to Box A-86, BROADCASTING.

Radio Station Manager. Full time AM radio in small market desires quality manager interested in long range career and excellent pay. Must have extensive sales experience with management experience also preferable. Good salary with fringe benefits. Location in southeastern U.S. Please send resume to Box A-94, BROADCASTING.

Operations Manager for Texas 50 kw AM. Strong engineering background and first class license required. Send complete resume and salary requirements to Box A-117, BROADCASTING.

Great 1976 for you, if you like local retail medium market selling, suburban New England chain wants manager for soon to be approved station. Ownership given, no cash required. Box A-153, BROADCASTING.

Sales Manager, must sell personally, direct several salesmen. Local competitive experience desirable. Potential for management. Good future. State compensation requirements, personal and business background. Fulltime AM; pleasant community Shenandoah Valley. Box A-184, BROADCASTING.

Care to try the Arctic? KOTZ-AM, a 5 kw educational station in Kotzebue, Alaska needs a station manager. Anticipate adding a tv facility during the coming year. Would look with special favor on a manager also qualified as chief engineer. Salary DOE; liberal vacation, sick leave, and holiday benefits. Send detailed resume and letter of application to: Stan Jones, Kotzebue Broadcasting, Inc., Box 78, Kotzebue, AK 99752. 907-442-3229. Let the Arctic surprise you.

Call yourself: manager, salesmanager, salesperson. If you can sell, fantastic potential, booming market. Dan Libeg, KSNN AM FM, Pocatello, ID.

Sales Manager needed to run sales dept for top notch FM in Chickasha Oklahoma. Draw \$10,000 plus on well formed country FM in two station market in 30,000 population county. Send resume to Jack Brewer, Box 1268, Chickasha, OK, KXXX Radio.

Station Manager, expanding group owner seeks exceptional person with general management goals. Will consider both programing and sales managers with strong administrative ability. Starting salary: \$30,000. Send resume to Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. Confidentiality assured.

Resident Midwest sales manager, Full-time travel (Mon-Fri.). Salary/sales-override provide opportunity unlimited earnings. Availability background, references, first letter. Community Club awards, PO Box 151, Westport, CT 06880.

Program Executive. Salary open to qualified, experienced, executive type program trained person who can write good copy and handle program operations. Good voice an asset. Fwd qualifying details, references to 172 Whitmarsh Road, Ardmore, PA 19003 if interested locating at 5 kw plus sister FM station in fast W. Fla. coast city.

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Outstanding opportunity for do-it-all general manager at one of the top medium market black stations in the country. \$35K is a conservative estimate of first year earnings. Require knowledge of black programing, sales, FCC. All replies answered. Call or write Rick Davenport, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

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Eager go getter with limited experience to learn beautiful music sales our way: low-key, cadillac approach. Box A-62, BROADCASTING.

Gospel Radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

Thriving daytimer in Northeast wants excellent communicator for combo AM anchor person (Dee Jay) and sales. Work with excellent local news team. Pop-contemporary format (not real hard). Good money. Contact Box A-142, BROADCASTING.

Hi-powered self-starter, salary/commission salesperson/manager, Philly area, opportunity to join a fast-growing, hard-hitting Radio Rep. Box A-146, BROADCASTING.

Salespeople, Need several for both AM and FM. Prefer experience against competition. Profitable sales ideas. Can lead to sales management in middle Atlantic community of eighteen thousand. Personal background, experience, financial requirements first letter. Box A-185, BROADCASTING.

Southern California AM/FM Station needs experienced salesperson strong on country, rock and sports. Some sports air work possible. Great opportunity. Contact Mike Thomas, KBBQ/KBBY Radio, Ventura, CA 93003.

Sales Person with managerial potential for beautiful music major market Long Island FM station. Proven sales track record. Contact Joseph Lenn, WIOK, Hempstead, NY 11550.

Madison, WI. Excellent career opportunity for bright, problem-solving salesperson on the way up, strong on creativity and campaign building. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living. You'll have opportunity for management and equity. WISM, Madison, WI 53701. A Midwest Family Station. EOE.

If you're major market material, but need credentials, we'll help you move after one year. Help us stay No. 1 this year. Modern country, clear channel, ABC network AM. Covers Southern Indiana and western Kentucky. Must have college experience. Low base plus commission. One year hard work expected on air in sales. You'll get your return on investment. Others have moved to Washington, Nashville, Indianapolis, Minneapolis. Send tape/resume to WKCM, Box 1140, Hawesville, KY 42348. EOE.

Money. If you've run your list to its limit and still want more I'll give you a bigger list and a No. 1 station to sell. First sell me. Mail resume and billing record to: Dick Lange, WRKR, 2200 N. Green Bay Road, Racine, WI 53405.

HELP WANTED SALES CONTINUED

AM Sales Manager. New position with strong central Illinois station. Strong radio sales background and leadership ability essential. Excellent salary and benefits. Send resume to Orv Graham, WSOY, PO Box 2250, Decatur, IL 62526.

Sales Executive. Radio. \$10,000 salary plus commission to qualified person. 5 KW plus sister FM fast growing W. Fla. coast city. Fwd qualifying details, references to Personnel, 172 Whitmarsh Road, Ardmore, PA 19003 immediately.

7-station small-market group in Oregon and Idaho seeking four qualified salespeople or sales trainees. Excellent opportunity to learn and advance while living in choice areas. Send resume, references and particulars to D.N. Capps, Box 346, Twin Falls, ID 83301. An Equal Opportunity Employer.

Young expanding company needs experienced salespeople. All formats, Kansas, Oklahoma, and Colorado. Bob Freeman, President, American Media, 7397 W. Central, Wichita, KS 67212.

HELP WANTED ANNOUNCERS

Mike open only one minute in sixty, so you must be perfect. Pleasant voice and appreciation of beautiful music essential. Third phone, copy ability and production know-how a must. EOE. Box A-63, BROADCASTING.

Radio announcer, wanted. Eastern North Carolina regional full timer needs personality with first ticket. Experience, strong production necessary. Equal Opportunity Employer. Send full details to Box A-118, BROADCASTING.

Experienced D.J. with personality and production ability wanted for New England suburban station. Send resume. Box A-152, BROADCASTING.

Top money for top quality announcer in New York State. Complete resume. Equal Opportunity Employer. Box A-180, BROADCASTING.

Announcer, several for fulltime AM. Middle Atlantic. Some experience preferred. Full details, salary requirements. Box A-186, BROADCASTING.

We are growing and will need experienced personnel. Any combination announcers, sales, news, MOR and country music formats. Send resume, full details first letter to KHOM/KTIB, 2306 West Main Street, Houma, LA 70360. Equal Opportunity Employer.

Wyoming AM with 100kw FM applied for has immediate opening for newperson who will also direct expanded operation. We are also looking for a good music director who can handle 6-10 p.m. slot for this "together" contemporary in state's boomingest market. Contact Bill Luzmoor, KRKK, Rock Springs, WY 82901. 307-362-3793.

Combo announcer-sales, booming market, resume, tape, Calvin Hunter, KSNN AM FM, Pocatello, ID.

Wonderful Wyoming station needs solid combo announcer-technician. Now AM with FM coming soon. Good working conditions in good, clean, solid station. Call or write now. Tony Kehl, KVOW, Riverton, WY where the mountains meet the sky.

KYKX, Billboard finalist for station of year needs to air personality, no beginners, modern country No. 1 rated, E.O.E. Send tape, resume to Rusty Reynolds, PO Box 8389, Longview, TX 75601.

Experienced morning person for stable position with growth station. Live in rustic Hocking Hills near major University. Established audience of friendly people. WATH, Inc., Athens, OH.

HELP WANTED ANNOUNCERS CONTINUED

Top 40 jock with first phone, immediate opening, call or send tape to John Powell, WELK, Charlottesville, VA 22901.

Immediate opening, afternoons Up/MOR-Light rock format, send tape, resume, salary requirements to: Manager, WITY, Box 142, Danville, IL 61832. An Equal Opportunity Employer.

Contemporary adult MOR seeks knowledgeable and energetic announcers for full and part-time positions. Send tape and resume immediately to Jeffrey Jay Weber, Program Director, WNNJ, Box 40, Newton, NJ 07860.

New Maine FM seeks mature rockers. Young organization, good pay. Tape and resume to: WNWY, 15 Pleasant Street, Norway 04268.

D.J./newsperson for growing South Florida modern country AM-FM. News gathering and writing ability a must. Tape, resume to: Ron Hayes, P.D., WOKC, Box 1247, Okeechobee 33472.

Country Western announcer for regional station in New Mexico. Send tape & resume to John Allen, Box 919, Hobbs, NM 88240.

HELP WANTED TECHNICAL

Chief Engineer. Mid-Michigan AM directional and FM. Experienced, knowledgeable, takes over/leadership type person. Complete resume to Box A-39, BROADCASTING.

Chief Engineer. \$18,000. AM-FM in major resort market. Must know directionals, automation, audio, FCC rules, proofs. Strong on maintenance. All new equipment. Experienced required in all phases. Full details in first letter. EOE. Box A-93, BROADCASTING.

Needed: Chief Engineer, Grand Rapids, Michigan area. Immediate opening. Need self-starter. Equal Opportunity Employer. Reply Box A-148, BROADCASTING.

Medium Southern AM/FM. Looking for aggressive engineer with extensive audio experience and transmitter maintenance. Must understand sophisticated contemporary radio requirements. Great warm area. Box A-160, BROADCASTING.

Chief Engineer for N.Y. state directional. Must be experienced in all phases R.F., audio and construction. Excellent opportunity. Reply Box A-167, BROADCASTING.

Wanted experienced chief engineer for top rated stereo FM station in Dallas, Texas. Must have experience in high power FM transmitters and maintenance of Ampex reel to reel tape machines used in music service operation. Contact Bart McLendon, KNUS, AC 214-651-1010. Need is immediate!

Chief Engineer/Announcer strong on maintenance desired for AM daytime, FM Class A, IGM automation. Real opportunity with successful operation. EOE. Joe McCullah, KSWM, Box 410, Aurora, MO 65605.

Assistant Chief Engineer: some experience required. Excellent opportunity to learn directional antennas. WAMS Radio, Box 3677, Wilmington, DE 19807. 302-654-8881.

Chief Engineer for WBVP/WWKS Beaver Falls, Pa. Class IV AM, 50 KW Stereo FM. Must have experience in all phases of maintenance, R.F., audio and automation. EOE. Contact Keith Leach, V.P., Engineering, Hall Communications, PO Box 551, Norwich, CT 06360. 203-887-1613.

Immediate opening, first phone Top 40 jock, call or send tape to John Powell, WELK, Charlottesville, VA 22901.

Video design engineers wanted by leading switcher company. Experience in video systems preferred. Contact Mr. Buzan, Vital Industries Inc., 3700 NE 53 Ave., Gainesville, FL 32601. Phone 904-378-1581.

1st class engineer needed. Transmitter and studio experience required. Deep south/Gulf Coast area. Contact James Cope 504-529-1212.

HELP WANTED NEWS

Mid-West radio station seeks professional newperson. Pleasant working conditions and town. Experience required. Send resume and salary requirements to Box A-66, BROADCASTING.

Why is it so difficult to find an experienced aggressive news director who can build and demand professionalism from his/her staff? N.J. local station wants such a person. Also looking for experienced, proven newpeople. Equal Opportunity Employer. Reply with resume, and references to Box A-151, BROADCASTING.

News Director. Degree or equivalent exper. Able to take charge of dept. and work under operations director. On scene reports, beepers two way reports, etc. Number two man and part time girl will assist. Send resume to OD immediately. Four station chain. Box A-162, BROADCASTING.

All news station in Southern California. First phone required with news experience. Engineering background helpful. KGUY Newsradio, PO Box 1270, Palm Desert, CA 92260. 714-346-1270.

Medium market AM looking for solid morning newperson, strong on-air, good writer, able to run beats, some TV, KLWW, c/o Jim Holland, Box 876, Cedar Rapids, IA 52406.

Fulltime staff announcer with demonstrated local news gathering ability. Third endorsed. No beginners. Tape and non-returnable tape: WHTG-AM-FM, Eatontown, NJ 07724.

News Director for top flight CBS affiliate. AM/FM. Good voice, production knowledge, writing ability, 3rd endorsed a must. Prefer degree. On air experience a plus. No beginners. Contact: Pgm Dir., WKNE, Keene, NH 03431. 603-352-9230. EOE.

Metro Orlando rocker with dominant news department wants aggressive, creative beat reporter, digger, must be experienced, strong local news emphasis, good air sound, abundant actualities, not afraid of hard work. No phone calls. Tape, resume, writing samples to News Director, WLOF, PO Box 15746, Orlando, FL 32808. EOE.

WOAI Radio needs a news anchor person with sports P-B-P experience. Tape and resume to John Barger, GM, 1035 Navarro, San Antonio 78205. EOE.

Florida, Top FM rock in Tampa/St. Pete needs a newperson, experience pref., send tape, resume to Jon Powers, WRBQ Radio, 5510 Gray St., Tampa, FL 33609. EOE.

Oklahoma, an Equal Opportunity Employer University, seeks applicants for two positions. Both will be largely news-oriented teaching assignments but one will regularly involve a course in public information methods and the other will involve regularly a broadcast news course. Doctorate or ABD preferred but non-doctorate with significant professional experience given strong consideration. Strong commitment to teaching and complementary research and service activities. Letter and vita to: Director, School of Journalism, 860 Van Fleet Oval, Room 101, Norman, OK 73069.

Experienced News Director needed for public radio station in south central Kansas community of 300,000. BA required, MA preferred. Strong news production; supervise and teach students. Salary \$8500-\$9350. Send resume to: Robert M. Smith, Chrm., Department of Speech Communications, Wichita State University, Wichita, KS 67208. No calls please. Wichita State University is an Affirmative Action and Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Wanted: Creative Production minded promotion manager for medium midwest market. Must have ability to conduct campaigns in all media. An Equal Opportunity Employer. Box A-131, BROADCASTING.

WOAI Radio needs an operations manager with MOR format, production, and systems experience. Tape and resume to John Barger, GM, 1035 Navarro, San Antonio, 78205. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Immediate openings for two pros at prestige CBS MOR. (1) Top copy/production specialist, with announcing ability. (2) Experienced announcer with production ability; must be able to handle bright MOR and beautiful music formats. Send tape, writing samples to: Rick Belcher, WSGW, Box 1945, Saginaw, MI 48605.

Program director, would you like to work for a company that believes program directors make good general managers? We need a program director now to groom as general manager for one of our stations. To qualify, you need five years radio experience, must be a program director now, and like medium markets. Send a tape and resume to John Gorby, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Ohio State University's School of Journalism is accepting applications for the position of Kiplinger Professor of Public Affairs Reporting. Applicants must have extensive experience in public affairs reporting, preferably including experience in Washington. The Kiplinger Professor teaches advanced investigative reporting techniques related to coverage of federal, state and local government; advises students in Kiplinger graduate program in public affairs reporting. Starts September 1, 1976. Salary: \$25,080 for 12 months. Applications must be received before February 15, 1976. Send resume and references to: Chairman, Personnel Search Committee, School of Journalism, Ohio State University, Columbus, OH 43210.

SITUATIONS WANTED MANAGEMENT

GM or GSM position wanted. Medium size market. Nine years excellent sales and management with National Representative plus agency experience. Prime references. Box A-40, BROADCASTING.

Have been through four license renewals, Mass Media degree, first phone, 33, married. Experienced GM in small market, community leader, looking for permanent home. Box A-135, BROADCASTING.

General Manager with ten years experience. Last eight years with the same chain as general manager. Superior motivator salesman looking for position with long term future or part ownership. Family man, excellent references, successful. Will relocate for right opportunity. Box A-144, BROADCASTING.

Communications Executive, 25 years of experience in all phases of broadcast, advertising agency and corporate management seeks medium market opportunity. Box A-149, BROADCASTING.

Mgr? SM? Very successful in both including past ownership. Like challenges, warm climate and success. Box A-159, BROADCASTING.

Sales Manager at well known major market FM'er wants general management position. All markets considered. Eleven years radio-all phases. Seven at current station. R&TV degree. All responses answered. Box A-164, BROADCASTING.

Group V.P., GM, GSM. Prospective employer must be dedicated, ethical, professional broadcaster who firmly believes a station's sound, community involvement, off air promotion and creative sales thrust equals bottom line security, profit. No compromises with quality control or high regard for people. Outstanding radio television manager and leader can document superior performance and results. Experienced in large (New York City, Philadelphia, District of Columbia, Houston) and medium markets. Primary purpose would be to recruit, train, lead and inspire best damned sales force in the world! Box A-166, BROADCASTING.

Experienced manager desires return to radio. Will do any market on percentage or salary. 27, married, let's talk! Box A-178, BROADCASTING.

Experienced P&L. Sales and promotion oriented G.M. family man, 43, background, Ann. P.D., News, S.M., and 10 years G.M. 1st phone, references, stock option necessary. Ken Farnsworth, 305-626-4928 or 1845 Circle Drive, North Palm Beach, FL 33408.

SITUATIONS WANTED SALES

Sales experience: Former Senate press aide tired of Washington, looking for small NE radio sales break-in. Great copy, announcing experience, 3rd endorsed. Call 617-853-3255 or write Box A-113, BROADCASTING.

Five years on the street. Complete radio background! Dick Holiday! 1-414-748-7261! Write 442 Melanie Lane, Ripon, WI 54971.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Basketball play-by-play. One of the best Radio or TV. Box N-223, BROADCASTING.

Professional communicator, top personality, programming, production, automation available now. Agency voice, Top N.E. markets. 35, stable, non drinker with excellent professional, financial credentials. University P.R., Management background. Will relocate any reputable medium, major operation growth potential. Resume and tape from Box A-73, BROADCASTING.

Tight, fast, lots of personality in the morning, medium market rocker, 3rd, I don't sound like anyone else. Humble Jerry W. Tuna Inthemorning. Box A-100, BROADCASTING.

Two air personalities who can sell? Married couple with proven talk show format and sales experience. College grads with four kids want new radio home. Box A-101, BROADCASTING.

Mature professional, 15 yrs, experience (4 yrs, major market net O&O). Humorous, creative, good at production. Left the business two years ago. Would welcome the right opportunity in large or medium market. Will also consider production & sales. Excellent references. Box A-130, BROADCASTING.

Two years experience. Hard worker. Have to move now. Write for tapes, resume. Box A-132, BROADCASTING.

News, mature pro, 23-year radio veteran desires return to media in Central-Eastern Pennsylvania area. Available for personal interview now. Seeks permanent position. Box A-133, BROADCASTING.

Multi-experienced 1st phone seeks New England Progressive-Rock format. Box A-138, BROADCASTING.

Announcer wants DJ shift, rock, or MOR, 1½ years experience, 3rd endorsed, good board, good production, midwest preferred. Box A-143, BROADCASTING.

Announcer, D.J., 5 years experience small & med markets. Have done MOR, C&W, Easy listening. Looking to continue in any adult format in any market. Creative production, hard working, dedicated to radio as a career. 28, single, 1st phone no maintenance. Decent wage to relocate. Box A-165, BROADCASTING.

Twenty four year mike vet plus MD PD station mgr would like more mgr time less air time. Make offer. Let's talk. Conn., Vermont, N.H. preferred. Television announcer experience also. Box A-174, BROADCASTING.

Movin' up 5 years medium market experience jock/programming/production. Looking for personality oriented medium/major market contemp. Box A-177, BROADCASTING.

Dependable, experienced, 1st p' D.J. seeking fulltime employment. in Southwest. ing to learn engineering and/or sells. Call Gary 502-327-9476.

Communicator. Innovative, college grad, first phone, 23, experienced in contemporary, MOR, progressive, and free-form. Will relocate. Bryan St. Peters, 2148 Anchor, Anaheim, CA 92802. 714-634-9127.

I like work! 3 years experience MOR, Oldies, C&W, Broadway, classical. Great copy, production, 3rd, college degree. Ready to move. Bill Cater, 78 Sagamore Rd., Millburn, NJ 07041.

**Situations Wanted Announcers
CONTINUED**

Experienced 1st phone, seeking medium market announcer and/or P.D. position. Bob Rymell 704-536-0099.

Charley Donovan, ABC O&O Houston. Seeks Major/Lg. Med. Contemporary. 713-789-1532.

Top 40 jock seeks work within 150 mile radius of Hartford, Ct. Call Pete 1-203-223-4323.

5 years experience, nearly all phases of radio; adult communicator; extensive music knowledge. Mike Stanley, Newport, MI. 1-313-289-1703.

Experienced talent, mornings, talk, play-by-play. Available now. Call Neil Rogers, 305-961-1398.

Beginner looking for break. Some board experience. DJ, sports, desired. 3rd. Jim Zagami, 911 Linwood St., Hyattsville, MD 20783. 301-559-0463 after 6:30 PM.

First phone DJ, limited experience, seeks small mid-western top 40 or oldies station. Rollin 312-788-1272.

Responsible communicator seeks situation with medium sized operation. Personality oriented music shows, production. Married. 215-256-6330. John LaMonica.

Humorous, first phone, air personality desires small market Top 40 or contemporary. 213-386-0286 No. 319. S.H. Green.

Big town boy makes small. Ready to move up. Program director soft rock format. No. 1 AM personality 50,000 market. 2 years excellent production, news, interviews, dialects. College Hockey. PBP, first. Call Jack 602-774-0755 after 5 PM MST.

Experienced personality desires adult contemporary, MOR, or Top 40 format. Third. Call Mike Hon 904-255-6950. 373 Williams Ave., Daytona, FL.

1st ann., expd. desires E. Coast pos. Mark Conrath, RD No. 2, Aqueduct Rd., Peekskill, NY 10566. 914-739-8319.

D.J. 9 years small & medium market experience, most as P.D. can sell, will consider anything over \$140 per week. 404-934-2958.

After being sidetracked from broadcasting I want to get back at it. Looking for stable D.J./announcing position, with future developmental opportunities. 28, married, experienced, college broadcasting background and excellent business experience. Prefer small to medium market in Ohio, Kentucky, Indiana or neighboring states. Call early mornings or evenings 513-681-2891.

Personality, Contemporary, 1st phone. Medium to large market desired but will consider anything. I'm ready now! Call 303-237-2914. 30 Chase Street, Lakewood, CO 80226.

SITUATIONS WANTED TECHNICAL

News Production background in 4 New York FM stations in the past 5 years. Also, 1st phone. Box A-129, BROADCASTING.

Assistant Engineer, 1st, three years announcing, degreed. Will combo. Prefer upper midwest. Box A-137, BROADCASTING.

1974 Electrical Engineering grad with first phone needs experience in Broadcasting. Rick Cieckler, 1145-C Green Sps. Av. S., Birmingham, AL 35205. 205-324-0353.

Audio/FM engineer desires part-time or full-time work in NYC area. Design, installation, maintenance. First phone, AB degree, own tools & test equipment. 212-SW5-6616.

Chief Engineer, 35, family, strong on solid state, AM/FM Stereo, automation, SCA, proofs, and filing of FCC applications, good preventative maintenance. Excellent references, available immediately. 1-804-237-4369.

First phone, 15 years experience. 911 Tanner Drive, Scottdale, GA 30079. 404-294-1585.

**SITUATIONS WANTED TECHNICAL
CONTINUED**

Superb engineer plus, Since 1942. Voice of America consultant, administrator, sales. Seeking small market position, competent associates. 206-424-3637.

Talking now in Top 25 market. News oriented who is "red-hot" but made more dollars in 1966! Inflation forces me to relocate. Am own producer. Give me a talk show and forget "ascertainment" problems. Your confidential reply gets yesterday's aircheck etc. Box A-74, BROADCASTING.

Growth opportunity sought by thoroughly experienced newsmen (14 years). Now in NYC suburban. Organized administrator. Like public affairs. Box A-80, BROADCASTING.

College degree 28, married, over 5 years news and talk experience. Want to relocate. Solid references. No small markets please. 813-689-9171. Box A-121, BROADCASTING.

Broadcast journalism pro. Over six years experience as staff reporter and news director in medium markets seeking stable position with a future at a larger market station. Dedicated and knowledgeable in all facets of local news coverage. B.A. Married. Box A-128, BROADCASTING.

Newsman, 20 years experience wants central Iowa two weeks notice. Box A-134, BROADCASTING.

Add depth to your news department with award winning journalist. Authoritative delivery. Skilled in public affairs and editorial writing. Six years experience. Box A-136, BROADCASTING.

Radio network editor in charge with network air experience seek major market ND slot. Management commitment to news and editorial freedom a must. Box A-154, BROADCASTING.

Young, aggressive medium market news director looking for station that can offer security and stability. Can do PBP and production. Call Phil Neuman at 609-653-0213.

Newsman, news director. Four and a half years experience. First phone. Good writer with quality sound. Ralph Saro. 44-4H South Main Street, Lodi, NJ 07644.

Wanted: good market for experienced news announcer. Vet, family man, will relocate. Broadcasting AA, BA. Available now. Call Ed Anderson 415-368-9056 for audio/video tape.

Recent Ohio University grad. seeks immediate news job. Strong on writing. Mike Ehler, 6131 Faircrest Ct., Cincinnati, OH 45224. 513-681-1671.

Newsman, up sound, good writer, digger, editor. Major market experienced! Susan McNett, 14306 Lowe, Riverdale, IL 312-849-2303.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Black programmer, administrator, jock, successful, winner. Working, looking for bigger challenge. Box A-60, BROADCASTING.

Top 60 market contemporary PD. After 7 years and best ratings here, time to move. Will sustain and improve good Top-40 or create one for your market. Responsible experienced, good. Composite format tape available. Box A-90, BROADCASTING.

I am currently employed as a morning man in a major (Top 10) market and now seek the opportunity to employ major market tactics and practices in a small or medium market programming situation. My experience encompasses MOR, Top 40, and progressive rock and country. I prefer the Atlantic Coast but will consider all offers. Available in time for the spring ARB. Reply to Box A-122, BROADCASTING.

2½ years PD experience with good medium market rocker. Large market jock experience. Capable in all facets; excellent track record. Box A-127, BROADCASTING.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Increase sales 300%? I've done it before and ready to do it again! This time possibly for you with my country programming and promotion ideas. Contact A.S.A.P. as I'm ready to move. Box A-161, BROADCASTING.

Operations, programing, management trainee. Currently medium market sales. Major market automation experience. Former GM for college station. Single, 22, 3rd, will relocate. Box 158, South Britain, CT 06487. 203-264-0876.

Nine years of good numbers, last three in Philly. Want to program Top 40 or MOR in Northeast. Worked with and learned from the best. Kris 215-284-7406.

Ten years experience. Strong production, writing, and announcing. Prefer automation in area with skiing facilities. Ron Wortham 602-268-4998, evenings.

Experienced PD and morning man looking for similar position with MOR or CW station. Prefer New York or New England states. 603-532-6401.

Creative, innovative writing by experienced pro, in news, production, publicity and public affairs. Willing to do free-lance. N.Y. metropolitan & New England areas only. Contact Stan. 212-526-1831

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager, high volume network VHF in southeast has growth opportunity for experienced, aggressive salesperson with national or rep experience. Must have talent for writing and making sales presentations. An Equal Opportunity Employer. Send resume to Sales Manager, Box A-140, BROADCASTING.

HELP WANTED SALES

Salesperson, television syndication. Company expanding program library. New prime time access series just sold to network group. Need creative, energetic salesperson with television background, not necessarily syndication. We'll offer top salary and all expenses against commissions. Include current earnings, experience and references in resume. All replies confidential. Box A-145, BROADCASTING.

CBS Affiliate in medium sized market has immediate opening for aggressive, knowledgeable salesperson. An Equal Opportunity Employer. Call 614-282-0911 ext. 210.

HELP WANTED ANNOUNCERS

Announcer for group-owned VHF NBC-TV affiliate, experienced in commercial announcing and weather. Applications should be accompanied by resume and audition tape (2" or 3/4" cassette). Write Director of Broadcast Operations, WSFA-TV, Montgomery, AL 36105. An Equal Opportunity Employer.

Staff announcer with excellent commercial production voice plus on air experience. Potential for news position. Equal Opportunity Employer. Contact Jeffrey Hark, WTAJ-TV, Altoona, PA. 814-944-2031.

HELP WANTED TECHNICAL

Southeast network affiliated station is looking for studio technician to handle VTR, cameras, transmitter. First class license a must. Electronics background helpful. Box A-168, BROADCASTING.

Opening for first class phone. Excellent opportunity for person wishing to continue college or learn television broadcasting. Contact J.R. Middleton, KTVQ-2, Billings, MT.

Television Technician. 1st class FCC license. Experience in television studio or transmitter operations and maintenance. Contact Don Smith, Chief Engineer. Phone 803-278-1212 or write WRDW-TV, Drawer 1212, Augusta, GA 30903.

HELP WANTED TECHNICAL CONTINUED

New patented MATV system needs part-time installation supervision your city. \$200.00 per day possible. Send resume: Melvin Cohen, 1620 N. Federal Highway, Boynton Beach, FL 33435. Enclose 13c addressed envelope.

New VHF station in Black Hills needs transmitter supervisor and technicians with design installation maintenance experience. Resume, Chief Engineer, Dakota Broadcasting Company, Box 677, Rapid City, SD 605-348-7777.

HELP WANTED NEWS

Experienced meteorologist with personable approach to weathercasting. Upper midwest station with a fully equipped weather office, weather radar and many benefits to the right person. Enthusiastic delivery important. Equal Opportunity Employer. Box A-38, BROADCASTING.

Top quality TV anchor talent wanted for southwest market. Experienced with future News Director ability. Market rank in mid-50's. Submit resume to Box A-69, BROADCASTING.

One of America's most prestigious TV stations looking for reporter with solid experience and good credentials. Must be a "digger", general assignments, ENG experience helpful. Also, need Assistant Assignment Editor with ENG experience. Good pay in a warm climate. Equal Opportunity Employer, female and minority applicants encouraged to reply. Reply to Box A-78, BROADCASTING.

Weekend anchor/reporter for strong news operation in medium market. Send resume, and salary requirements. Box A-84, BROADCASTING.

If you would like to be a co-anchor at a large television operation with an excellent news reputation, we would like to see your resume. Box A-125, BROADCASTING.

News Producer. Top 30 market must have previous news experience. Equal Opportunity Employer. Box A-170, BROADCASTING.

Executive News Producer. Top 30 market. Must have previous news producing experience. Equal Opportunity Employer. Box A-172, BROADCASTING.

Film and Theater Critic. Top 30 market. Equal Opportunity Employer. Box A-173, BROADCASTING.

Assignment Editor. Experienced person to take charge of day-to-day operation of growing News Department. Location is the best in the nation, sun, surf, and mountains. Person who performs in this position will eventually move to Assistant News Director. Network affiliate. Operated by major group owner. New facility. A growing station in an exciting growing market. We are an Equal Opportunity Employer. Send resume and salary requirements to Bill Peterson, KCST, 8330 Engineer Road, San Diego, CA 92111.

News Director, NTV Network, 4 station commonly-owned group in Nebraska. Call collect, VP/PM Jim Johnson, KHGI-TV, 308-743-2494.

Boise ABC affiliate seeks experienced person(s) to write, produce, and anchor news/talk show. Contact News Director 208-336-0500. No collect calls.

Take charge news director for medium market CBS affiliate. Applicant must have strong administration ability. Phone 614-282-0911 Ext. 240. An Equal Opportunity Employer.

U. of Missouri School of Journalism. Faculty position for strong broadcast news person. Must have exceptional record of achievement. Experience training beginning news people helpful. Highly motivated and outstanding students need same qualities in faculty person. Students staff news departments of University commercial TV station and public radio station. Position will be filled by June 1st. Resume to: Chairperson, Broadcasting Search Committee, School of Journalism, Columbia, MO 65201. Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Weather person to anchor 6 & 11 PM television newscasts. Must have one year's experience or comparable education in meteorology. Salary negotiable. Equal Opportunity Employer. Television Corporation of Michigan, Inc., Suite A, 6810 S. Cedar St., Lansing, MI 48910.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Responsible, creative 16mm photographer needed immediately for Rocky Mtn. VHF station. 1 to 3 years experience in TV commercial photography a must! Also should be capable of SCR/MRC/VTR operations to complete productions. Send resume, references and salary requirements first letter. Box A-75, BROADCASTING.

Cinematographer, not a photographer, who would like to set up own shop at a TV station. Commercial and documentary work. Double system essential. If you supply equipment, you'll get a piece of the action. Send resume and salary needed. Equal Opportunity Employer. Box A-85, BROADCASTING.

Production Manager needed for network affiliate. Must be creative and experienced in all phases of TV production. Right person will be capable of making a good production team an outstanding one. Station is an Equal Opportunity Employer. Send complete resumes to: Box A-88, BROADCASTING.

Director wanted with minimum two years experience. To work in one-hour magazine news format with electronic news gathering facilities, some remote, and commercial studio production. Top 40 market, Southwest VHF, network affiliate. An Equal Opportunity Employer. Box A-92, BROADCASTING.

Mid-West CBS affiliate looking for an experienced commercial photographer. Processor operations and maintenance background a necessity. An Equal Opportunity Employer. Box A-108, BROADCASTING.

We need a first rate news producer who knows how to put together a good newscast. We're a big station in a large market with a first rate news reputation. Send a resume and a letter of what you think a newscast should be to: Box A-126, BROADCASTING.

Cinematographer/Editor, top-ten major market net affiliate, for special programing and documentaries, news background and minimum three years commercial station experience essential. An Equal Opportunity Employer. Box A-141, BROADCASTING.

Production Manager for southwest PTV station. Strong background in producing and management required. Prefer experience in major market television station. Salary \$15,000 plus benefits. Box A-158, BROADCASTING.

Promotion Manager for top rated ABC affiliate. Great spot to move up from small market or No. 2 spot. Heavy on-air. Creative flair a must. Some print, sales, merchandising aids. Profit sharing, good benefits. Send samples your best work with resume of experience and salary range to: John Froome, KAKE-TV, Box 10, Wichita, KS 67201. No phone calls. An Equal Opportunity Employer M/F.

University Telecommunications Center seeks qualified applicant. Dual position, production manager and instructor. Supervision of local and remote television production for consortium and syndicated programs. Experience in administration, student supervision, videotape editing and film. Responsible for one course per academic term. M.A. and minimum three years experience in production, commercial and/or public television. Equal Opportunity Employer. Send resume to Dr. Ernest E. Phelps, Director of Telecommunications, Miami University, Oxford, OH 45056. Applications must be postmarked by January 31, 1976.

SITUATIONS WANTED MANAGEMENT

Administrative Assistant or assistant business manager for station or group operation. B.S., M.B.A. and engineering background. Box A-54, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Chief Engineer thoroughly experienced in all phases of television looking to move up to new challenge. Box A-150, BROADCASTING.

Chief Engineer in top 10 market looking for warm weather. Box A-179, BROADCASTING.

Chief Engineer well versed in all phases of radio and television. Box A-181, BROADCASTING.

Working chief in medium market wants to move up. Box A-182, BROADCASTING.

SITUATIONS WANTED NEWS

State capitol correspondent for major market, with management experience, seeks advancement to news director. Box A-99, BROADCASTING.

Young newsmen 24, three years experience in TV news as writer/photographer. Seeking reporting slot in small, medium market. Communications degree. Good nose for news. Box A-112, BROADCASTING.

Sports anchor. If you desire a knowledgeable sports director who creates "light" film features, writes heavy commentary and voices exciting radio football play-by-play for a major university, let's talk. Excellent references. Write Box A-147, BROADCASTING.

TV journalist. Many years experience, under-employed presently, seeks active position anchoring, talking, whatever wherever. Box 1223, Northland, Southfield, MI 48075.

Enterprising young journalist seeks reporter or writer/producer position. One year solid news experience in radio and tv. Will relocate. Gary Bowers, 615-484-6780.

Broadcast Graduate, three years experience at full color PBS affiliate. Seeks first opportunity to broaden professional experience. Prefer Southwest. Bob Harvey, 775 Taylor, Las Cruces, NM 88001. 505-523-1424.

Recent black graduate. B.S. Journalism Broadcasting Radio experience. Will go anywhere, do anything. David 405-377-0374.

Experienced reporter wants reporter or anchor position in medium market. Tony Pagnotti 717-347-1149.

Top 50 anchorman/reporter available. Intelligent, degree, 31, family, award winner. 305-295-3024.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Female, for film & TV production. Media college grad. Single. Can do anything in my line. Creative. Will relocate. Resume. Call 212-474-0465 or Box A-155, BROADCASTING.

CABLE

HELP WANTED SALES

Salesperson-sales manager for EOE Jersey shore system. Salary plus commissions. Knowledge of CATV, sales promotion, and some administration helpful. Presently 3000 subscribers, expect 7000 next 12-14 months. Secondary involvement in community channel and advertising sales. Call Herb Hobler, 609-924-3600, or write Box 1350, Princeton, NJ 08540.

BUY-SELL-TRADE

Video jukebox programmer, Systematics VBJ2-1, like new. Channel 2 Cablevision, Box 1, Oxford, MS 38655. Phone 601-234-3300, Ed Meek.

For Sale: Five 300 foot microwave towers and reflectors. Contact: Larry Young, Chief Engineer, WDTB-TV, 904-769-2313. Panama City, FL 32401.

WANTED TO BUY EQUIPMENT

Need 5 or 10 KW FM transmitter and 1 KW AM transmitter. Box A-5, BROADCASTING.

WANTED TO BUY EQUIPMENT CONTINUED

Wanted: Used zoom lens for Ampex BC-230B camera. Must be at least x14. Also consider purchase complete used BC-230B camera chain in good condition. Write Box A-115, BROADCASTING.

Plate transformer, for RCA type BTA 5 F or BTA 10 F transmitter, or if you have info, where one is obtainable contact Phillip D. Brady, Radio Station WAPF, McComb, MS.

Projector, 30 fields, 16mm optical with reverse. 520 Vectorscope. Phone Jay or Wright, WTCG Atlanta 404-873-2242.

FOR SALE EQUIPMENT

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hit parade format. \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

350 ft. IDECO self-supporting heavy duty galvanized triangular steel tower. Dismantled, with two beacons, clearance lights, photo electric controls and flasher, bolts and nuts. Bundled, ready to ship. \$35,000.00. Have prints, 608-784-7373. William Bruring, WWLA, La Crosse, WI 54601.

4 years old in excellent condition. Gates 12 Bay Circular FM antenna or 2 - 6 Bay Circular FM antennas. Call Sam Sherwood 612-633-9667.

Near new tascam modle 10 12x4. TEAC 70-701 four track, Scully 280-B mono. Best offer. 213-874-9533, Norm.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

Ampex 350 consol model tape recorder \$900.00 other recording equipment and accessories. Northwestern Inc., 011 S.W. Hooker, Portland, OR 97201.

5 KW RCA FM transmitter, 4 years old, used 6 mos. \$9500.00. Call Bible Broadcasting Network, 804-623-6262.

Used "Q" Two Prompter package system w/ mounts for TK-42, TK-31 & TK-60. Includes 5/8" typewriter. Good condition. Original price \$4,803. Call 414-271-1036 or write Tom Frey, WMVS, 1015 N. 6th St., Milwaukee, WI 53203.

CCA 10KW transmitter, good condition, spare tubes. \$9000.00. KTAC, Tacoma, WA. 206-473-0085.

Stainless TV tower, 447 ft., guyed w/insulated base. Channel 15 antenna, GETY-25A, 5 bay helical omnidirectional, five years old in good condition. Contact: WHRO-TV, Norfolk, VA. Al van Dinteren. 804-489-9476.

Automation System. Autogram-Six carousels (2 random select), 2 single plays, net join, time anncr, remote control. Mint condition. Call Joe Woodard, 205-362-9041. PO Box E, Talladega, AL 35160.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

You belong on top! Obits can help! Free sample: Obits, 366-C West Bullard Avenue, Fresno, CA 93704.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Women's radio series, 13 programs, 20 minutes each. Brochure: "Women, Centering", PO Box 3208, Mankato, MN 56001.

MISCELLANEOUS CONTINUED

Bring the stars to your listeners every weekday. Five 3 1/2-minute taped radio interviews weekly with entertainment celebrities. Commercial cues. Introductory rate: \$5.00 per week. Interviewer is Gene Handsaker, formerly for 15 years an Associated Press Hollywood correspondent. For free demo and two weeks' free trial of program without obligation write: Gene Handsaker, Hollywood Report, 213 Calle de Sirenas, Redondo Beach, CA 90277. Phone: 213-375-0256.

INSTRUCTION

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.

Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

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, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Feb. 16, Mar. 29, May 10. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

KIIS Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: KIIS, 8560 Sunset Blvd., Los Angeles.

Grantham's FCC License Study Guide. New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

No FCC license? Tried every way but the right way? It's time for Genn Tech.. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO

Help Wanted Management

MANAGER - SALES MANAGER

To replace managing owner who desires semi-retirement. Fulltime AM. Must personally sell, direct other salesmen, possess profitable sales ideas, have experience selling against local competition. Excellent future in smaller community two hours from nation's Capital. Give detailed business and personal background, availability, and financial requirements. Confidential; Interviews necessary. Box A-183, BROADCASTING.

You belong in

Broadcasting
The newsworthy of broadcasting and allied arts

Help Wanted Management Continued

LOCAL SALES MANAGER

WLCY Radio in Tampa/St. Petersburg needs an experienced, aggressive and articulate radio professional to lead our local sales effort. This is an equal employment opportunity for exceptional income in a highly competitive radio market. Contact Raymond Yorke, WLCY Radio, P.O. Box 10,000, St. Petersburg, Florida 33733

Sales Manager/Southeast—Strong street-selling Sales Manager needed for AM-FM in Nashville coverage area. Chance to earn \$1K first year. Call or write Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

Help Wanted Announcers

We want a great adult entertainer. We're a 50Kw giant in California....

If you're a real communicator.

If you know music....

If you can work within a format and still sound free....

If you love having fun on the air....
If you know how to get involved with your audience—and how to get your audience involved with you....

If you need to be part of an air "Family"....

Send us a tape....

P.O. Box 1008

New York, New York 10019.

An Equal Opportunity Employer

Help Wanted Programing, Production, Others

DIRECTOR OF BROADCASTING RADIO GROUP

Major market Program Director wanted to assume station management responsibility with growing group. Position holds complete responsibility for programming and operations of several group stations. We need a Program Director ready to move out of creative and into more general management responsibilities. Requirements include a background in contemporary formats, at least two years of Program Director experience, and college degree. Send resume to Ron Curtis & Company, O'Hare Plaza, Suite 285, 5725 East River Road, Chicago, IL 60631.

Situations Wanted Management

RADIO GENERAL MANAGER

I have operated successful powerhouse stations in the top five markets. P&L oriented. Available at once. No employment agencies. Will answer all replies in confidence.

Box A-59, BROADCASTING.

ATTENTION NORTHEAST GM's.

There's money in them MOR hills! Let a 20-year broadcast veteran, with six years major market, be your hard working, on-the-air PD and put money in your pocket and mine!

BOX A-124, BROADCASTING.

General Manager

Proven Performance. Excellent Track Record and References. Increase Sales & Listener-ship. A G.M. That Knows Sales, Administration, and Programing. Call (513) 821-6513 or Box A-169, BROADCASTING.

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR

can deliver the ratings, and a smooth running operation. MAJOR MARKET air personality would like to resume career as program Director. Promotion minded, business oriented. Medium to major mkts. only.

Box A-163, BROADCASTING.

TELEVISION Help Wanted Technical

SALES ENGINEER

Ampex, a world leader in the broadcasting industry, has an immediate opening for a Broadcast Sales Engineer in the Midwest area with headquarters in Chicago.

The ideal candidate will possess a minimum of 2 years experience selling to the professional broadcast/TV industry. This position offers excellent salary, incentives, fringe benefits and company car.

For immediate confidential consideration, please send your resume with salary history to, Ampex Corporation, ATTN: Len Hase, 2201 Lunt Avenue, Elk Grove, Ill. 60007. An Equal Opportunity Employer M/F.

AMPEX

Help Wanted Programing, Production, Others

ART DIRECTOR/SCENIC DESIGNER

Major Midwest TV station looking for experienced Art Director/Scenic Designer. Applicant must have knowledge of TV graphics as well as being a licensed Scenic Designer. Person should also have strong background in print promotion. We are interested in an individual who is a self-starter and capable of motivating TV graphics art staff.

Please send resume and salary requirements to

BOX A-139, BROADCASTING.

MIF An Equal Opportunity Employer.

Situations Wanted Management

20 years experience as Sales Manager and General Manager in large and medium markets—including combo (AM-FM-TV). Organization and Profit motivated. Excellent References. Write. Box A-176, BROADCASTING.

Help Wanted Programing, Production, Others Continued

FIFTH MARKET LOOKING FOR PROGRAM MANAGER

WCVB-TV Boston is accepting top level applications for Program Manager. Must have top 20 market experience. Ability to handle nation's most extensive local production effort ... locally produced national syndication, prime time documentaries/specials, live access programming, five station live New England Network. Extensive syndication negotiation and purchasing experience a must.

Send resumes to:

Bob Bennett

Vice President & General Manager

WCVB-TV

5 TV Place

Needham, Mass. 02192

WCVB-TV is an equal opportunity employer M/F.

Business Opportunity

Established, nationwide, media brokerage firm has opening for additional Associate Broker in the Midwest. We work on a commission basis in handling the purchase, sale and merger of radio and television stations. Applicant must have good character, a successful sales and/or management record, and be financially responsible. Chapman Associates, 5 Dunwoody Park, Atlanta, Georgia 30341.

For Sale Equipment

For Sale - Television Transmitter
RCA TTV 25 UHF
Excellent Condition
Box A-175, BROADCASTING.

Miscellaneous

Representatives Wanted

New Manufacturer of Stage and TV Studio Lighting and Control Systems invites inquiries from qualified dealers and distributors. Internationally known line now manufactured and marketed in the U.S.A. Write or phone: Edward Slater, Sales Manager ADB, Incorporated, 9 Britton Drive, Bloomfield, Conn. 06002 203-243-8395.

Situations Wanted News

SPORTSCASTER

Looking for nightly TV sports anchor. Excellent appearance, delivery, and background. Strong on commentaries and rapport with many of the world's top athletes. All offers considered.

Box A-157, BROADCASTING.

Employment Service

WE HAVE THE JOBS!!!
Subscribe To:



Box 61, Lindendale, N.Y. 10540
Number "One" in Weekly Nationwide
Employment Listings for Radio,
TV, DJ's, PD's,
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\$15.00 3 mo. (12 issues); \$30.00 12 mo.
(50 issues) No C.O.D.'s, Please

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ATTENTION ALL MARKETS

Authority on beautiful music programing is available on a consultation basis to build a proven Beautiful Music Format for 3 stations this year.

My past association has been with 2 of the nation's most successful stations, including major market. No contracts that will jeopardize your license.

Reply in complete confidence for a demonstration.

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Financing

IMMEDIATE CASH AVAILABLE WE WILL PURCHASE YOUR

ACCOUNTS RECEIVABLE

Money is provided to you on a nonrecourse basis—therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

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All work supervised by Certified
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219-495-5165.

Wanted To Buy Stations

\$100,000 CASH

Available to Buy All or Part of Radio Station by Professional Sales Oriented Broadcaster. Contact directly or thru Attorney in Confidence.

Box A-123, BROADCASTING.

For Sale Stations

MID ATLANTIC FULLTIME AM—SINGLE STATION MARKET

Home county populat. 130,000; (city of license 15,000)—low dial position. Excellent opportunity for further development—price \$225,000 inclusive of transmitter real estate. Good terms (10 yrs.) to qualified buyer.

Box A-156, BROADCASTING.

For Sale Stations Continued

EVERYTHING YOU EVER WANTED IN A RADIO STATION

- ... one of the lowest frequencies in America.
- ... 5,000 watts fulltime
- ... best signal in the market
- ... number one 18-49 in ARB
- ... valuable real estate
- ... good profitability
- ... more than 50 years of service
- ... metro more than 250,000
- ... beautiful midwest location

Write to owner for unique reason we're selling this beauty ... Box N-214, BROADCASTING.

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Brokers, Consultants & Appraisers
Los Angeles Washington

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Suite 508, 1725 DeSales St. N.W.
Washington, D.C. 20036
202-223-1953

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1M Watt daytime,
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Price includes excess real estate.
For details phone (702) 784-3292
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We're pleased to announce that veteran broadcaster Bill Cook has joined the Horton Company team. Bill will work from his office in Newark, Delaware where you can reach him at P.O. Box 425, 19711, or by phone at 302-737-4772. Get in touch with Bill to talk buying or selling in the mid-Atlantic states or elsewhere. He'll give you the fine service you expect from America's fastest growing media brokerage firm.

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South-central substantial market. Black-programmed AM is profitable and priced right. Asking \$275,000. Owner wishes substantial cash. Contact Mr. Horton in Elmira office or any associate.



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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 listings ads:

- Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40c per word—\$5.00 weekly minimum.
- All other classifications, 60c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission Only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, C.O.D., P.D., G.M., etc. count as one word. Hyphenated words count as two words.

Battling Bill Putnam: climbing other mountains

Bill Putnam's a fighter—on and off the airwaves. Ask the former Chicopee, Mass., city clerk who brought Mr. Putnam to court following two WWLP(TV) Springfield, Mass., editorials. Inquire at the FCC, which has held his WWLP license in virtual limbo for the past eight years. Query the cable industry, which has suffered his attacks for the past 20 years. Poll broadcasters who credit him with a big assist in the passage of the all-channel law for UHF TV.

Since the time Mr. Putnam received one of the first post-freeze UHF television licenses in 1952, he's been heard across the country pleading the broadcasters' case as he sees it. But there's a "side of my life more significant to me," he admits—one which, if he had his way, would have him "hanging onto a glacier in British Columbia somewhere." That's Bill Putnam, the mountaineer.

The newly elected chairman of Springfield Television Broadcasting Co. was in Washington last week, feeding both those drives. From the FCC he asked for a public hearing or apology to what he calls "bureaucratic obstructionism. I'm entitled to an explanation," he says, as to why his license for channel 22 in Springfield has been on special temporary authority for so long. It's because of complaints against his editorials and station operations, he knows, but he believes the matters should be settled already.

The job of talking to the commission, however, was left to Kathryn F. Broman, Mr. Putnam's long-time associate and his successor as president of Springfield Television. "She's the good guy and I'm the heavy," he says, "She can say gently what I can't say well."

"Sometimes he comes off as being too strong," Kitty Broman, a National Association of Broadcasters TV board member, says, "you have to watch him sometimes" because he's "apt to shoot from the hip" without thinking first. It's then that Mrs. Broman is told "you had better make peace." But she is just as quick to say that Bill Putnam's basically "an extremely fair man. If he's wrong, he's the first to admit it." She's sorry that he's been labeled a "troublemaker" but believes he's had to take the initiative to make Springfield "one of the most successful UHF operations in the country."

But Alpine matters also took Mr. Putnam to Washington. Internal affairs of the 1,100-member honorary American Alpine Club were to be settled. And as president, Bill Putnam must oversee its activities, which include publishing guidebooks, reporting on accidents, advis-



William Lowell Putnam—chairman, Springfield Television Broadcasting Corp., Springfield, Mass.; b. Oct. 25, 1924, Springfield; U.S. Army, mountain infantry, 1943-45 (awarded Purple Heart, Bronze Star and Silver Star); BS in geology, Harvard, 1948; geology instructor, Tufts College, Medford, Mass., 1948-50; manager, merchants bureau, Springfield Chamber of Commerce, 1950-51; manager, industrial bureau, 1952; organizer and operator of Springfield Television, 1953-present; elected to present post, December 1975; m. Joan Fitzgerald, 1951; children—Katherine Putnam-Farr, 23, and W. Lowell, 21.

ing land managers and checking the qualifications of climbing parties heading out to exotic areas.

That's William Lowell Putnam's labor of love. And if he had full design on his life he would have devoted it to mountaineering. But coming from a long line of Yankees and having the "obligation" of a good name—both the Lowells and the Putnams figure prominently in New England and national history—he succumbed to the expectations of a society he says would have looked down on a "climbing bum." And besides, the German shrapnel under his shoulder, a souvenir of World War II, dampened his dreams of ascending the Himalayas.

So Bill Putnam returned to Harvard, earned his sheepskin, taught geology at Tufts College in Massachusetts and then worked for the Springfield Chamber of Commerce until he saw a "helluva good opportunity." The UHF freeze was about to end and with a financial and working team of family and friends, he applied to the FCC and received a construction permit. That was WWLP (which he admits may be egotistical but are his initials). WRLP(TV), a satellite serving Keene, N.H.-Brattleboro, Vt.-Greenfield, Mass. began operation in 1957 bearing the initials of Mr. Putnam's father, Robert. And in 1964, Kitty Broman, who worked with Mr. Putnam at the chamber of commerce and went with WWLP a

month after its operation began, was honored with WKEF(TV) Dayton, Ohio (her initials before marriage). WWLP is an NBC affiliate; WKEF is with ABC.

"I've been lucky," Mr. Putnam says concerning his UHF operations. Even before the all-channel law was enacted, he says, WWLP's market was solvent because two UHF channels had been allocated—a minimum, he believes, to generally attract audience interest in the frequency. By the time the Dayton opportunity arose, Mr. Putnam had completed a successful all-channel campaign and knew the possibilities of each UHF market. And WKEF, he knew, would be successful despite only one UHF allocation. Another U, noncommercial WOET-TV Kettering, joined the market in 1967.

As Mr. Putnam sees it, the all-channel law "has pretty much made all animals equals." Theoretically, at least. He admits that the spectrum would be better off if the FCC was more vigorous and the manufacturers acted faster. But while "there is a competitive handicap," he doesn't see "any need for thinking of UHF as an inferior market."

His UHF battles may have ended but not his war on cable—particularly its entrance into the small markets. "Twenty years ago, when I voiced these concerns, nobody cared," he says, adding that most of the industry now shares his worry, especially for small operations. He believes that the "FCC's frittering away of exclusivity" is a death blow to small market operators.

As for the FCC itself, he says he "would like to respect" it but can't "as long as the FCC is going to demean itself by bureaucratic processes that do not add to the public interest." He'd like to see the commission return to what he views as its real purpose: policing frequencies. In Mr. Putnam's scheme of things, discrimination charges would be best handled by the U.S. Equal Employment Opportunity Commission, not the FCC. Likewise, the FCC, Mr. Putnam believes, could save itself time and really serve the public interest, not through the fairness doctrine, but through diversification of ownership. In the best of all broadcasting worlds, Mr. Putnam would like to see only one station per owner. But he admits that isn't realistic and that he too would be forced to divest.

His has a passion for Canadian history—he's a member of that country's honorary historical society—that was nurtured on the mountains of British Columbia, where he owns part of a guide business. Bill Putnam, the dreamer, would like to "orget his stations and retreat there. But Bill Putnam, the realist—who knows you never get your problems in broadcasting settled, "so you never quit"—fights on.

The needle

In the continuing debate over how long local television audience measurement sweeps should be, important distinctions tend to get lost.

Those advocating longer sweeps do so in large part on the grounds that hypoing would be less effective in distorting ratings than it is when measurements are taken over shorter spans of time. But before hypoing is condemned out of hand, it ought to be defined.

There is one form of hypoing that is essentially promotional—contests, for example, that are intended to inflate tune-in. That type of hypoing in its many applications is the subject of an FCC rulemaking now under way (BROADCASTING, June 30, 1975).

The other form is special programing of dependable mass appeal that is reserved for broadcast during sweeps. The FCC, wary of venturing into clearly unconstitutional program control, has wisely stayed away from that form of hypoing in its rulemaking.

There is at least a question that either form of hypoing deserves the condemnation that is generally accorded both.

Broadcasters and the general citizenry should express grave apprehension over government rules that are grossly repressive. Broadcasters ought to be free to attract audiences by any means, except those that are fraudulent or misleading. What's wrong with a contest that is honestly presented? The FCC's rules, as proposed, are written more to protect broadcasters from internal competition than to protect the public from any discernible harm. Indeed the FCC has provided a good argument against its own proposal by encouraging television and radio stations to promote those regional give-and-take sessions with citizens that it has held in the past couple of years. The agency has assiduously indulged in hypoing its own performances.

As to special programing, if that is hypoing it is hard to condemn. By definition it means viewers are getting more than they might get otherwise. Indeed if no other considerations were involved, we might be tempted to support longer sweeps ourselves, if only to prolong the blockbuster periods.

Champ or chump

The adage that everybody loves a winner has eluded television. The reverse is true. The reason is envy, which triggers all those assaults in the public prints, on Capitol Hill, and from the Washington bureaucrats, not to mention the lobbies that feed on dis-sension.

It has become fashionable in other media and in politics to describe TV's profits as excessive, even obscene. A standing joke in Congress for years was that station owners take their money to the bank in wheelbarrows. Staff experts on the committees overseeing the FCC and other regulatory agencies are privy to the annual financial reports filed "confidentially" with the FCC if for no other reason than that several of them were formerly on the FCC staff.

The fact is of course that the upper crust of stations in major markets are doing well. Surveys that show that TV is the "people's choice" by a margin of 8 to 2 (BROADCASTING, Jan. 12) and that the cost-per-thousand ratio was maintained in 1975 against less favorable showings by other media bring no cheers from competitors.

But the most virulent "fat cat" talk has come from the "public interest" lobbies and cable operators who have stimulated the anti-TV efforts by charging that organized broadcast interests are stifling competition. In cable, "first generation" entrepreneurs,

many of whom still are classified as ma and pa operators, have attracted congressional sympathy.

The National Association of Broadcasters and the network representatives in Washington have not achieved notable success in reversing the anti-TV legislative and regulatory tide. There obviously is no substitute for direct contact, first-person singular, by station heads with their duly-elected senators and representatives, preferably at home, to prove to them that private enterprise in broadcasting is neither a den of inequity nor a key to the mint.

Back to campus

There are broadcasters who welcome the prospects of Glen O. Robinson's departure from the FCC at the expiration of his term next June 30. Their definitions of a free market differ from his. Few of them share his belief that media crossownerships should be broken up and restrictions on cable television, including pay cable, eased or lifted.

But whatever may be thought of his regulatory philosophies, nobody can dispute his eagerness or legal scholarship.

Some others in our memory have used short-term service on the FCC as resting place or stepping stone and have, accordingly, been inattentive or excessively political. Mr. Robinson has put his time to better use. If his career in academia has been enhanced as reported (BROADCASTING, Jan. 12), government regulation has profited from his participation.

President Ford now has a full, seven-year term to consider for appointment. He should look for someone who, philosophies aside, is likely to complete it with the professionalism that Mr. Robinson has exercised in his two years.

Open season

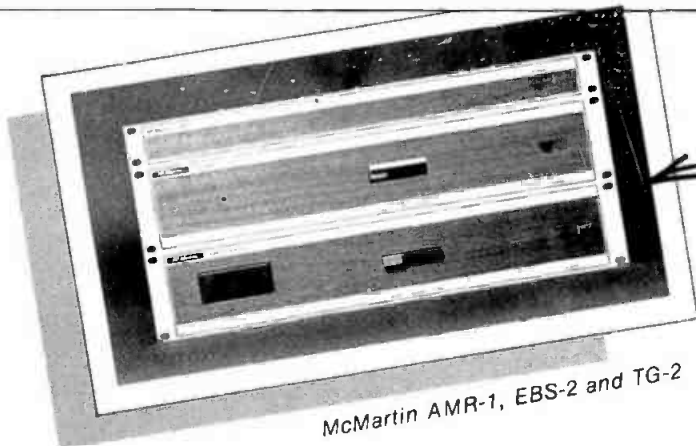
As a result of an appellate court decision, broadcasters will be exposed to enlarged demands for equal time in this presidential election year, unless the FCC rewrites its definition of political candidacies. The U.S. Seventh Circuit Court of Appeals in Chicago has ruled that the state of candidacy can be achieved by one who merely announces an intention to run, whether qualifying for appearance on the ballot or not (BROADCASTING, Jan. 5). That, of course, enormously expands the number of demands that broadcasters may expect when they air real-life candidates under Section 315's equal-time provisions.

It is within the FCC's power to amend its rules, which the court said the agency had erroneously interpreted in ruling that a Communist candidate for the U.S. Senate from Illinois was not entitled to the time he had demanded. The amendment ought to be undertaken now.



Drawn for BROADCASTING by Jack Schmidt

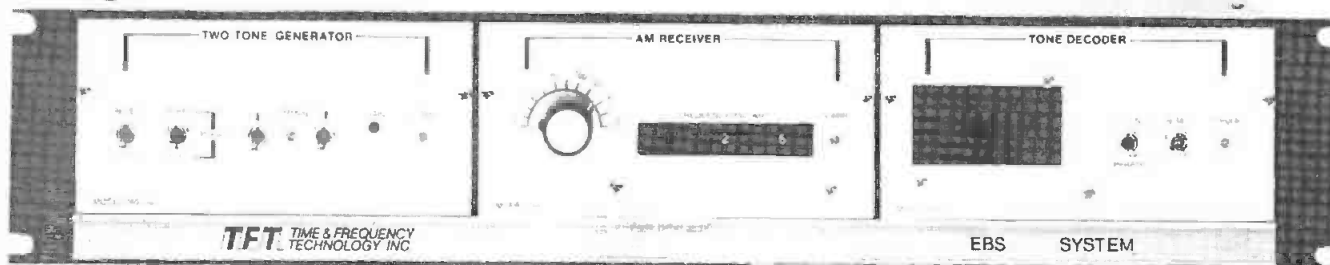
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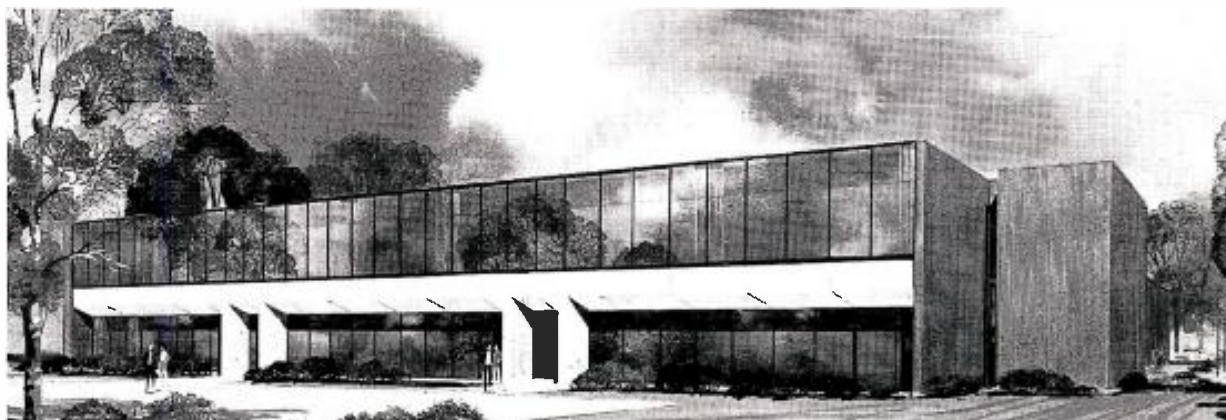
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