

Oct. 20, 1975

**ABC lofts an early warning of satellite traffic jam  
Two down, four to go in NAB regionals circuit**

# Broadcasting Oct 20

The newswEEKly of broadcasting and allied arts

Our 45th Year 1975

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**NEWSPAPER**

**New from  
Benji & Waldo  
to You**



## **A Big Four-Show Package Of Quality Family Specials**

Including the new FREEDOM IS for 1976...  
sure to become a bicentennial and summer classic.

**Now available for the first time as a package:**

- Four animated half-hour specials for the family. Proven prime time performance!
- No Program Charge!
- Guaranteed saleability—even more attractive now to sponsors as a package!

### **Act Now!**

Reserve this package for your sales department. Clear 3 or 4 shows for fringe or prime time and it's yours exclusively.



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Now Available on Mutual Radio:

# VIEWPOINT

with  
**Ronald Reagan**

A Daily 5-minute commentary  
by the former California Governor



Ronald Reagan has been building radio audiences on hundreds of stations with his daily five-minute show that covers everything from government to politics to human interest.

He brings humor, insight and a wealth of facts, figures and experiences to his listeners. His no-holds barred stand for conservative principles is *one* good reason for buying "Viewpoint." It helps you fulfill your community responsibility to broadcast a range of opinions.

Best of all, "Viewpoint" is GOOD BUSINESS. The percentage of contract renewals is very high. Stations selling the program are *keeping it sold* to sponsors.

Suppose Ronald Reagan becomes a Presidential candidate in 1976? "Viewpoint" will continue with respected and popular commentators such as: Julie Eisenhower, John Connally, John Wayne, William F. Buckley, Art Linkletter, Efrem Zimbalist, Jr., Jack Webb and Maureen Reagan.

Now it's available for local sale only through the Mutual Broadcasting System in co-operation with O'Connor Creative Services.

Format: 4:50 Minute Program, Monday through Friday.

Availability: To stations in areas where not already cleared or under prior syndications agreements, write or call Owen Weber or Sherman Harris, Mutual Network Program Clearance, (202) 785-6320 to determine availability in your market.

Available for local sale only through

**mutual broadcasting  
system** 

World Center Building - 918 16th Street, NW —  
Washington, D.C. 20006  
(202) 785-6320

# GUESS WHAT'S HOLDING THEM AFTER SCHOOL IN 113 MARKETS

Broadcasting  
Oct. 20, 1975

AaBbCcDdEe

rSsTtUuVvWwXxYyZz

WUAB WTTG  
KBMA WVTU  
WAST WSWB  
WWBT WJKS  
KFVS KREM  
WKYT WILX  
WUTR KTVV  
KFBB

KPTV WUTV KWGN KAAL WTEV XETV  
WCHS WKEF WHEN KUTV KTVE KSAT  
WKAB WBIR KOMU KMTV KCCI WALA  
WCSH WLBZ KOSA WSJV WRCB  
WHNT KGUN WNOK KMST WEZF  
WCSC WYEA KMEG KBMT  
KULR KYCU KTVV WSLA



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# DOMINANT

## WBAL Baltimore

One of the nation's most dominant stations

Listened to by 42% of Baltimore's adult population each week \*

# WBAL JOINS MAJOR MARKET RADIO

and its select group of  
Personality/MOR Stations.

**KMPC** **WMAL** **KSFO** **WBEN** **KVI** **WHAS** **KOGO** **KEX** **WBAL**  
Los Angeles Washington San Francisco Buffalo Seattle Louisville San Diego Portland Baltimore

\* ARB, April/May 1975 Metro cumulative Adult 18+ indices estimates, 6AM-12 Midnight, Mon.-Sun.

# DOMINANT

**RCA Corp.** □ Company has announced 24% increase in its national and dealer advertising for fourth quarter of 1975 to match anticipated 25% increase in industry color-set sales in that period. Ad expenditures are expected to exceed \$8 million, predominantly in television. Supplementing intensive network-TV and local-TV push will be network radio, local radio and print. J. Walter Thompson Co., New York, handles RCA's advertising for color TV receivers.

**Wm. Wrigley Co.** □ Headed for heavy concentration of TV advertising is Wrigley's 10-Pak, which will be carried in more than 150 markets for 11 weeks. Arthur H. Meyerhoff Associates Inc., Chicago, is targeting its commercials for children and adults.

**Revlon** □ Allscope Services Inc., New York, is placing fringe, prime-time and news 30's for Revlon's Norello perfume in about 30 TV markets. Campaign, to start Nov. 24, is geared to mixed audiences—adults, women, 18-34, and women, 25-49.

**Schweppes U.S.A. Limited** □ Stamford, Conn.-based company will start heavy spot TV advertising campaign in mid-November as part of its year-end holiday effort in support of its various beverages, with emphasis on its ginger ale and club soda lines. Long list of stations will be tapped for month-long campaign, with Ted Bates & Co., New York, directing commercials toward adult men and women. Spot radio also will be used in major markets.

**Kellogg** □ Leo Burnett Co., Chicago, is handling four-week campaign for Kellogg Co., Battle Creek, Mich.'s Frosted Mini-Wheats, to begin mid-November. Daytime, early and late fringe 30's will be geared to women, 18-49, in substantial number of markets.

**Vick Chemical Co.** □ Heavy spot radio campaign in support of Clearasil complexion medication is to be launched in early November and run for five weeks in extended list of markets. BBDO, New York, is making major thrust toward teenagers.

**Monsieur Henri Wines Ltd.** □ Purchase,

N.Y.-based distributor is mounting spot-radio push for Yago Sant'Gria Wine with extensive list of markets. Schedules are already under way in some markets and some are set to begin in November. Flights are to last from three to five weeks. Agency, Ogilvy & Mather Inc., New York, is zeroing in on adult men and women.

**Joseph Schlitz Brewing Co.** □ Old Milwaukee Beer is to add extra push to its



network TV schedule with spot-TV campaign to be launched in early November in 19 markets in South. Cunningham & Walsh, New York, is handling seven-week effort and is beaming commercials to men, 18 to 49, and is seeking fringe, prime-time and sports periods.

**Scott Paper Co.** □ New spot-TV campaign for Scott Tissues will begin in late October for three weeks in approximately 15 markets. J. Walter Thompson Co., New York, is seeking time periods to reach women, 18 to 49.

**Campbell Soups and Curtiss Candies** □ Campbell Soups (through Ogilvy &



Mather) and Curtiss Candies' Baby Ruth and Butterfinger (through Lee King & Associates) have signed on as sole national sponsors of *America: the Young Experience*, series of six family half-hours to run once-a-month, which has been bartered to 85 stations (70% US coverage). Each station gets series free and has two-and-a-half minutes to sell to

local or spot advertisers. Most stations will run series in prime access, and some will even pre-empt prime-time network shows to run, according to sources at Avco Broadcasting and Meredith Broadcasting, co-bankrollers of series. MGM-TV is bartering series.

**Creomulsion Co.** □ Atlanta maker of cough syrup is fashioning extensive spot radio campaign during cold season for 13 weeks, starting in late November. Creomulsion is using both general market and Spanish/black market stations, primarily in Midwest and South. Agency, Tucker, Wayne & Co., Atlanta, is concentrating on women, 18 to 49.

**Monarch Wine Co.** □ Heavy pre-Christmas splurge is being prepared for Manischewitz Wine, to break in early November. It will include network and spot TV and radio for four weeks. Spot radio will blanket about 35 markets and spot-TV approximately 25 markets. Total adult audience is being sought by Time Buying Services Inc., New York, which is handling media placement.

**Mobil** □ Lee King & Partners Inc., Chicago, is handling six-week TV campaign for Mobil Chemical Co., division of Mobil Oil, Corp., New York, for its Hefty food bags. Spots in six major markets, originally set for November start date, will begin in February or March. Daytime and fringe 30's aimed at women, 18-49, will stress double-wall construction—"two bags thick."

**Celanese Fibers Marketing Co.** □ Celanese will emphasize its Arnel Loungewear through spot radio purchases in November in about 30 major markets. Radio effort will tie in with special promotions arranged in department stores. Agency, Doyle Dane Bernbach, New York, is aiming for men and women, 18 to 49, via 60-second spots in morning-drive and afternoon-drive periods.

**Quasar** □ Clinton E. Frank, Chicago, is handling four-week flights of TV 30's for Quasar Electronics Corp., Franklin Park, Ill. Spots for color television sets are tentatively scheduled to begin Nov. 3 and Nov. 17 in prime-time, sports and fringe-

time in substantial number of markets, tuned to men, 18-49.

**Yardley** □ Altman, Stoller, Weiss, New York, agency for Yardley of London Inc., Totowa, N.J., plans six-week TV campaign for Tweed fragrance, starting Nov. 10. Fringe and prime-time 30's are keyed to women, 18-34.

**Dennison** □ Horton, Church & Goff, Providence, R.I., has charge of campaign, still in tentative stage, for Put-Ons by Dennison Manufacturing Co., Framingham, Mass. Daytime and fringe 30's would run in nine Southwest markets for four weeks beginning Nov. 24. Target audience is women, 18-34, and children, 6-11. Product is decal-like "preprinted heat transfers," for T-shirts, etc.

**Bob's Big Boy** □ Glendale, Calif., division of Marriott Corp., has named Clinton E. Frank, Los Angeles, as its advertising agency, effective Nov. 1. Total billing for chain of 96 restaurants in California is expected to reach \$800,000. Bob's Big Boy also sells refrigerated retail products through supermarkets.

**Prince Macaroni** □ Food company, through L. Schulze Flanagan, New York, will launch eight-week radio campaign in six markets beginning Oct. 27. Markets

## BAR reports television-network sales as of Sept. 28

ABC \$494,593,100 (29.8%) □ CBS \$600,268,500 (36.2%) □ NBC \$563,889,400 (34%)

| Day parts                        | Total minutes week ended Sept. 28 | Total dollars week ended Sept. 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.    | 142                               | \$ 747,500                        | 4,387              | \$ 24,776,000                   | \$ 17,443,700                   | 42                 |
| Monday-Friday 10 a.m.-6 p.m.     | 1,006                             | 9,200,900                         | 37,637             | 371,049,100                     | 331,246,900                     | 12                 |
| Saturday-Sunday Sign-on-6 p.m.   | 301                               | 6,307,600                         | 11,106             | 162,748,100                     | 148,517,900                     | 9.6                |
| Monday-Saturday 6 p.m.-7:30 p.m. | 99                                | 2,300,500                         | 3,860              | 88,199,600                      | 78,546,400                      | 12.3               |
| Sunday 6 p.m.-7:30 p.m.          | 12                                | 566,100                           | 595                | 13,772,500                      | 11,457,600                      | 20.2               |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 406                               | 26,180,600                        | 15,428             | 876,877,000                     | 841,278,000                     | 4.2                |
| Monday-Sunday 11 p.m.-Sign-off   | 191                               | 3,460,300                         | 7,278              | 121,328,700                     | 110,809,900                     | 9.5                |
| <b>Total</b>                     | <b>2,157</b>                      | <b>\$48,763,500</b>               | <b>80,291</b>      | <b>\$1,658,751,000</b>          | <b>\$1,539,300,300</b>          | <b>7.8</b>         |

Source: Broadcast Advertisers Reports

are Chicago, Detroit, Boston, Providence, R.I., New Haven, Conn. and Hartford, Conn. Sixty-second spots are aimed at women, 25-49.

**Jean Patou Inc.** □ In pre-Christmas drive for Amour, Amour perfume, Patou, New

York, is preparing spot-radio campaign to run in substantial list of markets, starting Dec. 5 and running two weeks. Through Al Paul Lefton, New York, Patou will use 60-second spots in drive time and Saturday segments to reach adults, 25 to 64.

**Clorox Co.** □ Diversified Oakland, Calif., company next week begins test spot-TV campaign in at least four markets for its B in B Mushrooms. Young & Rubicam, New York, is stressing fringe-time periods to reach women, 25 to 54, in seven-week test.

**Home Savings and Loan Association** □ Los Angeles-based statewide S&L, with \$6 billion in assets, has named Honig-Cooper & Harrington, Los Angeles, to handle advertising and marketing in conjunction with house agency. Galaxy Advertising. Home is said to bill about \$2 million annually, most of that in spot TV and radio.

**Knirps** □ Young & Rubicam, New York, will launch two-week campaign for Knirps umbrellas Dec. 1. News 30's will run in about 10 TV markets. Knirps International Ltd. is division of Telesco Brophey Ltd., Montreal.

**Rep appointments** □ KMGH-TV Denver and KERO-TV Bakersfield, Calif., have named Harrington, Righter & Parsons Inc., New York, as national sales representative. □ WBAL-AM-FM Baltimore has appointed Major Market Radio; New York. □ WDRQ(AM) Detroit has chosen H-R Stone Inc., New York. □ KGMO-AM-FM Cape Girardeau, Mo., has appointed Gert Bunchez & Associates, St. Louis-New York. □ KGU(AM) Honolulu; KARD(FM) Wichita, Kan., and KWST(FM) Los Angeles (effective Nov. 1) and WTMP(AM) Tampa, Fla., have named Selcom Inc., New York.

Radio drama is back. And we've got the best and biggest series being offered — "This Is Your FBI" — radio's premiere action program from 1945 till 1953. Finest nostalgia program available. 104 technically perfect 30-minute segments. First time offered — exclusive market rights available. Write or call collect for audition LP, complete details.

O'Connor Creative Services  
Box 8888, Universal City  
California 91608  
(213) 788-3600

# Harris leads the way in transmitter engineering.

## Progressive Series Modulation.

Another First—Harris Progressive Series Modulator in the MW-1, 1kW solid-state AM transmitter is highly efficient, is DC coupled, has excellent transient response, and requires no modulation transformer, reactor or filter inductor.

## IF Modulation.

Introduced in Harris color television transmitters. Simplicity of IF MODULATION results in nearly perfect signal linearity for superb color fidelity.

## Pulse Duration Modulator.

This exclusive, Harris-designed AM modulation system is nearly 90% efficient! This means the Harris MW-50 and MW-5 offer less power consumption than any other 50kW or 5kW transmitter.

## Direct Carrier Frequency Modulation.

Harris was first with this FM design, where the oscillator operating at the transmitted frequency is modulated, thereby providing greater carrier stability and unsurpassed frequency response.

For complete information about any of these transmitter advancements, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING

# Monday Memo

A broadcast advertising commentary from Irwin M. Barnett, managing director, Barnett, Zlotnick, New York

## Thursdays just aren't the same for advertising by Grand Union chain

"A grand union of all good things—Grand Union."

That's the umbrella theme that Grand Union, the nation's ninth largest supermarket chain and 20th largest retail corporation, has used to penetrate the consciousness of consumers since August 1974, when Barnett, Zlotnick assumed media responsibility for Grand Union and immediately diverted 20% of its advertising budget into broadcast.

We began putting radio and TV to work for Grand Union stores in New York, New Jersey and Connecticut in a campaign that announced "new low prices and a whole new way to shop." Over the next year or so we continued to expand our broadcast commitments, using a new radio and TV campaign in support of Grand Union stores in Florida and upstate New York and New England.

Current status: a big weekly campaign—over 70 radio stations and 22 TV stations—for Grand Union's chain of 500 supermarkets.

We're using broadcast in a calculated campaign to reach out for new shoppers—not just any housewife, but specifically the younger (to age 49) homemaker and the younger, hungrier family, and their potential for a longer, higher checkout receipt. These younger housewives are too busy and mobile to sit down and study page-after-page price comparisons in supermarket newspaper advertising.

But they can be influenced with broadcast. More specifically, radio, a medium that goes into kitchens and is heard when women are making up meals, menus and marketing lists. The Radio Advertising Bureau reports that 56% of all kitchens have radios. And there are radios in 95% of cars on the road. Many of our Grand Union radio commercials are scheduled to be heard by women in cars, often intercepting them when they're on their way to competing supermarkets.

What's probably the most interesting feature of our Grand Union broadcast effort? Surprisingly, it's not our departure from the traditional Wednesday or Thursday newspaper specials. Grand Union is still a big, imposing newspaper advertiser.

What's significant is that we're deliberately using radio and TV in exactly the manner most supermarkets use newspaper advertising. Our commercials plug fresh price specials weekly, promote our private labels, sell our Grand Union meat



Irwin M. Barnett founded Barnett, Zlotnick with Bernard Zlotnick in 1971. Last year the agency became an autonomous division of Young & Rubicam International. It functions as the retail-advertising arm of Y&R. Mr. Barnett, who is now managing director of Barnett, Zlotnick, entered the agency field as an account executive at Tatham-Laird & Kudner, working on the Virgin Islands and *Parade* magazine accounts.

and produce.

We've produced a series of 60-second radio commercials for Grand Union with a 22-second "hole-in-doughnut" midsection that provides for the freedom and urgency of live local announcers reading last-minute price specials.

The TV spots, usually 30's, allow 22 seconds for film delivery with an eight-second item-and-price Grand Union closing tag. Whenever possible, our price specials coincide with the prices of our big-size newspaper ads. The broadcast message reinforces and re-emphasizes our print ads, and extends their reach to those women who seldom, if ever, see a newspaper.

Our Grand Union radio and TV commercials—exactly like the supermarket's print logo that stretches across our newspaper spreads—remain unchanged in a

sound billboard that preserves identity and continuity.

What about couponing? Thanks to the squeeze in the economy, it's a growing factor in the supermarket business. A.C. Nielsen, for example, reports an upsurge in the number of housewives bringing newspaper price-off coupons into supermarkets for redemption.

But still, many housewives don't take the time to clip and save the coupons and bring them into the store. We've attempted to lick that problem with a booster strategy that requires reminding readers to clip the coupon at precisely the time they've got the paper open. Then, many of our radio and TV commercials actively promote coupons. Our radio spots, for example, tell housewives to "look for the coupon in Grand Union's newspaper ad." Our TV spots take the message further. They take advantage of the visual product demonstration possibilities of the medium by showing a housewife opening the newspaper, tearing out the coupons and presenting them to a Grand Union checkout clerk. This strategy has another benefit. It's an added way to direct a housewife's attention to our newspaper ad.

What about the future? We've got about 20% of our total budget in broadcast, with the possibility we'll be putting a bigger chunk in radio and TV in 1976.

What are Grand Union's reasons for relying more and more on broadcast? First, of course, radio and TV reach our prime consumer target—the housewife, particularly the younger, more active housewife.

And we're hard after the working wife. Statistics show that, as far as newspapers are concerned, she's an elusive media target. According to Target Guide Index, only 66% of full-time working women see a daily newspaper. Actually the figure isn't much more encouraging for full-time, non-working homemakers. TGI reports that only 69% of that group read a daily paper.

So broadcast is clearly a necessity, reinforcing our fast-changing message with newspaper readers and bringing it for the first time to those women who don't see a daily paper.

Another factor: frequency. Radio and TV—particularly radio—give us the frequency that's absolutely vital to build and maintain our pressure on consumers.

Supermarketing is very competitive, and as more and more operators are aware (witness A&P's strong new comeback campaign [BROADCASTING, Oct. 13]), the media mix is absolutely essential not only to success... but to survival.





## **Voluntary Action spots get action**

For years, the Fetzer Radio station in Kalamazoo has broadcast messages for the Voluntary Action Committee, seeking help for a variety of useful services. Recently, the Committee had a specific request: help in securing drivers to take a group of handicapped children to the country for a day's outing.

The day after the announcements were put on the air, the station received a call asking that the announcements be taken off. The Voluntary Action Committee already had more volunteer drivers than they needed.

Helping volunteer programs get action is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

|                         |                                    |                             |                             |                                |                              |
|-------------------------|------------------------------------|-----------------------------|-----------------------------|--------------------------------|------------------------------|
|                         | <b>WKZO</b><br>Kalamazoo           | <b>WKZO-TV</b><br>Kalamazoo | <b>KOLN-TV</b><br>Lincoln   | <b>KGIN-TV</b><br>Grand Island |                              |
| <b>WWTV</b><br>Cadillac | <b>WWUP-TV</b><br>Sault Ste. Marie | <b>WJFM</b><br>Grand Rapids | <b>WKJF(FM)</b><br>Cadillac | <b>WWAM</b><br>Cadillac        | <b>KMEG-TV</b><br>Sioux City |

# 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 suit 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 (Case nos. 74-3599 RJK et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5).

■ **Broadcasting in Congress.** Chances appear good that floor proceedings of House will be carried live for first time on radio and TV. And soon. It will happen next year, if not by Jan. 1, then by July 4, according to B.F. Sisk (D-Calif.), chairman of special subcommittee set up by House Rules Committee to examine matter. His subcommittee is currently studying reports on technical feasibility of one-year experiment with live coverage, prepared by networks, PBS and internal study group. It hopes to introduce formal resolution and hold hearings on that resolution by third week in November. Joint Committee on Congressional Operations has reaffirmed recommendation of year ago in favor of live broadcasting of House and Senate proceedings (BROADCASTING, Oct. 13). There is already resolution pending calling for one-year experiment that sparked activity (H. Res. 269 by Representative Jack Brooks [D-Tex.]). Resolution for one-year experiment with broadcast coverage of Senate chamber (S. Res. 39 by Senator Lee Metcalf [D-Mont.]) 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). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in Washington appeals court. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13); replies are due Nov. 16.

**Children's TV.** FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, 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).

**Citizen agreements.** FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4). Subject is scheduled for commission discussion on Oct. 23. Meanwhile, commission has declared improper first of such agreements, between KTTV(TV) Los Angeles and National Association for Better Broadcasting. Commission said licensee dealt away too much programing responsibility (BROADCASTING, Sept. 22).

■ **Community ascertainment.** FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar proposal for noncommercial stations has also been issued (Docket 19816) (BROADCASTING, Aug. 4); comments have been filed (see story, this issue). Commercial station ascertainment is due for commission consideration on Nov. 4.

**Comparative renewals.** FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

**Consumer agency.** Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency cannot involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

■ **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 the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. They are expected to be completed with wrap-up testimony by Barbara Ringer, register of copyrights on Oct. 23 (BROADCASTING, Oct. 13).

**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 the Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has 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). 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 notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments deadline has been extended from Sept. 11 to Oct. 13 (although some have already been filed [BROADCASTING, Sept. 22]), replies deadline from Oct. 1 to Oct. 31. Commission is also considering EEO policy for cable (see "Closed Circuit," Oct. 6).

**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, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programing or scheduling in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and also 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.

■ **FCC and fairness doctrine.** FCC's new 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 Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13).

# From Sony. A videocassette player that flies by the seat of your pants.

Finally, a U-matic<sup>™</sup> player you can carry onto the plane and tuck under your seat.

It's that compact.

With our new VideoTraveler<sup>™</sup> all the advantages of videocassettes go portable. You can take them anywhere.

And when you arrive, the VideoTraveler sets up fast and plays 20-minute cassettes on almost any available TV set.

Dual audio tracks handle technical/non-technical, bilingual, and other duo audio techniques.

Both pause and still-frame controls keep your

presentation as flexible as the situation demands.

And the VideoTraveler is compatible with all other  $\frac{3}{4}$ " U machines.

You already know how well your cassette presentations come across. Now learn how easily they come along. With the Sony VideoTraveler.

You'll really appreciate its compact portability. Whether you're traveling from city to city.

Or just from room to room.

For complete information, write:

Sony Corporation of America, Video Information Center  
Dept. 225-A, Box 1594, Trenton, N.J. 08607.

**SONY**<sup>™</sup>  
VideoTraveler.



# M&H

## IT'S NEWS!!!

The things you have been hearing are true. *It's news*, your station's news, that makes the difference between being first or out of the running in your market.

Well-executed local television news develops a warm, strong bond between the audience and the station which is essential to success, and it does it on a daily basis. And the feeling people have about the number one *news* station overflows into almost all the other areas of its programming. If you doubt this, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

We are the only company in our field with two former, major market news directors on our staff—both with masters degrees in journalism. They have successfully overcome the difficulties your news director has every day and can help him solve problems.

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**FCC fees.** Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 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 (Case nos. 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). Briefs also have been filed in that case (BROADCASTING, Aug. 25). 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).

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 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).

**KRLA(AM).** U.S. Court of Appeals in Washington has remanded 11-year-old fight for Pasadena, Calif., frequency to FCC for "clarification" of decision awarding outlet to Western Broadcasting Corp. (Bob Hope and others). Court says commission resolved contest among seven applicants without explicit consideration of comparative factors listed in commission's policy statement on comparative hearings.

**Leapfrogging.** FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4).

**License renewal legislation.** About 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 the agenda of communications subcommittee in either house, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S. 2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S. 2246 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (BROADCASTING, Aug. 4). Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

■ **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 (BROADCASTING, April 21) 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) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. 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); more were held in July (BROADCASTING, July 14, 21).

**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). Trial of record promoter Fred Rector for alleged failure to file income tax returns has been set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials have been scheduled for trial Jan. 16, 1976, before District Judge Frederick D. Lacey in Newark, N.J. Trial dates for other defendants remain to be set.

■ **'Pensions' case.** FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, had requested full-court rehearing of panel's order, but was turned down. AIM says it will go to Supreme Court (BROADCASTING, Oct. 13).

**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). 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. In last session of Congress, it was defeated as amendment to Senate's copyright bill. 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 (Case nos. 75-1083 and 75-1084). Briefs have been filed with court (BROADCASTING, Sept. 29).

**Pole attachments.** Five-year-old controversy between cable TV industry and phone companies over pole rates has been settled, at least on interim basis. AT&T and National Cable Television Association have agreed to rate freeze until Jan. 1, 1979, in all states except California and Pennsylvania, where annual per-pole rates would rise from \$2.50 to \$3.25 (BROADCASTING, Oct. 6).

**Public broadcasting funding.** Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and

plans to strike that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All appropriations bills originate in House.

■ **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). Commission and U.S. Court of Appeals in Washington rejected petitions for stay of new interpretation of 315 (BROADCASTING, Oct. 6). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has requested all FCC documents involved with commission's order; hearings may result (BROADCASTING, Oct. 13). Also, Senator John Pastore's bill (S. 608) to exempt presidential and vice-presidential candidates from equal-time requirements has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5). 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 ad-

dress by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

■ **Sports antitrust.** House Communications Subcommittee has begun hearings on bill to make sports antitrust law permanent (BROADCASTING, Sept. 29). Current law, which provides that baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV, expires Dec. 31. New bill, H.R. 9566, introduced by Subcommittee Chairman Torbert Macdonald (D-Mass.), would also reduce the 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey. Hearings resume Oct. 29-31.

■ **Star stations.** FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case no. 75-1203).

■ **VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). 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. Commission in-

quired comments on economic and technical feasibility of drop-ins; deadline has been extended from Oct. 15 to Dec. 16, replies from Nov. 18 to Jan. 30, 1976.

■ **Washington Star transfer.** Texas banker Joe L. Allbritton and owners of Washington Star Communications Inc. have reached agreement under which Mr. Allbritton would take control of company. Under tender offer, Mr. Allbritton would acquire up to 17,846 shares he does not now own for total of \$28.5 million. Agreement commits Mr. Allbritton to comply with FCC's crossownership rules within minimum of three years, if commission requires that as condition for approving sale. Stations involved are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. Latest proposal for sale of Star and broadcast properties was filed as amendment to petition for waiver of crossownership rules Mr. Allbritton filed under old plan for deal. Hearings on waiver have been suspended pending action on amendment (BROADCASTING, Sept. 29).

■ **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). Commission in August refused to approve agreement under which Forum would withdraw its application.

## Datebook<sup>®</sup>

■ indicates new or revised listing

### This week

**Oct. 19-20**—*New York chapter of Society of Broadcast Engineers* second annual regional convention. Holiday Inn, Hempstead, Long Island, N.Y. Information and exhibit space: Lyn Snyder, Box 182, Floral Park, N.Y., 11001; (212)347-2940.

**Oct. 20-21**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Waldorf-Astoria, New York.

**Oct. 20-22**—Meetings of affiliate advisory boards of *ABC Radio* network services (American Information, Entertainment, Contemporary and FM). Essex House, New York.

**Oct. 21**—*Connecticut Broadcasters Association* 20th annual meeting and fall convention. Assistant Secretary of Treasury Gerald Parsky will be featured speaker. Herman C. Rice, chairman of Nutmeg Broadcasting Co. will receive CBA Distinguished Service Award. Sheraton Park Plaza hotel, New Haven.

■ **Oct. 21-23**—Four working group meetings and meeting of steering committee of FCC's joint industry/government committee on use of 11.7 to 12.2 ghz broadcasting satellites in band. 1919 M Street and 1800 G Street, N.W., Washington.

**Oct. 21-31**—*MIFED*, international feature film, TV film and documentary market for film buyers and sellers. Oct. 21-26 will be mainly movies and documentaries for TV; Oct. 26-31, brand new films of 1974-75 vintage; Oct. 23-31, meeting point for dealers and producers of the western and socialist countries. Milan Largo Domodossola 1, 20145. (U.S. contact: Gerald Rappoport, 159 West 53d Street, New York 10036.)

**Oct. 22**—Comments on proposed assignment of

2025-2035 mhz band for government earth station operations. Reply comments due Nov. 3. FCC, Washington.

**Oct. 22**—Comments due at FCC on whether promotional announcements made by sister stations should be classified commercial and what distinctions should be made between spots that announce future programming and those that just plug station personalities. Reply comments due Nov. 17. FCC, Washington.

**Oct. 22-23**—*Kentucky Broadcasters Association* fall convention. Julian Goodman, chairman, NBC, and Senator Walter Huddleston (D-Ky.) will be principal speakers. Red Carpet Inn, Bowling Green.

**Oct. 22-26**—Fall program of *Refocus*, national student festival of video, film and photography. TV producer Norman Lear, director Sydney Pollack and John Szarkowski, Museum of Modern Art, will headline program. Campus of University of Iowa, Iowa City.

**Oct. 23-25**—*International Radio and Television Society's* college conference. Hotel Billmore, New York.

**Oct. 24**—FCC's deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Sept. 26. FCC, Washington.

**Oct. 24**—FCC's new deadline for reply comments on inquiry into permitting use of automatic transmission systems at AM, FM and TV stations (Docket 20403). Previous deadline was Sept. 19. FCC, Washington.

**Oct. 24**—*Society of Broadcast Engineers, Pittsburgh chapter*, regional convention. Howard Johnson motor lodge, Monroeville, Pa.

**Oct. 24-26**—*American Women in Radio and Television* Southwest area conference. Dallas.

**Oct. 25**—*Massachusetts Student Broadcasters Association* second annual conference. Mount Wachusett Community College, Gardner, Mass. Contact: Hank

Sennott, chairman, 3 Waverly Avenue, Newton, Mass. 02158; (617)332-7248.

### Also in October

**Oct. 25-27**—*Texas Association of Broadcasters* fall meeting. Houston Oaks hotel, Houston.

**Oct. 25-27**—*Mississippi Cable TV Association* meeting. Jackson Hilton, Jackson.

**Oct. 26-28**—*Post-Newsweek Stations*, in cooperation with the *League of Women Voters* and the *Aspen Institute's Program on Communications and Society*, to sponsor "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond"—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.

**Oct. 27**—*Pennsylvania Association of Broadcasters* sales and legal clinic. Penn Harris Motor Inn, Harrisburg.

**Oct. 28**—Comments due at FCC on proposed changes in definition of a cable television system. Replies due Nov. 28. FCC, Washington.

**Oct. 28**—FCC's new deadline for comments on proposed rulemakings regarding fraudulent billing (Docket 20499), licensee-conducted contests (Docket 20500) and audience ratings distortions (Docket 20501). Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 29 to Nov. 28. FCC, Washington.

**Oct. 28-29**—Seminar on "Inside Broadcasting: Working Effectively With Broadcasters," sponsored by *New York University* and *The Public Relations Society of America*. Billmore hotel, New York.

**Oct. 28-30**—*Mid-America Cable TV Association* meeting. Sheraton Inn, Tulsa, Okla.

**Oct. 29**—*Wisconsin Broadcasters Association's Broadcast News Council* annual meeting and election

of officers. Afternoon will be split into two sections for meeting with AP and UPI. Eagle's Head Inn, Merrimac.

**Oct. 29-31**—Hearings on legislation to make sports antiblackout law permanent, before *House Communications Subcommittee*. Rayburn House Office building, Washington.

**Oct. 30**—Comments due at FCC on proposed changes in program logging requirements. Replies are due Nov. 12. FCC, Washington.

**Oct. 31**—*Kansas Association of Broadcasters* fall management seminar. Program includes dedication of Grover Cobb Memorial, honoring late Kansas broadcaster and National Association of Broadcasters executive. Vincent Wasilewski, NAB president, will be among seminar speakers. Kansas State University, Manhattan.

**Oct. 31**—FCC's new deadline for comments on inquiry (Docket 20485) to reevaluate need for television taboos in connection with channel allocations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 17 to Dec. 1. FCC, Washington.

## November

**Nov. 2-4**—*Action for Children's Television's* fifth national symposium on "Children's Programming and The Arts." Speakers include Ray Hubbard, Post-Newsweek Stations; Thomas Hoving, Metropolitan Museum of Art; author Jerzy Kosinski; John O'Connor, *New York Times*; illustrator Maurice Sendak; Senator Frank E. Moss (D-Utah); author Stephen Strickland and Herbert Schmetz, Mobil Oil Corp. Atlanta Memorial Arts Center, Atlanta. Contact: ACT, 46 Austin Street, Newtonville, Mass. 02160.

**Nov. 5-7**—International Film & TV Festival of New York 1975. Americana hotel. Contact: *International F.T.F. Corp.*, 251 West 57th Street, New York 10019.

**Nov. 6-7**—*American Association of Advertising Agencies* Central region annual meeting. Continental Plaza hotel, Chicago.

**Nov. 6-7**—*Practicing Law Institute* seminar on "Com-

munication Law 1975" to investigate difficulties encountered by media and their legal advisers. Century Plaza hotel, Los Angeles.

**Nov. 7-9**—*American Women in Radio and Television* board of directors meeting. Philadelphia Marriott, Philadelphia.

**Nov. 7-16**—*Virgin Islands International Film Festival & Film Market* (formerly held in Atlanta.) St. Thomas, Virgin Islands. Telephone contact: (809)774-7708.

**Nov. 8**—LPB carrier current technology seminar. Holiday Inn, Route 1-75, Detroit (Taylor). Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. (215)644-1123.

**Nov. 9**—LPB carrier current technology seminar. Holiday Inn, Raleigh, N.C. Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. 19355; (215)644-1123.

**Nov. 10**—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Deadline previously had been extended from Aug. 11 to Oct. 8. Deadline for replies was further extended from Oct. 24 to Nov. 26. FCC, Washington.

**Nov. 10-11**—*Advertising Research Foundation* annual conference. New York Hilton, New York.

**Nov. 10-11**—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Monteleone hotel, New Orleans.

**Nov. 10-11**—*National Association of Broadcasters* television executives' seminar. Monteleone hotel, New Orleans.

**Nov. 10-11**—*Virginia Cable Television Association* fall conference. Robert Schmidt, chairman, National Cable Television Association, and Fred Ford, past NCTA president, will be featured speakers. Sheraton Inn, Fredericksburg. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804)797-4131.

**Nov. 10-14**—*International Radio and Television Society's* faculty/industry seminar. Tarrytown Con-

ference Center, Tarrytown, N.Y.

**Nov. 12-15**—*Western Cable TV* convention. Disneyland hotel, Anaheim, Calif.

**Nov. 12-15**—*The Society of Professional Journalists, Sigma Delta Chi*, 66th anniversary convention. Speakers will include Edwin Newman, NBC; Representative Barbara Jordan (D-Tex.); Otis Chandler, publisher of the *Los Angeles Times*; Tom Wicker, *New York Times*; and William Rusher, publisher of the *National Review*. Among panel discussions will be "Covering American Foreign Policy", "Covering The Political Year 1976" and "Gag Rules." Benjamin Franklin hotel, Philadelphia.

**Nov. 13-14**—*Practicing Law Institute* seminar on "Communications Law 1975" to investigate difficulties encountered by media and their legal advisers. Sheraton hotel, New York.

**Nov. 13-14**—*Oregon Association of Broadcasters* fall conference. Valley River Inn, Eugene.

**Nov. 13-14**—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Pick Congress hotel, Chicago.

**Nov. 13-14**—*National Association of Broadcasters* television executives' seminar. Pick-Congress hotel, Chicago.

**Nov. 14**—Comments due at FCC regarding alignment of frequency allocations. impact of small earth station terminals and federal government's request for substantial portion of spectrum in 100-1215 mhz band. Inquiry is in preparation of 1979 World Administrative Radio Conference. Deadline for replies is Nov. 28. FCC, Washington.

**Nov. 14-16**—*National Association of Farm Broadcasters* fall meeting. Crown Center hotel, Kansas City, Mo.

**Nov. 16-19**—*National Association of Educational Broadcasters* 51st annual convention. Sheraton Park hotel, Washington.

**Nov. 17-18**—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Brown Palace hotel, Denver.

**Nov. 18**—*National Association of Broadcasters* television executives' seminar. Brown Palace hotel, Denver.

**Nov. 18**—FCC regional meeting: With licensees, 1:30 p.m., Brown Palace hotel, Denver; with public, 6:30 p.m.

**Nov. 18-19**—*American Association of Advertising Agencies* Eastern annual conference. Waldorf-Astoria, New York.

**Nov. 18-20**—*Television Bureau of Advertising* 21st annual meeting. Americana hotel, New York.

**Nov. 18-19**—*National Association of Broadcasters* radio reregulation committee meeting. Brown Palace hotel, Denver.

**Nov. 19**—*National Association of Broadcasters* radio code board meeting. Fairmont hotel, San Francisco.

**Nov. 20-21**—FCC regional meeting: With public, via KTVU(TV) San Francisco phone-in telecast, starting at 8 p.m., Nov. 20; with licensees, 1:30 p.m., Nov. 21. Fairmont hotel, San Francisco.

**Nov. 20-21**—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Fairmont hotel, San Francisco.

**Nov. 20-21**—*National Association of Broadcasters* television executives' seminar. Fairmont hotel, San Francisco.

**Nov. 21**—*Missouri Public Radio Association* meeting. KLUM Jefferson City is host station. Jefferson City.

**Nov. 21-23**—Sixth annual *Loyola National College Conference* for college radio stations and featuring technical sessions/exhibits, talent showcase and other sessions. Loyola University of Chicago's downtown campus, 820 North Michigan Avenue.

**Nov. 30-Dec. 3**—*Association of National Advertisers* annual meeting. Breakers hotel, Palm Beach, Fla.

**Nov. 30-Dec. 4**—*North American Broadcast Section, World Association for Christian Communications* Six-

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### Major meetings

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

**Nov. 16-19**—*National Association of Educational Broadcasters* 51st annual convention. Sheraton Park hotel, Washington. 1976 convention will be Nov. 14-17, Conrad Hilton hotel, Chicago.

**Nov. 18-20**—*Television Bureau of Advertising* annual convention. Americana hotel, New York. 1976 convention will be Nov. 8-9, Shoreham Americana, Washington.

**Jan. 11-13, 1976**—*Association of Independent Television Stations (INTV)* third annual convention. Century Plaza hotel, Los Angeles.

**Feb. 21-25, 1976**—*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, 1976**—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington. Dallas (1979) and New Orleans (1980) have been approved as future sites.

**April 4-7, 1976**—*National Cable Television Association* annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

**May 5-9, 1976**—*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.

**June 15-20, 1976**—*Broadcasters Promotion Association* 21st annual seminar, Statler-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

**Sept. 12-16, 1976**—*Institute of Broadcasting Financial Management* annual conference. Boston. 1977 conference in mid-September in Chicago.

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

th annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

### December

**Dec. 1**—FCC's new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Oct. 30. FCC, Washington.

**Dec. 4-5**—*Arizona Broadcasters Association* 24th annual winter convention. FCC Commissioner James H. Quello will be luncheon speaker. Sunburst hotel, Scottsdale.

**Dec. 8-9**—*Institute of Electrical and Electronics Engineers* Chicago fall conference on consumer electronics (formerly on broadcast and television receivers). O'Hare Inn, Des Plaines, Ill.

**Dec. 16**—FCC's new deadline for comments on inquiry into dropping new VHF channels into top-100 markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30. FCC, Washington.

### January 1976

**Jan. 11-13**—*Association of Independent Television Stations (INTV)* third annual convention. Century Plaza hotel, Los Angeles.

**Jan. 11-13**—*Idaho State Broadcasters Association* midwinter convention. Rodeway Inn, Boise.

**Jan. 16-18**—*Florida Association of Broadcasters* midwinter conference. Daytona Hilton hotel, Daytona.

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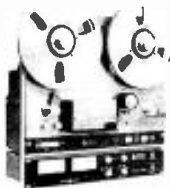
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## Broadcast-course discourses

EDITOR: Criticisms of the theoretical nature of broadcast education reported in Professor Wibble's recent survey of broadcast managers (BROADCASTING, Aug. 18) reminds me that some 25 years ago I completed a "broadcasting" major that must have warmed the hearts of all those then urging more vocational training at the university level. Somehow the many hours I spent mastering subjects such as "radio drama," "speech for broadcasters" and "radio network management" have not been particularly useful in my career.

However, if the value of a university education is to be measured by the amount of career preparation it provides, why should we limit this standard to broadcasting? Why not press on to determine how many majors in history are practicing historians; how many anthropology majors are anthropologists; how many political science majors are successful politicians? The only objection we might hear to such a standard would be from those students who attend a university to learn rather than to receive only vocational guidance. Some of them might believe that if it's important to know about the past or the operation of our government, it might also be important to know as much as possible about a communication system that occupies more moments of each child's life than his classroom; whose lowest rated prime-time drama reaches more families than any Broadway hit; whose news is more widely known and accepted than any newspaper's.

A few might even contend that broadcasting is the most important informational and cultural force in our society, and therefore worth knowing about even if the knowledge doesn't lead to job security. If this is true, then a broadcast instructor too eager to establish close relationships with the industry for himself or his students could actually be risking the one attribute the students have the right to demand from him—his objectivity. —*Don R. Le Duc, associate professor, department of communication arts, University of Wisconsin-Madison.*

EDITOR: I am interested and concerned over the "studies" and letters concerning the pro's and (usually) cons of college and university broadcasting curricula (BROADCASTING, Aug. 18, Sept. 1 and Oct. 6).

We have the finest relationship with the Iowa Broadcasters Association, that an educational institution could have. Through IBA's efforts, the broadcasting program at Iowa Central Community College opened its doors five years ago.

We have an advisory committee selected from among the finest radio and

TV broadcasters in the business. All seven members are past presidents of the IBA. We meet with them formally, twice a year. Their suggestions and counsel have proved most fruitful. Ninety-one percent of our graduates have found full-time employment.

Our curricula is balanced between experience (two college radio stations and surrounding commercial stations) and a thorough, realistic treatment of broadcast theory, and broadcast responsibility to the community, nation and industry.

Too many state broadcasting associations bitch and gripe about the quality of students seeking employment at their stations and do nothing to help by a4 of suggestions, experience or financial assistance. They seem to consider it a waste of time instead of an investment in the industry. —*James M. Rawson Jr., coordinator, broadcast services and education, Iowa Central Community College, Fort Dodge.*

## One for two

EDITOR: I read with a great deal of interest your account of the newly named National Radio Broadcasters Association. I think that this is something that is long overdue.

I have been attending National Association of Broadcasters meetings since 1940. When I started going to the annual convention, the crowd was relatively small and all of our interests were similar. Then, about 1950, the picture started to change. Attendance was way up but even more important, those of us in radio started to feel like poor relations as TV took the center stage.

While we are all broadcasters, whether we are in radio or in TV, our interests and our problems are not similar. Most of these problems can be solved inside our own stations or through reading BROADCASTING. When I attend a national convention, I want meaningful workshops. I want to look at new radio equipment. I want to speak to my rep or to my Washington attorney. And I don't want to have to do this waiting 30 minutes for an elevator or standing in line for an hour to get breakfast or listen to speakers who address themselves primarily to TV.

Our problems are different, our needs are different and a solution that works for TV won't necessarily be the answer for those of us in radio.

I, for one, am happy to see this as a start towards a solution. The only other logical solution, as I see it, would be to split the annual convention inside the framework of our present NAB. And I don't see those running the NAB doing this in the foreseeable future. —*Cy Newman, president and general manager, KVON(AM) Las Vegas.*

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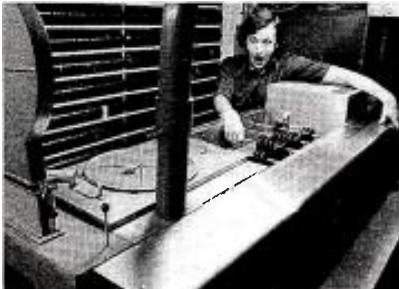
# AT KY-3-TV, THE BRAND OF REPORTING AND THE BRAND OF FILM HAVE A LOT IN COMMON.

When the people in this picture wave 3 fingers in the air, what they're saying is, "We're number one" at Springfield, Missouri, Channel 3. Thanks to hard-nosed reporting and hard-hitting promotion, KYTV is the undisputed broadcast king in the Queen City of the Ozarks. By a margin of 3 to 1.

In addition to top-notch journalism, smart programming has meant taking maximum advantage of both videotape and film. And when the film cameras roll, the film they use is Eastman film.

Over the past year, Channel 3 news cameras unlocked the secret of behavior modification programs in a Missouri federal prison; dug up a problem in the underground water supply; whooped it up at a genuine hoe-down; and made friends with a mountain hermit whose only other visitors dropped in by UFO.

Besides winning viewers, their documentaries have won a



silver gavel from the American Bar Association, a certificate of achievement from the state medical association, and an Emmy nomination.

For station manager Don Moeller, film is a logical choice: the equipment is rugged enough for any job, portable enough for even the tightest spots, and the end product "looks absolutely great on the air."

When the KYTV cameras aren't recording news, the KYTV people are busy making it, through locally produced sports and entertainment shows. Take Virgil Ward (front row left) and the capable assistant you see perched on his lap. You can catch their weekly fishing show on 87

markets in the U.S. and Canada. And when Virgil packs his rod and reel, he includes a reel of Eastman film.

Then there's Promotion Director Clarence Martin (front row right). His 10-second-film ID spots for the station not only built awareness, but they helped develop a new market for locally produced commercials.

In the words of News Director Bill Williams (2nd row, 4th from right), "Film is essential to everything we do. After all, TV is *the* visual medium, and it wouldn't do to have a person on camera merely reading a piece of paper. We use film to tell our story. And, besides, our anchormen just aren't that pretty."

## FILM. THE BASIC MEDIUM.





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

### **WE'RE MOVING MOUNTAINS TO GET IT.**

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

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

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

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

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

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

You'll be hearing from us.

**FOLLOW THE SUN** 

Sun Oil Company, St. Davids, Pennsylvania

# Closed Circuit.

Insider report: behind the scene, before the fact

## Open season

Office of Telecommunications Policy's draft of new cable legislation, still inching forward in White House clearance process, has been modified to incorporate Justice Department's thinking in two major respects: (1) to effectively prohibit FCC from adopting antisiphoning regulations, (2) to allow FCC to adopt crossownership and multiple ownership regulations.

Key figure in clearance process is Paul MacAvoy of Council of Economic Advisers, who gave broadcasters little reason for optimism last week in White House meeting (see "Top of the Week") when he entered room with declaration that all industries with which he'd talked on de-regulation matters had advanced similar arguments seeking to restrain competition, that he hadn't been impressed with them and wasn't impressed with broadcasters', either.

## Test on fairness

Sampling that could open additional though potentially ticklish source of TV revenue is being conducted by Television Bureau of Advertising. TVB President Roger D. Rice has sent out sample institutional commercial scripts, dealing with environmental questions that might be challenged as controversial under fairness doctrine, and asked stations whether they would accept them. Scripts are sent blind but actually use copy from U.S. Steel's "We're involved" newspaper and magazine campaigns. Returns are described as mixed but are still coming in. Results could have potential not only for steel but also other fields such as utilities and oil.

## Early starters

Although elections are three months away, politicking for seats on National Association of Broadcasters radio and TV boards has begun. Some incumbents up for re-election are running hard for fear of being unseated before their eligibility runs out, as happened to Robert Bennett of WCVB-TV Boston on TV board last year. TV board incumbents who have already announced candidacies include Kathryn Broman of Springfield TV Broadcasting Corp., Springfield, Mass., and A. James Ebel of KOLN-TV Lincoln, Neb.

On radio board, William Eure of WSSV(AM) Petersburg, Va., is being pushed for district four seat now held by Robert Hilker of WCGC(AM) Belmont, N.C., who retires from board end of this term. Dave Parnagoni of WKVT(AM) Brattleboro, Vt., reportedly will oppose incumbent Jack Younts of WEEB(AM)

Southern Pines, N.C., for at-large radio seat, and Wayne Cornils of KFXD-AM-FM Nampa, Idaho, chairman of NAB Small Markets Radio Committee, will oppose Jack Chapman of KGAK(AM) Gallup, N.M., for district 14 seat.

## Back to the bar

Soon to be announced: association of Richard A. Moore, attorney and former broadcaster who served at White House from 1971-1974, with Wilner & Scheiner, Washington communications law firm, as counsel. Mr. Moore, 61, entered broadcasting after having been with law firm of Cravath, Swaine & Moore in New York. He joined ABC in 1946 as lawyer, became identified with its TV division in 1948, and headed its West Coast operations until 1951 when he was named head of KTTV(TV) Los Angeles, then owned by Times-Mirror Co.

Mr. Moore pioneered in CATV in southern California and was early proponent of pay TV. He was active in Republican politics in California, went to Washington as consultant to HEW in 1969, became special assistant to attorney general in 1970-71 and was special counsel to President Nixon from April 1971 to October 1974.

## Violence reading

Statistics may be available early next year showing just how much violence has been excised from prime time in family-viewing period. Dr. George Gerbner of University of Pennsylvania's Annenberg School of Communications, leading researcher on TV violence, has told House Communications Subcommittee he will be able to isolate statistics on family viewing from data he collects for yearly profile of TV violence.

Dr. Gerbner studies one week of prime-time network programming in fall, one week in spring, then draws out numbers and types of violent acts, perpetrators and victims. His research on 1975-76 network season will show whether there has been decline in violence from 7 to 9 p.m., also whether there has been increase in violence after 9, as some suspect.

## In a bind

Representative Torbert Macdonald's (D-Mass.) request to FCC for papers backing up its decision to reinterpret equal-time law has commission staff in quandary. Staff acknowledges that congressman is legally entitled to documents. However, there's concern about making material available before filing of briefs and oral argument in case in which that

re-interpretation — exempting live, on-spot coverage of candidates' news conferences and debates — is being challenged. Staff notes that Representative Shirley Chisholm (D-N.Y.) is appellant in case, and that as member of Congress she would be entitled to whatever is given to Congressman Macdonald. And staff is reluctant to afford what is felt to be unfair advantage to opponent of commission on decision.

It is generally assumed that Representative Macdonald's principal interest is in documents expressing Broadcast Bureau's opposition to change in interpretation. General counsel's position supporting change was one commission ultimately adopted.

## The pinch of 315

There'll be close to 100 guests (mostly in film clips) on Bob Hope's 25th-TV-anniversary special Friday night (Oct. 24, 8-10 p.m. NYT on NBC-TV), but list might have been different without Section 315. Mr. Hope wanted to invite President Ford, and betting is he would have accepted, but NBC lawyers cited equal-time law and said no. Noncandidate Senators Barry Goldwater (R-Ariz.) and Stuart Symington (D-Mo.) will be on hand in connection with Senate-passed resolution naming Mr. Hope "Diplomat of Comedy," and President Ford is sending letter.

Closest thing to candidates among guests seen in film clips from past Hope shows are Vice President Nelson Rockefeller and former New York Mayor John Lindsay.

## The monitors

There are persistent reports that family-viewing guidelines are generating behind-scenes friction among network representatives on National Association of Broadcasters TV code board. Participants minimize it (BROADCASTING, Oct. 13), but board members who've been there think there's no doubt networks are watching one another's programs very carefully and trying hard to make sure one doesn't treat guidelines more liberally than another.

As examples, sources say ABC and NBC members questioned whether one of CBS's *Phyllis* episodes didn't go too far, while NBC and CBS raised similar questions about *Welcome Back, Kotter* episode on ABC. Network sources tend to dismiss it as normal joshing and good-natured attempts to get at reasoning that goes into specific decisions. Others see it as something more than that but agree necessarily subjective nature of guidelines is at root of it.

# The Week in Brief

**DOMSAT'S DIRECTION** □ *ABC asks FCC for a rulemaking to establish a policy for domestic communications satellite service. Petition cites the growing demand for spectrum space in that area and says it could be gone in five years—with the networks out in the cold.* **PAGE 25.**

**OPPOSITE TANGENT** □ *Broadcasters get their turn to tell White House how they feel about proposals for deregulation of cable. The sentiments are 180 degrees from views expressed earlier by CATV interests that enthusiastically endorsed deregulation.* **PAGE 26.**

**KISSINGER IN OTTAWA** □ *Secretary of State officially supports the protests of U.S. border stations against Canada's commercial-deletion policy. Buffalo TV's petition the FCC for jamming installations in Lake Ontario.* **PAGE 27.**

**NO, MR. GORDON** □ *Declared GOP candidate from Worcester, Mass., thinks he should have equal time after Ford address on ABC-TV, MBS and WNET(TV). TV network is first to reject request.* **PAGE 28.**

**ACTION IN ATLANTA** □ *New format of NAB meetings gets its first test. Radio how-to sessions draw larger and livelier crowds than TV seminars.* **PAGE 31.**

**STAGGERS SENTIMENTS** □ *Chairman of House Commerce Committee reaffirms to broadcasters in Atlanta that he really favors a license-renewal bill, despite failure of such a measure last year.* **PAGE 34.**

**ASCERTAINMENT** □ *Noncommercial broadcasters generally feel they shouldn't have to toe as hard a line as their commercial counterparts do in ascertaining community needs. But others tell FCC that leniency is not in order.* **PAGE 37.**

**TARDY CHECKS** □ *AAA's Paster reports that the slow-pay payment problem for spot radio and TV has worsened since 1963. He offers some advice.* **PAGE 39.**

**NO SOAP** □ *Procter & Gamble stockholders vote down attempt of women's group to change TV commercials.* **PAGE 40.**

**NEW FRONT-RUNNER** □ *Third-place ABC-TV and leader CBS-TV exchange positions in ratings race during fifth week of new season. There is split opinion that change was caused by presidential scheduling.* **PAGE 41.**

**AN ANGRY WGA** □ *Writers Guild of America expresses its unhappiness over family-viewing ways of networks and says it and other affected groups may go to court. It asks and gets meeting with CBS-TV's Wood this week.* **PAGE 42.**

**NEW LOOK AT BREAKFAST** □ *ABC-TV overhauls its 7 a.m. show and renames it Good Morning, America. New host will be David Hartman.* **PAGE 42.**

**EXCLUSIVITY** □ *Both broadcasters and cable interests find fault with FCC's proposed adjustment of rules covering signals that should be blacked out in CATV communities.* **PAGE 45.**

**RADIO-TV'S TAB?** □ *NAB fears that broadcasters will eventually be saddled with the added expense under the newly approved hi-lo rates for AT&T services. It joins others in asking FCC to stay its order.* **PAGE 47.**

**KNOCK FROM KNOXVILLE** □ *When the President waltzed through Tennessee and met with local media, WTVK(TV) Knoxville was excluded. The White House answers the complaint by saying physical limitations often dictate such a decision.* **PAGE 48.**

**UPBEAT NIS REPORT** □ *NBC Radio's News and Information Service is pleased by its progress and expects to "turn the corner in '76."* **PAGE 49.**

**CAPITAL CUTBACK** □ *Changing times and its labor-contract discussions prompt Westinghouse to reassess status of its Washington news bureau. Result is reduction in spot-news coverage and staff.* **PAGE 50.**

**PROBLEMS ARE HIS BUSINESS** □ *When broadcasters hear the call to arms in Washington, the bugler often is Bill Carlisle. And the next step of the NAB's vice president for government relations is to the front of the ranks.* **PAGE 69.**

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PRETTY  
FACE**



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Television is still young, but "CBS Reports" is already an honored institution. It has won many of television's highest awards, turning contentious heat into useful light on matters of public concern.

It would be hard to name another television program with a record of so many broadcasts that viewers can vividly remember. Like "The Population Explosion" (1959); the report on migrant workers "Harvest of Shame" (1960); "Abortion and the Law" (1965); "Hunger in America" (1968); "The Selling of the Pentagon" (1971); "Caution: Water May Be Dangerous to Your Health" (1974); and many more.

"CBS Reports" grapples with problems in need of solution. It searches out evidence for examination for an audience in the millions. Its unsparing technique is probing journalism: It highlights partisan interests; provides a witness chair for their spokesmen; enables viewers to test claims and counter-claims. Fittingly, Dan Rather—veteran student of national issues—is the program's anchorman.

Response to "CBS Reports" follows in a shower of acclaim and in outpouring of wide-ranging opinion. The recent broadcast on hunting, "The Guns of Autumn," was such a lightning-rod for stormy reaction—even before it went on the air—as to call for a special sequel.

"CBS Reports" is a citizen's "think-tank"; a home forum for the democratic process. Along with other information broadcasts of CBS News, it excites the lively participation of the electorate for more representative government.

# SEEING THROUGH THE SMOKE OF BURNING ISSUES



© CBS NEWS

## Top of the Week

### ABC stakes its claim to future use of domsats

**Aim of standards it asks FCC to set: capacity for networking later on, no reservation now of frequencies for direct-to-home broadcasting**

ABC has taken a look at the proliferation of demands for spectrum space to be used for domestic communications-satellite service and concluded that unless the FCC acts soon to assure an orderly allocation of the spectrum, the available space will be gone in five years—with the networks denied an opportunity to use the new service.

ABC expressed its concerns last week in a petition asking the commission for rulemaking in which public policy questions "relating to the establishment of a basic over-all design for the development of domestic communications-satellite services" could be considered.

ABC has begun using domestic satellite channels to distribute radio programming, and, the petition says, "foresees a substantial need in the television broadcasting industry for satellite services which are most efficiently met in the 4/6 ghz band." Indeed, last week, ABC's vice president in charge of broadcast engineering, Julius Barnathan, predicted that, "in 10 years, we'll be on satellites, west of the Mississippi, either on our own or a common carrier's." He indicated that economic considerations would preclude widespread use of satellites in the immediate future.

The petition is concerned with two areas of the spectrum—the 4/6 ghz band, to which domestic satellites now are assigned and which "most efficiently" meets the needs of television for satellite services, and the 12/14 ghz band, which the petition suggests might be used for services that could not meet the more rigid standards it says should be established for the lower band.

The petition is concerned, too, with the possible erosion of the standard the commission applies to earth station antennas, particularly in view of the accelerating interest of cable television—pay and conventional—in satellite distribution of

television signals. The petition says that some 20 satellites using the 4/6 ghz band could be "parked" in the orbit space needed and available to serve the 48 conterminous states, if 10-meter (33-foot) antenna dishes, normally recommended by the commission, were used. Fewer satellites would be accommodated if smaller dishes were used, since the width of an antenna's beam increases as its size decreases.

That kind of erosion of standards, the petition says, could cost ABC and other broadcasters the opportunity to "satisfy important broadcast program transmission needs in the 4/6 ghz band . . . This, we believe, would have serious adverse effects upon the broadcasting industry over the next five to 10 years and upon the public's vital interest in the widespread dissemination of information, news, public affairs, sports and entertainment programming."

The mention of the 12/14 ghz band underlines ABC's point that a proceeding is needed to establish not only a guide for the growth of the domestic communications-satellite industry but also to aid in determining international policy which will not interfere with domestic requirements. For the commission is exploring the use of the 11.7/12.2 ghz band for direct satellite-to-home service in a proceeding in which it is helping to prepare the position to be taken by the U.S. at the World Administrative Radio Conference.

And ABC's proposal, if adopted, would protect American networks and their affiliates against a result they do not want to see flowing from that conference—the establishment of engineering standards that would effectively commit the 11.7/12.2 ghz band to use for direct satellite-to-home broadcasting. Adoption of ABC's proposal would preserve the FCC's options.

ABC and the other major networks

have not yet announced a decision as to whether they will forge the terrestrial interconnection service provided by AT&T and other common carriers for domestic satellites. But ABC's petition indicates that domestic satellites would, at a minimum, be of "vital importance" as a supplementary service.

ABC foresees satellites providing the part-time facilities it needs to transmit coverage of special events—football games on the weekends, for instance—without the extra cost it now pays AT&T to maintain the extra facilities for the network alone. For ABC would be employing a satellite in the 4/6 ghz band that could be simultaneously serving a variety of other customers.

ABC also sees satellites as providing "a significant additional vehicle for meeting broadcast program transmission needs, particularly—as Mr. Barnathan suggested—in sparsely populated regions where major market centers are widely scattered, on a full-time basis. The petition says ABC is assessing the role satellite transmission can play in that regard; it notes that both Western Union and RCA Global Communications have already wired the ABC main studio and production center in New York, even though no orders have been placed for service.

But at the rate spectrum demands are being filed with the commission, ABC suggests, there may soon be no spectrum left for the networks. The petition notes that 26 space-station applications have been filed with the commission since 1970 by a variety of parties proposing common-carrier operations and that most are proceeding through the regulatory review process. Furthermore, there have been scores of applications for earth stations—more than 100 would be operated in connection with the proposed common-carrier service, but a number of others would be used by private interests that would

**Flood.** There are so many applications pouring into the FCC for earth stations that the commission can't put a firm estimate on how many have been filed. Guesses place the number from 200 to upwards of 300. There are expectations that the number will grow by the hundreds. RCA Alascom and the state of Alaska have each filed for about 45 earth stations—mostly for receive-transmit stations with 4.5-meter dishes. Each is expected to file eventually for up to 150 applications. The large common carriers—Western Union, American Satellite Corp., RCA Globcom—have close to a total of 30 applications pending for various size antennas. Both receive-only and transmit-receive stations are included. Most are in the 4-6 ghz band with 4 ghz for the downlink and 6 ghz for transmitting. AT&T and Comsat have had some 10 applications pending since 1971 for a domestic satellite system which has not yet been built. The CML Satellite Corp. has another 18 applications on file for both 4-6 ghz and 12-14 ghz transmit-receive stations. Cable television systems affiliated with Home Box Office and microwave common carriers interested in feeding cable systems account for 22 receive-only earth station applications for 10-meter dishes using the 3.7-4.2 ghz band. According to an HBO spokesman, some 40 more earth station applications are in the process and will be filed at the FCC.

lease space on the satellites to be operated as common carriers.

Perhaps the greatest proliferation of currently reported earth-station proposals, the petition says, involve pay cable operations. It also notes that a number of conventional cable television operators are proposing to establish earth-station facilities.

The petition says that the size of the ground-station antennas the cable systems would use has not yet been reported. But, it adds, "as this trend continues, the pressure for authorization of smaller [and less expensive] earth stations will inevitably increase unless the ground rules have been spelled out clearly by the commission."

(Several applications proposing antennas of less than 10 meters have been filed, but none by cable operators, according to the petition. The parties listed are RCA Alascom, Television News Inc., Public Broadcasting Service and National Public Radio.)

Even with 20 satellites, demand for satellite services will exceed supply by as early as 1980, according to a Booz-Allen analysis cited in the petition. Other studies and data on file with the commission confirm the Booz-Allen study, the petition notes. Accordingly, the petition says, there is a "compelling need for the commission to take action now if there is to be any assurance of efficient management of the total spectrum."

The estimates cited include the needs of radio and television in the total demands expected to be made of the domestic communications-satellite service by 1980. But the petition says that "the available data indicate that satellite capacity in [the 4/6 ghz band] will be exhausted by 1980 even if such demand requirements are excluded from consideration."

The petition proposes systems planning to avoid problems "otherwise almost certain to arise in the development of satellite services." It proposes that the 4/6 ghz band be restricted to purposes that can best be met by operations using large antennas, with close orbital spacing (four degrees), and that other services be assigned to the 12/14 ghz or other bands.

Use of low-powered satellites in the 4/6 ghz band, it says, would protect terrestrial services using these frequencies against interference and permit the maintenance of the present spacing between satellites. And, it says, "a multitude of small earth stations" could be assigned elsewhere "(i.e., the 12/14 ghz band) ... without concern for interference with terrestrial services."

"If valuable spectrum space in the 4/6 ghz band is not to be wasted and optimum efficiency is to be achieved, the commission must take action now to establish basic guidelines for the use of all domestic-satellite frequency allocations in both the 4/6 and 12/14 ghz (and higher) frequency bands," the petition says. "As a first step, ABC urges that the commission institute rulemaking proceedings for this purpose at the earliest possible date."

## White House hears broadcaster side of cable argument

**Domestic Council task force at work on regulatory reform is told that tighter reins, not looser ones, are indicated to prevent unfair competition**

Last week, it was the broadcasters' turn to tell the White House how they felt about proposals for de-regulation of cable television. Not surprisingly their views were 180 degrees from those of the cable industry representatives who conferred with the Domestic Council's group on regulatory reform two weeks ago (BROADCASTING, Oct. 13), and who endorsed de-regulation enthusiastically.

Wilson C. Wearn of Multimedia Broadcasting, chairman of the board of the National Association of Broadcasters, set the tone for the two-hour meeting on Thursday when he expressed the broadcasters' vision of the cable industry: It is, he said, "unique in American industry because it does not operate, and has never operated, in a free competitive market. Unlike every other American industry, it has developed and exists by appropriating the services and product of another industry with which it now seeks to compete, and these services have been appropriated without bargaining or paying for them."

The Domestic Council's group is



**Semper paratus.** An ENG-equipped ABC News crew was three cars behind the presidential limousine in Hartford, Conn., Tuesday night and captured on tape yet another life-threatening incident in President Ford's bedeviled forays outside Washington. In this ABC News photo, Secret Service agents, seconds after the impact, surround the auto that struck the President's car as it ran a red light. The accident occurred shortly before 10 p.m.; ABC (pool network for the trip) and CBS fed the tape to affiliates in time for use in 11 o'clock news shows and NBC sent it to affiliates after the end of the World Series game at 11:40. CBS affiliate WFSB-TV, two blocks from the scene, fed the tape to New York. The three networks, after the Sacramento, Calif., assassination attempt last month, have opted for all-electronic coverage of the President's trips ("Closed Circuit," Oct. 6).

sounding out affected industries preparatory to drafting an administration bill for governing the cable industry. The bill would replace that drafted by the Office of Telecommunications Policy, which had been designed to remove cable almost entirely from the FCC's regulatory jurisdiction and subject it more directly to supervision by Congress and to control by the courts. That bill was largely an effort to implement the report of the President's cabinet committee on cable television. But in view of the departure from government of most members of that committee, including its chairman, former OTP Director Clay T. Whitehead, and the President they served, the draft bill no longer commands a great deal of support, even at OTP.

The Domestic Council's regulatory reform group also has had under consideration the Justice Department's proposal to free cable from the commission's restrictions on distant-signal importation and on pay cable operations.

Such proposals as OTP's and Justice's never fail to anger broadcasters. And the first 15 minutes or so of the White House meeting last week were tense, according to reports, as a number of the 18 broadcasting industry representatives, who ranged from small-market station and translator operators to public broadcasting officials and network executives, vented long-held frustrations that talk of "de-regulating cable" exacerbates.

Mr. Wearn touched on some of those matters in his opening position statement—the felt danger that unregulated cable retransmission of distant signals poses to the quality and quantity of service the commercial and noncommercial segments provide the public, the possibility that the cable industry will wire the most profitable urban areas of principal cities and leave the rest of the country unserved and damage the broadcast service in the process, the ease with which pay cable could "siphon" from television major sports and entertainment attractions, and the cable industry's argument that the compulsory copyright license proposed for (and damage the broadcast service in the process), the ease with which pay cable [governing cable] unnecessary."

The White House group was prepared to hear more from the broadcasters. As it did with the cable television industry representatives, it invited them to submit additional data to bolster their case. Taking advantage of that opening, the broadcasters will submit language they feel should be included in the pending copyright bill in the event there is a de-regulation of cable. In that case, one broadcaster said after the meeting, "We'd want to see full copyright liability. The compulsory license with the token fee provided for in the present bill is inadequate."

In addition, the broadcast industry representatives will provide data to illustrate the economic effect on small-market stations of the cable importation of distant signals.

The regulatory-reform group that met



with the broadcasters consisted of representatives of the Domestic Council, the Office of Management and Budget, the Justice Department, the Treasury Department and the Office of Telecommunications Policy.

Broadcasters who attended (in addition to Mr. Wearn) were Arthur Taylor, CBS; David C. Adams, NBC; Everett Erlick, ABC; William Bengtson, KOAN-TV Pittsburg, Kan.; Thomas Bolger, WMTV(TV) Madison, Wis.; Frederick Breitenfeld, Maryland Center for Public Broadcasting; Samuel Carey, WBOC-TV Salisbury, Md.; Thomas J. Dougherty, Metromedia Inc.; Vincent Wasilewski and Roy L. Elson, both of the National Association of Broadcasters; Thomas G. Gherardi, Corporation for Public Broadcasting; Michael Horné, Covington and Burling; Clifford M. Kirtland, Cox Broadcasting; Lester Lindow, Association of Maximum Service Telecasters; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Marvin L. Shapiro, Westinghouse Broadcasting Co., and Milton L. Davis, National Translator Association.

Today (Monday) the sounding out of affected industries continues, with representatives of the motion picture industry, headed by Jack Valenti, president of the Motion Picture Association of America, and representatives of the commissioner of baseball, the National Softball League, the National Hockey League, the World Hockey Association and the American Basketball Association.

## Kissinger broaches broadcast border dispute in talks with Canadians; Buffalo stations seek right to jam

Along with matters of Western defense and other bilateral issues of mutual interest, Secretary of State Henry Kissinger and Canada's external affairs minister, Allan MacEachen, found time in their talks in Ottawa last week to discuss American broadcasters' complaints about Canada's commercial-deletion policy.

And, in fact, the controversy surrounding the Canadian Radio-Television Commission's order to cable systems carrying American signals to delete the commercials was the subject of the first question directed at Secretary Kissinger at a news conference following the talks.

He noted that he had received "a large volume of mail from influential senators" on the subject, and had "brought that fact to the attention of the Canadian government." However, he also said he was informed that the matter is now before the Canadian courts. "So," he added, "we have to wait for the court's decision." (The Supreme Court of Canada is ex-

## In Brief

■ With network officials showing no signs of giving in, coalition of TV producers, writers and directors expects to file suit "as soon as possible" in **effort to set aside TV Code's family viewing concept.** That was word Friday (Oct. 17) from Michael H. Franklin, executive director of Writers Guild of America, West. Earlier in week CBS-TV President Robert D. Wood told him that "under no circumstances" would network abandon plan (story page 42); overtures to NBC-TV and ABC-TV were similarly fruitless. Suit is expected to name FCC, National Association of Broadcasters and three TV networks as defendants. ■ **World Series swept NBC to runaway first place** in Nielsen ratings both Tuesday and Wednesday last week. ABC was second both nights. CBS's *Beacon Hill* dropped to new low share of 17 on Tuesday. ■ FCC Chairman **Richard E. Wiley** is "warning" commissioners that rest of year will be virtually wall-to-wall work. He says commission lost ground as result of August vacations (some stretching into September) and pipelines from staff are filling up with items ready for consideration. ■ **RCA Broadcast Systems** will increase average price of radio and television broadcast equipment by 6%, effective Nov. 15. Earlier, Harris Corp. announced 6.5% boost (story page 48). ■ President Ford will be guest on special one-hour edition of **Meet the Press** on NBC-TV Nov. 9 (11:30 a.m. NYT). It's program's 28th anniversary, first appearance by incumbent President and last stand for moderator **Lawrence E. Spivak.** ■ **Harold E. (Hap) Anderson**, assistant to president, Radio Free Europe/Radio Liberty, elected executive vice president, Washington. ■ **Frederick J. Lordan**, 75, staff director of Senate Commerce Committee since 1967, died in Washington last Wednesday. He was suffering from both emphysema and leukemia. Before joining committee staff, Mr. Lordan served seven years as administrative assistant to Chairman Warren Magnuson (D-Wash.). ■ **Edward T. Reid**, 33, son of FCC Commissioner Charlotte T. Reid, was paralyzed Oct. 12 by automobile accident in Costa Mesa, Calif. Commissioner Reid flew to Coast last week; date of her return to Washington is undetermined. ■ Kaiser Broadcasting sold **KBCS-TV** channel 52 Corona (Los Angeles) to Jerry Perenchio, TV series and specials producer, for about \$1.2 million, subject to FCC approval. Mr. Perenchio reportedly will join with publicly-traded Oak Industries in turning station into pay TV operation. ■ New comments on FCC's proposed revision of **equal employment opportunity guidelines** paralleled those of month ago (BROADCASTING, Sept. 22). National Association of Broadcasters said exemption of stations with 10-15 employees (up from present five) from filing affirmative action plans "is anything but the free ticket for widespread discrimination." National Black Media Coalition and others vehemently opposed exemption, and Office of Communication of United Church of Christ expressed concern that FCC has "clearly made up its mind to undercut the advance already made by minorities and women."

## Headliner



Munro



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Golod

■ **J. Richard Munro**, VP for television and films, Time Inc., named group VP responsible for Home Box Office Inc., Manhattan Cable Television, Time-Life Films and WOTV(TV) Grand Rapids, Mich. Elected VP's of Time Inc.: **Gerald M. Levin**, president of HBO; **N.J. Nicholas Jr.**, president of Manhattan Cable, and **Bruce L. Paisner**, president of T-L Films. ■ **Gustave M. Hauser**, president of Warner Cable Corp., named to additional posts of chairman and chief executive officer, succeeding **Alfred R. Stern**, who has been appointed senior VP, corporate affairs, of parent Warner Communications Inc. ■ **Jerry Golod**, director of children's programs, CBS Television Network, promoted to VP-children's programs, succeeding **Allen Ducovny**, retired (BROADCASTING, June 16). ■ **Jerry Greene**, VP for finance and treasurer of Teleprompter Corp., will resign early next year, plans to establish own cable systems company on East Coast.

pected to hear arguments this fall in a case testing the legality of the commercial-deletion policy.)

The secretary rounded off his answer with a joke—"In the meantime, I have ordered that no commercials of this program be run in the United States"—which drew a laugh from the reporters.

But State Department officials indicated that the secretary did not treat the matter lightly in his talks with Mr. MacEachen. "He expressed his concern," said one. And administration officials said the mere discussion of the matter was significant.

Even before Secretary Kissinger arrived in Canada, the three Buffalo, N.Y., stations had delivered on a long-time threat to petition the FCC for permission to jam their signals so that the programs they broadcast would not be received in Canada. The stations,—WBEN-TV, WKBW-TV and WGR-TV—indicated a joint filing that they have grown impatient with the diplomatic efforts that have been under way for months to effect a change in Canadian policy, and said they are not certain that the courts will or even could provide a remedy, given the actions of the CRTC.

Accordingly, they said, the time has come to consider "more radical steps." The analogy they used was that of a publisher confronted with government policy blocking his access to a market on terms he thinks "minimally equitable." The publisher, they said, at least has the option of withholding his product.

And that is what they propose to do with their signals. The stations contend that the current policy of the Canadian government is unfair in that the transmission of U.S. television signals across the border has become "a one-way transaction," with Canada's viewers and cable television industry benefitting from the signals, and American stations getting nothing in return.

The application they filed is in effect three separate applications for a proposed experimental facility on Lake Ontario that would be jointly operated. Each of the

licensees is seeking an experimental station to operate on the frequency for which it is licensed to operate a television station in Buffalo. And each would transmit what amounts to "noise" designed to disrupt the viewing of those signals in Canada.

The application marks the initial phase of a jamming program. The stations believe the facility they propose would interfere with their signals in the Toronto area without causing interference in the U.S. or to any co-channel or adjacent-channel Canadian station.

A second phase would be required if an effort were made to establish cable reception in an area of the Niagara isthmus near the border that would not be blacked out by the original facility. The stations say the use of multiple, relatively low power interfering facilities along the Niagara River would overcome such reception.

But the experiment need not be entirely negative in character, according to the stations. They say the facility could be used as a research tool in developing techniques of wider application—of determining, for instance, means of controlling the usable service area of a television station that is more precise than the means now available.

Along with the news that Secretary Kissinger had expressed his "concern" about the commercial deletion matter to his opposite number in the Canadian government, and the news of the Buffalo stations' application for permission to deny their programs to Toronto, there was another bit of news to cheer America's broadcasters near the Canadian border. Pierre Juneau, who as chairman of the CRTC had championed the commercial-deletion policy, had given up that job to accept a cabinet post as communications minister. On Tuesday, he ran for a seat in Parliament in a downtown Montreal district that had been Liberal since 1921, and he lost. The defeat, however, was probably due to the government's new wage-price freeze, not Mr. Juneau's ideas about communications.

## The mysterious Mr. Gordon tosses his monkey wrench into equal time

**Avowed but unknown presidential hopeful asks for and is refused opportunity to reply to Ford's economic talk carried by ABC; spokesman says he'll go FCC**

J. John Gordon, of Worcester, Mass., has done what CBS and NBC felt he might do when they did the unprecedented and turned down President Ford's request for time to address the nation on Oct. 6. Mr. Gordon, who like the President is a declared candidate for the Republican presidential nomination, asked ABC, which broadcast the speech, for equal time.

ABC received the request on Oct. 10 and turned it down last week in a brief letter stating, "In our judgment, you are not entitled to equal time under the applicable laws, rules and interpretations. Accordingly, we are denying your request."

ABC may not be the only party called on to answer Mr. Gordon's request for equal time. An associate of Mr. Gordon's, Samuel Silver, of Worcester, said demands were sent to the Mutual Broadcasting System and WNET(TV) New York, which also carried the speech. However, officials at Mutual and WNET said they had not received a request from Mr. Gordon.

The whereabouts of Mr. Gordon himself remains something of a mystery. Mr. Silver said he did not know where Mr. Gordon was, and so did his wife, Dorothy.

Nevertheless, it seemed likely that the commission would be called on to rule on whether ABC and possibly Mutual and WNET are required by Section 315 of the Communications Act to afford Mr. Gordon equal time. Mr. Silver said Mr. Gordon was certain to appeal ABC's rejection to the commission.

ABC attorneys declined to elaborate on the reason for holding that Mr. Gordon was not entitled to equal time. Possible grounds are that the speech was a bona-fide spot news event, and therefore exempt from the reach of the equal time law and that Mr. Gordon does not qualify as a bona-fide candidate for purposes of Section 315.

William Sheehan, ABC News president, has said ABC granted the White House request for time because it had traditionally always granted such requests. He has also said he thought the speech was important enough to carry live. And he had no concern that the network was obligating itself to grant anyone equal time.

But last week he suggested that if Mr. Gordon sought relief from the commission, a ruling favoring him would in effect strike a blow for broadcasters' freedom. "It would make Section 315 look ridiculous," he said.



**Capital colleagues.** Howard Cosell's senatorial ambitions have yet to catch on, but he made it to Washington anyway. At least he did last Monday night (Oct. 13), when ABC's weekly pro football contest was played in that town. He and other ABC officials were hosts at a pre-game party that included this tableau (l to r): Eugene Cowan, ABC's Washington vice president; Stuart White, attorney in the Washington firm of Hamel Park McCabe and Saunders and husband of Margita White, White House assistant press secretary and director of communications for the executive branch; Mr. Cosell; Mrs. White, and Alex Karras, co-commentator for the ABC Sports event.

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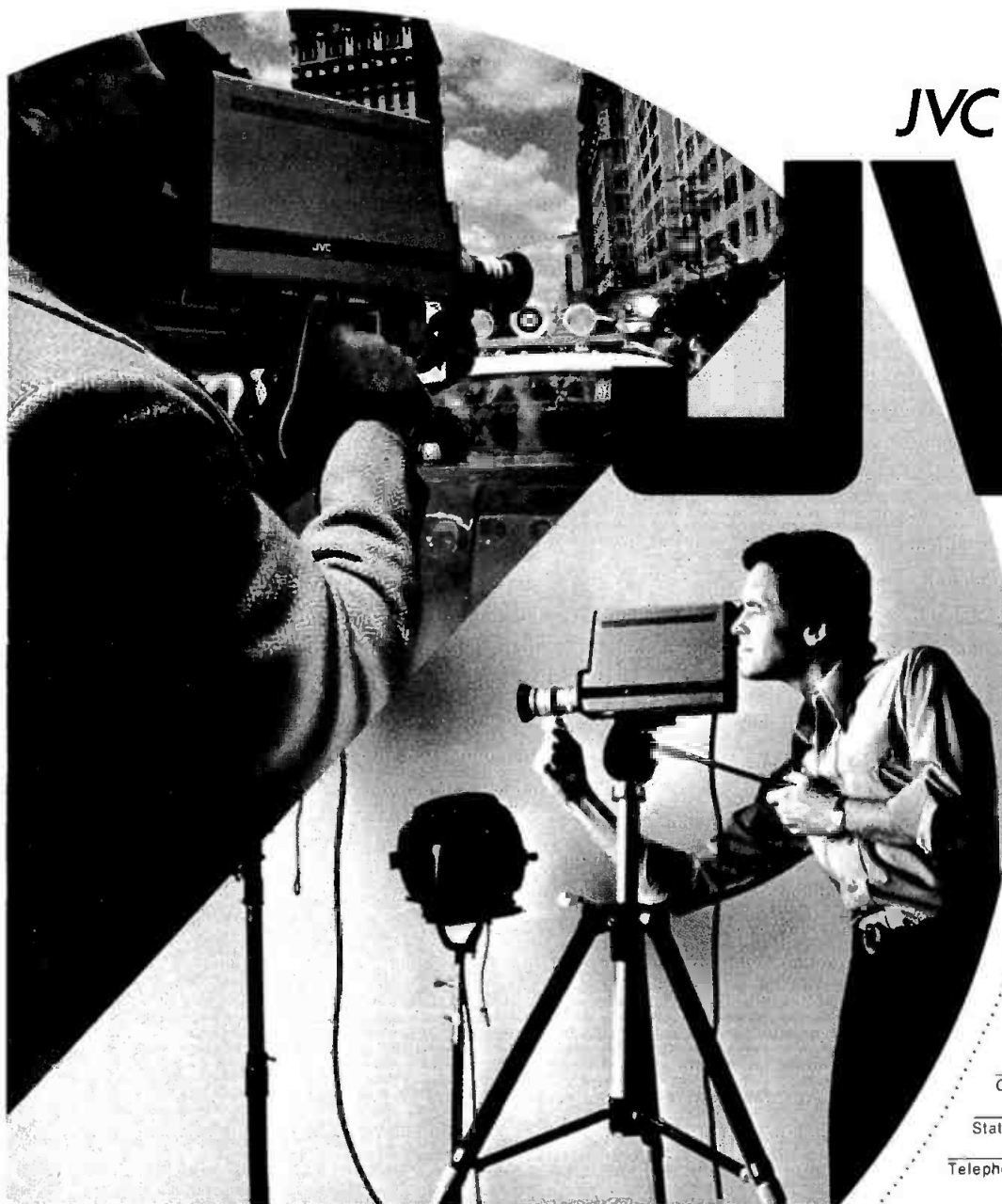
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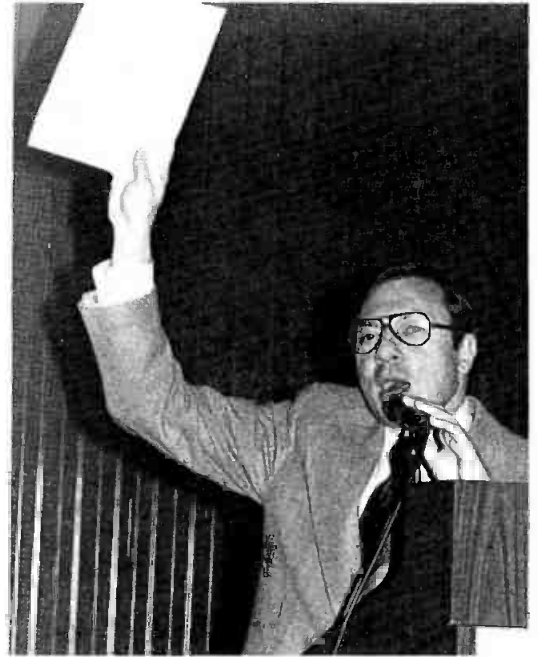
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NAB President Vincent Wasilewski told Atlanta's radio conventioners that they should think of NAB and RAB as "profit centers."



RAB President Miles David co-presided over the radio convention section of the regional meetings opener with Mr. Wasilewski.



NAB Joint Board Chairman Wilson Wearn of Multimedia introduced ...

How to approach your congressman, a mini-play by the NAB staff, drew good reviews. Acting the part of the broadcaster (standing left) is Paul Reid of WBHB(AM) Fitzgerald, Ga., member of the NAB radio board. William Carlisle, NAB vice president for government relations (r), is the senator. Donald Zeifang, NAB executive vice president for government relations, moderated.

... FCC Commissioner Abbott Washburn, who brought a little nostalgia to the radio convention with a tape of the first singing commercial (Wheaties, 1926).



Ed Crimmins told the radio executives there are untapped billions in co-op advertising.



Hugh Finnerty, Tulsa-based authority on sales and motivation, told radio broadcasters "You can't get good help these days. Good help already has a job. You have to take the people you have and motivate them."



Consultant Bob Henabery funneled ideas into a format for the "last radio station in New York."

## New format of NAB meetings gets first test

Radio how-to sessions draw larger and livelier crowds than television seminars

About 255 radio broadcasters and 56 TV executives assembled in Atlanta last Monday and Tuesday for some serious business talk and cocktail socializing. The occasion was the first of six fall regional meetings, sponsored primarily by the National Association of Broadcasters, that will continue in different cities through the end of November. The Atlanta meeting was in reality three meetings, as will be the next five. There were a radio session for radio executives, an innovation this year, sponsored jointly by the NAB and the Radio Advertising Bureau, an NAB radio program seminar for radio programmers and an NAB television seminar for TV executives.

The radio executives by design had the best of it, with two days of talk on finance, sales, and legal and legislative problems. In Atlanta, not only were the radio and TV programs separate, but the broadcasters themselves were segregated. The radio people were housed at the newer, and more expensive, high-rise Fairmont hotel. The TV executives were several blocks away at the Riviera Hyatt motel.

The action in Atlanta was at the Fairmont, where the radio sessions brought lively participation from members of the audience. The TV sessions several blocks away, offering reviews by experts of where things stand in the industry today and what lies ahead, played to smaller and less active audiences.

Prominent participants in the seminars were House Commerce Committee Chairman Harley Staggers (D-W.Va.) and FCC Commissioner Abbott Washburn. Both talked at both hotels (for story on Mr. Staggers, see page 34).

Some highlights of the meetings:

The one session that drew all the broadcasters—radio and TV—together was a question-and-answer exchange with members of the FCC staff, including Arthur Ginsburg, assistant chief of the Complaints and Compliance Division; Paul Putney, assistant chief of the Broadcast Bureau; John Taft, assistant chief of the Rules and Standards Division, and Angelo Ditty, engineer in charge at the Atlanta district office.

Mr. Ginsburg stiff-armed queries about hypothetical problems that might arise from the commission's recent rule exempting candidates' press conferences and debates from the equal-time provision of the Communications Act. He said that if someone has "a specific set of facts about a situation he anticipates will happen," the commission will grapple with

that problem. He said the commission, like the Supreme Court, is reluctant to act before presented with an actual case. He said: "I don't think timidity in editorializing is due to any commission rule." He said too that there is no presumption at the FCC that the number of fairness-related complaints against a station reflects on the quality of the station. A lot of complaints about a station's editorials can indicate the station has succeeded in exciting the public, he said.

In answer to a question about operators' license exams, Mr. Ditty said that within five years 80% of the U.S. population will be within 100 miles of an FCC examination point.

Mr. Taft told one questioner the Electronic Industries Association has recently completed five field tests aimed at developing standards for FM quadraphonics. A report on the tests is expected in six to eight weeks, he said, and it will be reviewed by the FCC.

In opening the radio convention, NAB President Vincent Wasilewski repeated an appeal he made two weeks ago for united industry backing of NAB and RAB projects, many of which he said have direct "bearing on your bottom line. NAB is not working up in the clouds on problems remotely related to your station," he said. "NAB is working on bread and butter items. Many of them are cost items that can make the difference between profit and loss in your stations."

A big topic of discussion at both the radio convention and TV seminar was co-op advertising. Edward C. Crimmins, of Ed Crimmins & Co., Weston, Conn., an authority on co-op advertising, told the radio executives that there is between \$1 and \$2 billion to be made by broadcasters in co-op business. He said the co-op potentials of three industries—insurance,

aviation and groceries—have up to now been virtually untapped. Mr. Crimmins has been retained by NAB to suggest ways to increase co-op advertising for radio.

At the TV seminar, Roger Rice, president of the Television Bureau of Advertising, said about \$3 billion is allocated each year for co-op advertising, but that only \$2 billion of that is spent. Of that, he said, \$1.5 billion goes to newspapers every year, and the rest to radio, TV and all other media.

The major portion of the radio programmers' seminar, held concurrently with the other two meetings, was spent mapping a program for a hypothetical radio station—the only one remaining in New York after a series of terrorist bombings. Guided by Bob Henabery of Bob Henabery Associates, a radio consulting firm, the radio programmers marched through the discipline of researching the demographics of the population, charting their target population for the various hours of the day, deciding on material, format and talent, and filling in their mix of news and entertainment for what Mr. Henabery termed "the world's biggest small market."

The group agreed at the start to divide the program into four dayparts, playing to adults in transit to work from 6 to 10 a.m., to adults at work or home from 10 a.m. to 3 p.m., to adults on their way home and to teen-agers at home from 3 to 7 p.m. and to teen-agers "wherever they are" from 7 p.m. to midnight.

When the group began the task of penciling in news blocks and selecting music, however, the consensus broke down, with some younger programmers favoring less information and a rock music format, and some older programmers favoring more information and a middle-of-the-road for-



**Intent.** This was the opening radio session at last week's NAB-RAB regional meeting in Atlanta. A total of 311 delegates attended the two-day affair: 203 for radio management, 52 for radio programming and 56 for TV management sessions. On Thursday and Friday last week NAB and RAB set up their regional meeting tents in Boston. NAB staff members there reported that attendance was good and discussion lively. Featured speakers in Boston were FCC Chairman Richard Wiley and Senator Charles Mathias (R-Md.). Next stop: New Orleans, Nov. 10-11.

mat. There was considerable disagreement, too, about the wisdom of using published charts to gauge audience music preferences.

The result of several hours of compromising was a station with 15 minutes of news every hour from 6 to 10 a.m. (10 minutes on the hour, five on the half hour), 10 minutes of news every hour from 10 a.m. to 3 p.m. (five minutes on the hour and five on the half), five minutes of news on the hour from 3 to 7 p.m. and two minutes for news on the hour from 7 p.m. to midnight. The rest would be music in a top 40-type format, light on the strong rock to avoid jarring the audience in the morning but becoming progressively livelier toward the evening. Specialty and minority programming would be relegated to the midnight to 6 a.m. time period or to Sundays.

The exercise had a "confirming value," Mr. Henabery said later in an address to the radio convention. "We determined that what we're doing is essentially right."

Speaking to the radio executives on "trends in FM influencing radio today," Mr. Henabery said he sees FM developing into a medium people use at work, and that there is "tremendous opportunity" for growth of FM as background music. He said generally FM is evolving into the primary music medium, with the possible result that low power AM's will develop into news and special services media.

Robert Alter, RAB executive vice presi-

dent, counseled the radio executives on finding and training sales people for radio. He said 78% of radio salesmen fail in their first year. By comparison, he said, 50% of insurance salesmen fail in the first year, 80% by the third year.

Boiled down to basics, there are two personality traits a manager should look for in a prospective salesman, he said. One is empathy, that is, being able to see the world from the customer's viewpoint. The other is ego drive, the drive for the reward that goes with closing a sale.

Mr. Alter encouraged the radio managers to sharpen their interviewing techniques, listening more than talking to the interviewee, and to use written screening tests. He also urged the use of role-playing as a sales training technique. He said RAB has a sales kit with tape recorded sales scenarios to test the sales trainee's sales judgment.

John Summers, NAB executive vice president for legal affairs and general counsel, told the radio executives that to avoid legal problems, they should operate under one basic premise: "You have to assume that every violation is going to come to the attention of the FCC. If you don't accept that you're going to get into trouble." Most complaints to the FCC, he said, come from former or present disgruntled employees.

He said if the broadcaster makes a mistake in logging a commercial, for example, "you should come clean and tell

the FCC exactly what happened." Chances are nothing will happen. "But if you lie to the FCC," he said, "even on a technical violation, it becomes a very serious thing."

#### **Prospects of rising revenues, problems of 'family time,' ways to improve news coverage are treated in TV sessions**

Over at the Riviera Hyatt, Roger Rice, president of the Television Bureau of Advertising, predicted that industrywide revenues in TV would be up 9% in the fourth quarter this year. Network compensation to stations will be up 3%, he said; spot sales will be up 8% and local sales will be up 11%. He also predicted that television revenues will hit \$8 billion by 1980, although he sees no rise in commercial product. He said he is assuming, among other variables, that the gross national product will rise 9% per year.

Mr. Rice said local revenues were up 14% in the first six months this year, although five local categories dropped. The five are clothing stores, builders and real estate firms, appliance stores, loan and mortgage companies and utilities.

The subject of family viewing emerged in the talk by A.R. Van Cantfort of WSB-TV Atlanta, a board member of the National Association of TV Program Executives, who said he has received many letters from viewers saying "let us be the judge" of what is fit for TV viewing. "I never got



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that kind of mail before," he said. A show of hands of the TV executives indicated that none from the central time zone has been troubled by the fact that the family viewing period there ends an hour earlier than in other time zones.

Mr. Van Cantfort said there are many questions about family viewing that need to be resolved. Chief among them, he said, are "What is family viewing? Have we established that there is too much sex and violence? How do we measure family viewing?" He suggested stations solicit perhaps to use questionnaires to solicit their viewers' opinions on the subject.

He said also that "the days of stringing a bunch of cartoons together and running it as children's programming are over." Upgrading children's programming, he said, "involves a commitment that cannot always be justified by sales." But if the programming is good, he added, the sales will follow.

Dave Partridge of WFBC-TV Greenville, S.C., a board member of the Radio Television News Directors Association, offered a critique of TV news. "I'm wondering if we need as many consultants as we have today," he said. The consultant, he said, lacks the intimate knowledge of the market that the news director and the station manager have.

"We do far too much reaction reporting," Mr. Partridge said, which in his opinion contributes to the recurrent criticism that TV reports news in a "helter-

**Taylor's other half.** CBS President Arthur Taylor was quoted in BROADCASTING's Oct. 13 issue (among excerpted predictions of 18 industry leaders being presented on the NAB regional meeting circuit) as predicting "a gradual but very real decrease in our ability to produce programs as we see fit, and also to carry out our responsibilities as it appears to us they ought to be carried out [because the] consensus for free broadcasting in the United States is decreasing." What that account didn't report was what Mr. Taylor thought should be done about it, including his opinion that "I think that places a very great responsibility on all of us to see the levels of violence, the levels of obscenity, particularly in certain time periods, kept to a very minimum. It's that kind of responsibility," Mr. Taylor went on to say, "which will forestall the legislative and regulatory pressures which I think we are all going to face in the years to come." Whether broadcasting will continue to thrive or go into a period of decline, he said, depends on "whether or not we are acting in good taste, whether or not we are acting responsibly."

skelter" fashion and always emphasizes the negative. He suggested that university administrators perhaps have a valid com-

plaint when saying the only news coverage they receive is when there is a major eruption of some sort. There is nothing wrong, he said, in sending reporters to seek out news of a positive nature.

He listed other faults he sees in TV news coverage, including: not enough coverage of business and industry, not enough beat reporting, not enough state capital reporting, not enough station coverage of Washington news, not enough management and news staff involvement in seeking state freedom of information statutes, and not enough reporters who are journalists first and TV performers second.

Roy Danish, director of the Television Information Office, said TV broadcasters are not doing as good a job as they might to let people know what is good about broadcasting. Because of the "absence of voices" speaking out for TV, he said, critics have an open field.

The NAB staff polled the TV executives to find out what they think are the most pressing problems facing the industry today. Sixteen of the 26 who voted reassured the NAB that the pursuit of license renewal legislation is still foremost in their minds. Eight thought pay-cable siphoning the biggest problem. One thought work for stronger CATV rules should be top priority and another thought the FCC's multiple ownership rules should be first on the list. No one thought copyright legislation or the exemption for

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FCC license renewal proceedings from the purview of the proposed consumer agency were first priority.

William Carlisle, NAB vice president for government relations, said after the vote he was "disappointed in the lack of interest in some of the things we think are important," particularly the consumer agency exemption.

Spencer Denison, executive director of the Television and Radio Political Action Committee, pitched at all three meetings for contributions. The committee's goal for the 1976 elections is to raise \$100,000 and contribute to over 100 congressional races. In the 1974 elections, TARPAC raised \$55,000 and contributed to 81 candidates. The committee has already donated funds to about 30 candidates for the House and Senate, he said.

## Staggers says he really wants a renewal bill

House Commerce Committee Chairman Harley Staggers (D-W.Va.) told broadcasters in Atlanta last week that "I will do my best" to get a license renewal bill passed in this Congress. He did not endorse any of the renewal measures that have been introduced this year, but he

said he wants a bill that will protect broadcasters' the investment and that will insure that no "outsider" can "just come in and take over."

The Commerce Committee chairman delivered separate addresses Tuesday to the National Association of Broadcasters—Radio Advertising Bureau regional radio convention and to the NAB's television executives seminar (see page 31). He approached both groups cautiously, expecting verbal assaults from participants who had not forgotten that it was his inaction last year that killed a license-renewal bill that had passed both houses of Congress (Mr. Staggers never picked House conferees for the committee that would iron out differences in the House's and Senate's versions of the bill.)

Mr. Staggers told the TV executives that he refused to name House conferees because "there were some parliamentary procedures pulled that I wasn't in accord with." The bill that emerged from his committee provided a four-year license term, and although Mr. Staggers had opposed lengthening the present three-year term, he thought he had a commitment from broadcasters to accept four years as a compromise between those who argued for a five-year term, and those who supported retention of the three-year term. He did not disguise his pique when the House amended the committee bill, at broadcasters' urging, to raise the length of the term to five years. "When this can



Staggers

happen," he said last Tuesday, "then Congress isn't worth a hoot and a holler."

To the radio broadcasters, Mr. Staggers said, "I want you to know that I am a friend of radio and TV." Alluding to last year's trouble over the renewal bill, he said, "but men can disagree without being disagreeable." He said he does not think the Communications subcommittee will take up the renewal proposals this year, but "I hope we will have legislation before the end of this session [next year]."

Chairman Staggers inserted a plug for the NAB in his speech to the radio group, saying that NAB "is trying to do a good job for the industry—all of the industry." He said the interests of radio and television are "completely connected" and that those who would try to be "divisive" will cut out the industry's "effective voice." Mr. Staggers told BROADCASTING later that his stand for industry unity under the NAB, a topic stressed in recent speeches of NAB President Vincent Wasilewski (BROADCASTING, Oct. 13), were not directed at the recent metamorphosis of the National Association of FM Broadcasters into the all-radio National Radio Broadcasters Association. NRBA intends to pursue its own renewal legislation. He said NRBA's actions have been no more divisive "than a lot of other things that have been going on." He did not elaborate.

Mr. Staggers also said he does not think the FCC has the power to declare news conferences and debates by political candidates exempt from the requirements of the equal-time provision of the Communication Act. "They shouldn't do it," he said. "They're taking the power from Congress without regard for the elective representatives." He said Representative Torbert Macdonald's (D-Mass.) Communications Subcommittee will review the FCC's recent ruling. Mr. Macdonald is already moving in that direction, having asked FCC Chairman Richard Wiley for the FCC documents that figured in the

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commission's decision (BROADCASTING, Oct. 13).

Mr. Staggers said further that he will fight the spread of pay television. The airwaves belong to the public, he said, "and ought to be completely free in this country."

Representative Staggers praised both the radio and TV groups in Atlanta for their work in building America. He told the radio people, "I think radio did more to build this land into a great and mighty nation than any segment that we have." And to the TV broadcasters, he said, "what's on the TV screen is more powerful than anything you read or experience ... communications is the basis of our strength."

He said "TV groups are doing a good job, but reminded the TV broadcasters that "people are disturbed" by violence, sex and obscenity on the air. He said people cannot expect America to be great if they demoralize it. "I'll not say anything more about violence, however, because I know that your industry is talking about it," he said.

He told the TV broadcasters that the "media have run down the image of this Congress until it is lower than the garbage collector's." The truth is, he said, that 95% of the people in Congress are good people who want to make the country great. "What the American public must realize is when they tear down the government of their land, they go down with it."

He told both groups that money is a major motivating force in this country and that "it is no sin to seek money. But that's not the prime objective of life." He said, "You have to remember that whatever you do must be good for America first."

### Changing Hands

#### Announced

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

■ WLWC(TV) Columbus, Ohio: Petition filed with FCC for approval of sale by Avco Broadcasting Co. to The Outlet Co. for \$16.1 million cash. Price previously had been reported at approximately \$16 million (BROADCASTING, May 26). Buyer has requested call letter change to WCMH-TV.

■ WRBT(TV) Baton Rouge: Rush Broadcasting Corp., licensee, sold by Richard O. Rush, Ramon V. Jarrell and Southern Educators Life Insurance Co. to Corporate Communications Group Inc. for \$200,000, subject to about \$2.75 million corporate debt. Mr. Rush is principal and board chairman of American Public Life Insurance Co. which has sold WAPT(TV) (channel 16) Jackson, Miss., to Lewis C. Hopper, William Neville III, Robert G. Nichols and Drs. Curtis D. Roberts, Louis A. Farber and Russell Birmingham for \$500,000, subject to about \$3 million in corporate debt and subject to FCC approval (BROADCASTING, Sept. 22). Mr. Rush also is principal in Southern Educa-

tors Life Insurance's parent, Southern Educators Corp., Baton Rouge holding company. Mr. Jarrell has no other broadcast interests. Buyer is owned by Jules B. LeBlanc III (70%) and Cyril E. Vetter (30%), Baton Rouge attorneys with various business estate interests. WRBT is ABC affiliate on channel 33 with 871 kw horizontal visual (1014 kw maximum); 174 kw horizontal aural (200.9 kw maximum) and antenna 995 feet above average terrain.

■ WCCN-AM-FM Neillsville, Wis.: Ninety percent of Central Wisconsin Broadcasting Inc. sold by Howard Sturtz II to Wayne F. Grap for \$357,932 plus \$75,000 covenant not to compete. Mr. Grap, WCCN commercial manager, owns remaining 10% of stations and has minority interest in Neillsville raceway operation. WCCN is daytime on 1370 khz with 5 kw. WCCN-FM is on 107.5 mhz with 100 kw and antenna 195 feet above average terrain.

■ WCTA-AM-FM Andalusia, Ala.: Sold by Andalusia Broadcasting Co. to Triple H Broadcasting Inc. for \$400,000. Principal in seller is J. Dige Bishop who operates Andalusia cable system. Buyer is owned equally by William Keith Hoisington and Knowlton L. and Allen U. Hollis, brothers. Mr. Hoisington owns 25% of WKYV(FM) Vicksburg, Miss., where he is general manager. Allen U. Hollis, Andalusia physician and surgeon, owns 50% of WKYV. Knowlton L. Hollis is Georgiana, Ala., physician. WCTA is on

920 khz with 5 kw day and 500 w night. WCTA-FM is on 98.1 mhz with 26 kw and antenna 215 feet above average terrain.

■ KPUA(AM) Hilo, Hawaii: Sold by Hefel Broadcasting Corp. to Dick McKee and Thomas K. Reed for \$385,000. Principal in seller is Cecil Hefel who also controls WHYI(FM) Fort Lauderdale, Fla.; KPUA-TV Hilo, KGMB-AM-TV and KGMQ(FM) Honolulu, and KMAU-TV Wailuku, all Hawaii; KEZK(FM) St. Louis and WKTQ(AM)-WSHH(FM) Pittsburgh. Mr. McKee is general manager of KOB-AM-FM Albuquerque, N.M., and Mr. Reed is Albuquerque investor. KPUA is full time on 970 khz with 5 kw. Broker: Blackburn & Co.

■ KXIX(TV) (satellite) Victoria, Tex.: Sold by Guadalupe Valley Telecasting Co. to Victoria Communications Corp. for \$225,000. Seller is subsidiary of South Texas Telecasting Co. Inc., licensee of parent KIII(TV) Corpus Christi, Tex. Principals in South Texas are brothers Michael D. and Dan McKinnon who also own KSON(AM)-KSEA(FM) San Diego. Dewey Temple Acker, KNAL(AM) Victoria announcer, is principal in buyer which has 12 stockholders, all but one from Victoria. As part of deal, buyer has option to use any programming from KIII (ABC affiliate) in exchange for \$20,000 in free advertising for minimum of 10 years and then renewable. Buyer plans to produce local programming at KXIX studios. KXIX is on channel 19 with 14.8 kw visual, 2.9 kw

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■ WEHH-FM Elmira, N.Y.: Sold by Elmira Heights-Horseheads Broadcasting Co. (Frank P. Saia and wife, Emmagene Swezey) to Condit Communications Corp. for \$210,000. Seller also owns WEHH(AM) Elmira Heights-Horseheads, N.Y. Robert D.S. Condit owns buyer which is licensee of WELM(AM) Elmira. WEHH-FM is on 94.3 mhz with 950 w and antenna 480 feet above average terrain. Broker: The Keith W. Horton Co.

■ KLOM-AM-FM Lompoc, Calif.: Sold by Communications Corp. of America to Robert D. Janacek for \$200,000. Seller is owned by David Jacob (50%), Meyer (Mike) Gold and wife, Sylvia (25% each). Mr. Gold has minority holding in competing applicant for frequency held by KORK-TV on channel 3 Las Vegas. Mr. Janacek is former general manager of KXON-TV Mitchell, S.D. KLOM is daytimer on 1330 khz with 1 kw. KLOM-FM is on 92.7 mhz with 2.5 kw and antenna 270 feet below average terrain. Broker: John Grandy/Western Business Brokers.

■ WADD(AM) Brockport, N.Y.: Sold by Brockport Broadcasting Inc. to Canal Communications Inc. for \$110,000. Seller is owned equally by Erwin L. Duryea, Richard W. Sweeting, Robert A. Pepper, George T. Donaher and Nathaniel O. Lester, local businessmen, and by estate of late Willis A. Arnold. Buyer is owned by WEBO Inc. (Warren F. Haas and Frank E. Penny), licensee of WEBO-AM-FM Owego, N.Y., and by Donald W. Fuller Jr., account executive at WINR(AM) Binghamton, N.Y. WADD is daytimer on 1560 khz with 1 kw. Broker: The Keith W. Horton Co.

#### Approved

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

■ KRBE(FM) Houston: Sold by GCC Communications of Houston Inc. to Lake Huron Broadcasting Corp. for \$2.5 million. Alexander M. Tanger owns seller as well as WIFI(FM) Philadelphia, WEFM(FM) Chicago, WGCL(FM) Cleveland and WGKA(AM)-WZGC(FM) Atlanta. He also has small interest in General Cinema Corp. which controls WCIX-TV Miami and holds preferred stock in Mr. Tanger's stations. Mr. Tanger and wife, Brenda Ross, also own broadcast consulting firm. William J. Edwards and Howard H. Wolfe own buyer which is licensee of KENR(AM) Houston and WKNX(AM) Saginaw, Mich. KRBE is on 104.1 mhz with 96 kw and antenna 790 feet above average terrain.

■ WCNW-AM-FM Fairfield, Ohio: Sold by Walter L. Follmer Inc. to Broadcast Management Corp. for \$545,000. Seller is Walter L. Follmer, Hamilton, Ohio, highway contractor. Principals in buyer are Joel Thrope and Tom Greene. Mr. Thrope is former VP and general manager of WWEZ(FM) Cincinnati. Mr. Greene has interest in Cincinnati construction firm. WCNW is daytimer on 1560 khz with 5 kw. WCNW-FM is on 94.9 mhz with 29 kw and

antenna 350 feet above average terrain.

■ Other sales approved by the FCC last week include: KIFM(FM) Bakersfield, Calif.; WEIC-AM-FM Charleston, Ill.; WEAC(AM)-WAGI-FM Gaffney, S.C.; KORN(AM) Mitchell, S.D.; WTLT(TV) Nashville; KPSS(AM) Falfurrias, KEND(AM) Lubbock and KDOX(FM) Marshall, all Texas (see page 58).

## Service groups, broadcasters split over feasibility of roadside radio

**California, Nebraska associations see FCC idea as needless expense, interference to present stations; supporters cite public benefits**

There was no middle ground in the reaction to the FCC's proposal for establishment of Travelers Information Stations for highway users. Broadcaster comments to the FCC last week opposed it; public service groups endorsed it. One citizen group questioned the reason for such a service.

Last June the FCC proposed establishment of a government-operated 10-w radio class that would provide information to motorists. The stations would operate on either of the two frequencies just above the AM band (1606 or 1612 khz) and the frequency just below (530 khz).

In a voluminous filing, the California Broadcasters Association flatly stated the service was not necessary. CBA gave a partial listing of more than 100 California stations that already provide travelers information and said the proposed service would be duplicative and "only add to the taxpayer's burden." The Nebraska Broadcasters Association and others agreed, as did WKVT(AM) Brattleboro, Vt., which said the service would be a waste of taxpayer's money. CBA said the price could be "millions, perhaps billions."

NBC asked what will determine the tourist information to be provided and said self-selection through advertising should not be replaced by government determination.

CBA went further than most broadcasters when it charged that the service "would destroy prime-time radio and radio itself." CBA said the service may cause interference to AM stations operating on frequencies adjacent to those proposed for roadside radio. CBA expressed doubts that the broadcast industry could survive government-subsidized competition causing a substantial loss of audience. It also cited the "enormous investment" commercial broadcasting already has made in traffic control information.

And if those reasons were not enough, CBA challenged the commission's statutory power to create such a service,

claiming that Congress never authorized the FCC to license a government-subsidized radio system to compete with commercial AM's.

The National Black Media Coalition also has stated its opposition. Although the "road hazards" and "fire emergencies" are emphasized, NBMC said the real reason for the service could be to provide free advertising for local businesses seeking tourists. NBMC suggested that these frequencies would serve a better purpose if they were assigned to minority ownership.

Groups like the International Municipal Signal Association, however, urged implementation of the service. It said that the service comes under the commission's mandate under the Communications Act to promote "safety of life and property through the use of wire and radio communications."

The International Association of Fire Chiefs strongly endorsed the service as a "major step in negating the dangers" of forest fires. The California State Communications Division supported the proposal on behalf of its state. It said that California's Department of Transportation could use it to alert the motoring public and that the Department of Parks and Recreation could give information on various areas. The Habersham County (Georgia) Civil Defense claimed the service could aid the emergency capabilities of local governments.

## Chicago groups readying for WEFM fight at FCC

An organizing effort is under way in Chicago aimed at the acquisition of WEFM(FM) there and its continuation as the nation's oldest FM classical-music station. A new group called the Chicago Fine Arts Broadcasting Association, composed of members of the communication and music faculties of several Chicago area universities, and the established Citizens Committee to Save WEFM are behind the effort.

A major problem the groups face is the determination of Zenith Corp., the owner, to sell the station to GCC of Chicago. The FCC approved the sale, and GCC is operating the station. But the U.S. Court of Appeals in Washington, on an appeal by the Citizens Committee, sent the case back to the commission for a hearing on a format-change issue; GCC proposes to change the format to rock, but is continuing to operate the station as a full-time classical outlet pending the outcome of litigation.

The groups are soliciting financial support in connection with the hearing, which is scheduled to begin next month, with a brochure announcing that in the event that the outcome is "favorable," the Fine Arts Broadcasting Association "has been formed with the objective of acquiring, reorganizing and continuing" WEFM as a classical-music station.

The brochure also asks readers to write

Zenith to ask that it give the station to the association "as a gift," and to the station, to ask that it continue to broadcast classical music.

## Noncommercial broadcasters collide with citizen groups on ascertainment

**Licensees, educational groups ask leniency in FCC guidelines; NCCB, NBMC urge commission to tighten up the proposals**

The FCC's proposed ascertainment guidelines for noncommercial educational licensees have drawn fire from both broadcasters and citizen groups in comments filed at the commission.

While noncommercial broadcasters generally favored ascertainment in principle, they asked for greater latitude than the guidelines offer. As a group of educational licensees jointly claimed, the "thrust of the proposal runs counter to the commission's assertion that flexibility is fundamental to noncommercial broadcasting."

Citizen groups, however, asked for more stringent requirements. The National Citizens Committee for Broadcasting and the National Black Media Coalition jointly urged the commission to tighten up the proposals, claiming that "flexibility does not mean the right to be irresponsible or nonresponsive."

The proposed guidelines essentially follow those suggested for commercial broadcasters (BROADCASTING, May 12). And, as in comments filed on commercial ascertainment, the issue of exemptions was of major concern.

For both commercial and noncommercial broadcasters, the commission has proposed an experiment to exempt stations in communities of less than 10,000 population and located outside of Standard Metropolitan Statistical Areas from formal ascertainment (BROADCASTING, July 7). In addition, the commission has proposed to exempt stations that are class D 10-w FM noncommercial and those that offer only instructional programming.

Most parties filing comments opposed the exemptions, especially regarding 10-w FM's. The Association of Public Radio Stations said those smaller stations are training grounds for future professionals who should be prepared in ascertainment policies. Any audience should be ascertained, APRS said, including the academic community.

The National Association of Educational Broadcasters, however, disagreed and contended that ascertainment was not necessary since these stations are not designed to serve the general public.

Southern Keswick Inc., licensee of

WKES(FM) St. Petersburg and WGNB(FM) Indian Rocks Beach, both Florida, endorsed all the exemptions and added that the 10,000 cut-off in small markets should be extended to include all educational radio stations with fewer than five employees. Educational licensees said the population benchmark should be 20,000.

NCCB and NBMC said the small-market exemption makes no sense, especially in view of evidence of small-market stations being designated for hearing on inadequate programming issues.

Like others, the Office of Communication of the United Church of Christ supported ascertainment for instructional programming. "If ascertainment for instructional needs were now required," UCC said, "we might have programming devoted to teaching basic nutrition instead of endless lessons on gourmet cooking."

The Corporation for Public Broadcasting said the exemptions apparently were based on the commission's position that the proposals were too rigid for those stations. CPB said a more flexible ascertainment procedure would be more beneficial than the exemptions. As for 10-w FM's, CPB claimed that the time is overdue for them to offer program schedules to serve needs. With the claim that 10-w stations block the implementation of higher-powered stations, CPB said it may be time to restrict the authorization of those stations.

Parties filing comments also were divided on whether state networks should be required to ascertain both locally and statewide. The Alabama Educational Television Commission said the proposal was not feasible where management-level employees are not maintained at a particular station. The Georgia State Board of Education said local ascertainment was not necessary since "the channels were assigned to provide statewide coverage" and the "stations were licensed to provide statewide service."

However, CPB and others took the opposite view and said that local ascertainment is vital because "community service is the essence of public broadcasting."

As for the over-all proposals, several noncommercial broadcasters said they operate on fixed budgets and implementing the proposals would cause an undue strain. And the educational licensees jointly said that the proposal goes against the commission's promise to reduce "superfluous regulations" and the "sheer volume of paperwork." Some broadcasters also pointed to a concurring statement by FCC Commissioner Glen O. Robinson in which he expressed concern for small-market broadcasters.

UCC did not share those fears. It said that public television is "not the impoverished medium of the past" and said that smaller stations, especially FM's licensed to schools, usually have surveying facilities. With the proposals, UCC charged, "the commission has again compromised the public interest in favor of licensee convenience."

Among the specific ascertainment pro-

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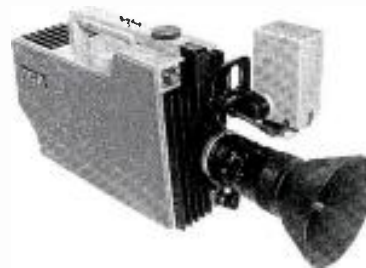
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## RCA

cesses, the community leader checklist was of great concern. Here, the commission has proposed that at least 50% of the leader consultations be done by principals and management-level employees. APRS and others urged abandonment of the 50% cut-off and told the commission to weigh the value of volunteers. John H. Schmidt, technical director of Adelphi University's WBAU(AM) Garden City, N.Y., said the proposal should be clarified to allow all management personnel at the station, paid or unpaid, conduct the interviews.

The Georgia State Board of Education asked that the cut-off be dropped to one-third. AETC said that, if enacted, the proposal would require five AETC management-level employees and five AETC members to conduct more than half of 600 surveys.

Groups like the New Jersey Coalition for Fair Broadcasting claimed the community leader checklist did not go far enough. It urged that the number of women and minorities contacted also be included and said ascertainment in that state is crucial because there are so few stations licensed there.

NCCB and NBMC asked the commission to stress that community advisory groups are legitimate and productive.

Lorenzo W. Milam—who co-signed the petition to freeze grants for religious groups seeking educational licenses brought some 1.3 million letters and postcards to the commission (BROADCASTING, Sept. 15)—urged the commission to further investigate before they “lay this curse [of ascertainment] on noncommercial broadcasters.”

## Tarrytown time for IRTS

The International Radio and Television Society will hold its fifth annual Faculty/Industry Seminar, Nov. 10-14, at the Tarrytown (N.Y.) Conference Center. The seminar will bring together academicians from the communications centers of colleges and universities and broadcast in-

dustry executives. This year's seminar will focus on the considerations involved in putting a TV station on the air. Gene Accas, Leo Burnett, U.S.A., New York, and Aaron Cohen, NBC-TV, will be co-chairmen of the seminar. The meeting will be recorded on tape and published as a textbook by Hastings House, New York publisher.

## Hooks: Blacks must continue pressure

**FCC commissioner, in TV interview, cites own earlier experiences; criticizes those who say white structure will not permit minorities to share**

FCC Commissioner Benjamin L. Hooks, who has personally demonstrated that blacks can achieve success in a white-dominated society, even in the South, has no patience with those who say the white power structure in broadcasting will not permit minorities to share its power.

Blacks who make that statement “have either been paid by white folks to say it or have just sold out,” he said in an interview broadcast on WRC-TV Washington last week.

The commissioner recalled that, when he was growing up in Memphis, he drank from segregated water fountains. And when he would say that his ambition, after becoming a lawyer, was to be named a judge, he said, he was told he was being “unrealistic.”

But, he declared, “I never gave up. I ended up being a judge.” His appointment as the first black judge in the South, he said, was made possible by pressures exerted by black groups. He has frequently credited his appointment to the FCC to the pressures exerted by blacks.

That kind of solidarity, he suggested, will continue to produce results. “Power only yields to superior power,” he said. And blacks and other minorities, he said, should continue to struggle, “through the

law,” to achieve their goals.

“I have no patience with people who give up,” he said.

The commissioner was appearing on the first segment of a new monthly feature, “Meet the Media,” in an established series, *The Place*. The new segment is designed to provide a forum for nationally prominent blacks to be interviewed by black journalists. Dewey Hughes, executive producer of *The Place*, said that “black national leaders rarely get an opportunity to appear as guests on the network interview programs,” at least not as solo guests.

Commissioner Hooks not only disagreed with those who suggest that minorities have no chance of achieving prominence in broadcasting, he also made it clear that he disagreed with those who think the entertainment programs featuring blacks now on the air do the black cause more harm than good.

NBC News's Jim Vance, who had asked the commissioner about the chances of minorities achieving success in broadcasting, also asked Commissioner Hooks's impression of the “image” such black-family situation comedies as *The Jeffersons* and *Good Times* create in the minds of whites. “I'm in favor of any show that gives black writers, producers, actors a chance to do their thing,” the commissioner said. He had met black artists who said they were prepared to do such shows until they had acquired the experience and the financial resources “to do what they want to do,” he said. He was not joining “the crowd of those who say, ‘get [those shows] off.’” He said the black artists need them as a way station to developing “their own art form.”

## IAAB at odds with UNESCO

The Inter-American Association of Broadcasters has issued a rebuttal to a United States Educational Scientific and Cultural Organization report that advocates many totalitarian changes in Latin American broadcasting. The IAAB also said it would seek to “counterattack its influence in the Inter-Governmental Conference on Policies of Communications in Latin America,” which will be held later this year.

The UNESCO report, prepared in 1974 by 16 “experts” from South and Central American countries, said that broadcasting, or “social communication,” should be used to bring about social change and the establishment of a “new social order.” To achieve this, the UNESCO report proposed that all broadcasting be turned over to the state or, if private broadcasting is allowed, state-selected programming should be implemented.

The IAAB rebuttal stated its point of view that broadcasting is not an arm of the state, rather it is a “private activity in the public interest,” and to be of value in educating and informing the public, radio and television should not be submitted to prior censorship.



**On the air.** Commissioner Hooks (l) with Dewey Hughes, executive producer and moderator of *The Place*, of which “Meet the Media” is a regular feature.

**FM's best.** Announcement has been made of annual Armstrong competition with four awards each for commercial and non-commercial FM stations to be announced in May 1976. Awards (consisting of plaques; no cash awards as of this year) are administered by Columbia University's School of Engineering and Applied Science, New York, and sponsored by The Armstrong Memorial Research Foundation. Categories are educational or creative arts program; musical program; news program and public or community service program. Tape entries must have been produced and first broadcast in 1975 and must be postmarked by Feb. 23, 1976. Competition is in memory of late Dr. Edwin H. Armstrong, FM inventor and pioneer broadcaster. For further information: Kenneth Goldstein, executive director, 510 Seeley W. Mudd building, Columbia University, New York 10027. (212) 280-2997.

**Unchanged.** FCC has denied Professional Broadcasting Inc.'s request for partial reconsideration of Aug. 1 commission action which conditioned 1972 license renewal of WEZS(FM) Richmond, Va., on submission of minority employment information.

**Taft student help.** Taft Broadcasting Co. will contribute \$25,000 to Communications Recruitment and Training Inc., minority student program for management jobs in broadcasting. Already involved in the program with the Office of Communication of the United Church of Christ, New York, are Capital Cities Communications, New York; Post-Newsweek Stations, Washington, and Westinghouse Broadcasting Co., New York. With addition of Taft, program expands from 12 to 16 markets; 50-75 students in 1976 are anticipated to join 200 participants to date.

**Cream of promotion crop.** Material collected by Broadcasters Promotion Association has been compiled by member services committee into new advertising and promotion library. Referenced version of BPA's monthly publications during past 10 years comprises following categories: anniversaries, audience promotion, community services, contests, displays and exhibits, graphics, market and news promotion, outdoor advertising, printed advertising, production, publications, reciprocal trades, sales promotion/merchandising, special events, station promotion/general. Inquiries should be directed to BPA, Box 5102, Lancaster, Pa. 17601.

**Ground broken.** Construction is under way for new headquarters of noncommercial KQED-FM-TV San Francisco. New structure at Eighth and Bryant Streets will adjoin present KQED-FM building. Construction is being funded through \$1.8 million loan from Crocker National Bank and Ford Foundation. Completion is scheduled for June 1976.

## Problem of slow pay is snowballing

**AAAA report says late receivables for spot radio and TV are up 100% since 1963; reasons cited are lack of incentives for prompt payment, discrepancies in billing, media buying services in the middle and a me-too phenomenon that arose after first flurry of publicity**

The slow-pay problem faced by media is not only a problem primarily for broadcasters, but it is getting worse—markedly worse. On the average, payments for spot TV and spot-radio are 100% slower now than in 1963.

These findings were among those presented by Harry Paster, vice president of the American Association of Advertising Agencies, in a report to an Oct. 13 session of the AAAA western region's annual meeting in Maui, Hawaii.

A major problem for broadcasters, he said, is that they don't generally offer an incentive for prompt payment, such as the cash discounts that most print media offer. "If you want to improve cash flow," he said, "try an incentive of some kind. If it's not a cash discount, maybe it's a bonus of one or two spots on the next month's schedule."

The cash discount offered by print media, he said, is passed along to the client that pays by the agency's due date, but its existence offers an incentive to both agency and advertiser.

Mr. Paster said his figures on slow pay in spot TV and radio were prepared confidentially for the AAAA by "an organization within the media industry," using data from "an extensive and truly representative list of broadcasting stations."

He said that 52% of all receivables—current and late—on these stations' books as of August came from 169 AAAA member agencies, while 48% came from 689 non-AAAA agencies. Thus 20% of the agencies represented over half of the receivables. In addition, he said, 21 or 12% of the AAAA agencies represented two-thirds of the receivables due from all 169 AAAA agencies.

The analysis of these stations' late receivables—generally those at least 45 days and in many cases over 60 days overdue—"is not a happy picture," Mr. Paster said. For instance:

"AAAA members represent 55% of all late receivables.

"The 21 largest agencies—all AAAA—have a better payment record. Although they represent two-thirds of total receivables, they account for only one-fourth of late receivables.

"We were also provided with a breakout of receivables that were 90 and 120 days late. These, too, showed that a substantial

**RCA TK-76:**  
the TV camera with  
film camera freedom.



# STRONG CASE.

Ours seals in shock-mounted optics. Something you won't find in any other portable color camera at any price.

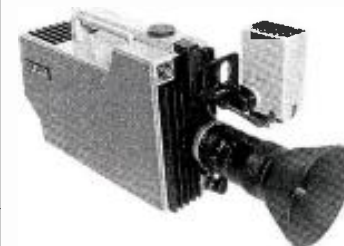
Ours protects a balanced, 19-pound unit that contains all the electronics. With no bothersome backpack, no control unit. And a host of automatic features that let a cameraman aim and shoot, even in low light.

The only item not in the case is a 6-pound battery pack. (Or use a car's 12v. DC cigarette lighter for power.)

The go-anywhere, shoot-anything TK-76 gives film camera freedom to news remotes, documentaries, sports, and profitable local spot commercials.

It costs less than \$35,000. And that's a strong case indeed.

Ask your RCA Representative about getting on the TK-76 order roster. For details, write RCA Camera, Building 2-2, Dept. A1, Camden, NJ 08102.



# RCA

portion were from AAAA members.

"Just to confirm that the special analysis was accurate, I asked a leading station representative to make a check for us. On 28 television stations he represents, exactly 55% of receivables over 60 days past due were from AAAA members."

By comparison, Mr. Paster said, data from other sources indicates that AAAA members account for 14.7% of late receivables for business papers and 10.9% for magazines (he had no comparable figures for newspapers).

Mr. Paster said the unidentified organization that provided the spot broadcasting figures also reported that "payments for spot TV and radio are, on average, 100% slower today" than when a similar study was done in 1963, and that talking about the problem—publicly—only makes it worse.

"Simply stated," according to Mr. Paster's source, "buyers (advertisers and agencies) who have always paid promptly are saying to themselves: 'If others have slowed down payments, we will too.' Several major agencies have recently adjusted their pay dates forward from the broadcast month of service, reportedly because major clients have indicated payments will be forthcoming to agencies on a later date. New payment dates are averaging 10-15 days slower than previous experience."

Mr. Paster offered these observations: "It seems clear that there is a slow-pay problem and, for the most part, it is with spot broadcasting.

"I can explain why some agencies aren't paying promptly. In order to resolve discrepancies, they will not pay any part of a bill until every item on the invoice is accurate. Thus, a \$5,000 bill may not be paid until a \$50 discrepancy is cleaned up. These agencies are convinced this is the only way they can get prompt attention at the station.

"In other cases, it is clients who have ordered their agencies not to pay any part of a bill unless the entire bill is correct.

"And I'm now convinced that media buying services in the payment cycle have helped to slow down payments to stations.

"It is a fact that some very large clients have slowed down 10 to 15 days. Large advertisers, who used to pay broadcast media by due date, saw no incentive in doing so.

"They now pay their agencies commissions on time, but give agencies money for the stations' bills 10 to 15 days later. This is a development over which agencies have no control.

"I'm not excusing the practice; I'm trying to help explain it."

Mr. Paster also added: "Think for just a minute of the added cost of doing business where stations don't collect before 60, 90 or 120 days. I doubt that stations absorb the cost—it has to be in the rate."

He suggested a number of steps toward solving the problem, many of which—including the special incentive or cash discount—have long been advocated by agencies. Among those for media:

Don't adopt a penalty or interest charge for late pay, because that creates new problems; don't bill the advertiser direct, though it isn't unreasonable to let the advertiser know if his agency is 60 days late in paying; be tougher about extending credit to agencies; initiate contact on past-due accounts without delay, go to the agency head if necessary and if that doesn't work, consider requiring cash with order; clean up "back office" problems: "Too many bills sent to our members are incorrect—some from print, many from broadcast," and use AAAA's standard invoice form.

To agencies, Mr. Paster suggested that "if you find you can't pay media promptly because of a late-pay client or a bad debt, don't ignore letters or calls from media. Explain the problem and work out some kind of payment schedule. If you play it straight with media, they will almost always make special arrangements." He also recommended, among other agency steps, that "in order to give the client plenty of time to process and pay bills, consider billing [for] media from estimates and schedules rather than waiting for media bills."

As for other approaches agencies might take to cut down on late receivables from clients, he said that with chronic late payers "the final solution may be to resign the account." In that case, he added, "the advertiser will probably find another agency to take the business; let him stick the other agency, not you."

Mr. Paster said an analysis of balance sheets for 100 AAAA agencies showed that agencies, too, have problems: Late receivables from clients increased by 97.6% between 1970 and 1974, while current receivables increased only 40.8%, and agencies' bad debts rose from 0.35% of gross income in 1960 to 0.83% of income in 1974, the highest level in 40 years.



**Sisters.** Actress Ellen Burstyn (r) confers with Marice Tobias, director of Independent Artists, New York, during shooting of TV public service announcements for International Women's Year. Ms. Burstyn appeared in 30-second spots which were produced by a 22-member, all-woman, all-union production unit at studios of EUE/Screen Gems, division of Columbia Pictures Industries, which donated space. Spots will be distributed to networks for telecasting next month and continuing through April 1976. Commercials stress opportunities for women in various fields.

## P&G stockholders rebuff attempt to change role of women in TV commercials

An attempt by women's groups to turn the Tide of Procter & Gamble advertising was rebuffed by that company's stockholders last week. The dissidents wanted a study of the role in which women are depicted in commercials; the overwhelming majority voted in favor of not tampering with a hit.

Leading the battle was the United Presbyterian Church, holder of 80,000 shares of P&G stock, joined by supporters including other church groups and the local chapter of the National Organization for Women. Pickets outside P&G's Cincinnati headquarters marched with signs reading, "How soft are Durward Kirby's hands?" and "Who'll squeeze Mr. Whipple?" (references to characters in P&G commercials). Proponents did not expect their resolution to be approved but had hoped for at least the 3% needed to bring it up for vote again next year. The final tally was 2.3%.

Mary Harvey, research director for the Interfaith Center on Corporate Responsibility, and Patricia Young, chairperson of the center's task force on women and corporations, said at a news conference before the stockholders meeting that the measure would be aimed at heightening the awareness of advertising executives about the way women are depicted in ads and commercials.

"We have learned that one out of three mothers with children under 6 years old are working mothers. Why can't P&G portray those women as working women?" Mrs. Young said. "Vast numbers of women are neither mothers nor housewives," said the Rev. Robert C. Lamar, "and millions of women who are, know that their roles of mother and homemaker do not limit or give primary definition to their lives."

One official of NOW summed up the views of the backers of the resolution: "What woman do you know who gets embarrassed and depressed when her french fries are greasy or her hands don't look like a teen-ager's? How many women do you know who secretly squeeze toilet paper in the grocery? And how many women feel their marriage will break up if they can't make good coffee?"

Procter & Gamble officials argued that since the products are intended for use in the home, their "advertising frequently presents women in their role as homemakers." P&G said it strongly disagrees with those who believe the role of homemaker is inherently demeaning, and that it would certainly not portray the homemaker in a demeaning fashion in its advertising.

Resolutions for affirmative action pro-

grams for promotion of women within P&G were also defeated, but company officials promised gradual change. Edward G. Harness, board chairman, said that a woman had recently been promoted to assistant secretary, "a very important position." "The day is coming," Mr. Harness said, "when there will be women on the board, and I welcome that day."

### Advertising Briefs

**New product counseling.** Association of National Advertisers is conducting one-day workshop at Plaza hotel in New York on Nov. 11 to advise marketers with new product winners on handling them as efficiently as possible and on need for dropping losers before they entail major commitments or expense. Among speakers will be Paul C. Harper Jr., chairman of Needham, Harper & Steers, New York; William Mack Morris, president, Life Savers Inc., New York; Gary L. Vars, director of new products—grocery productions division, Pillsbury Co., Minneapolis and Dr. Robert M. Adams, vice president, research and development, 3M, St. Paul.

**Comparison shopping.** CBS Radio is telling advertisers that they can have, for same price as two minutes of TV Super Bowl, 238 commercial minutes on network's package of 11 major sports events and year-round sports-news coverage. Cost: \$450,000.

**Outlook in industry.** Computerized monitoring of advertising economy and forecasting future trends in radio-TV are being offered by Broadcast Economic Trends. Service is presented on monthly basis. Also planned is newsletter analyzing key activity in advertising and broadcasting. *BET, 1234 Board of Trade building, Kansas City, Mo. 64105; (816) 471-1979.*

**Moved.** New addresses for branches of Gert Bunchez & Associates: 199 Crestmont Drive, San Francisco 94131 (415-731-3620), 3225 Lemmon Avenue, Garden suite 360, Dallas 75204 (214-528-7260).

### One more on bandwagon against OTC drug advertising

California Attorney General Evelle J. Younger has petitioned the FCC to ban advertising of over-the-counter drugs on TV before 9 p.m. The Californian declared: "Drugs are presented on television as a cure-all for a myriad of problems. Children are unsophisticated television viewers and tend to be highly influenced by advertisements. Acceptability of drugs among young people is a contributing factor in the high level of drug abuse." Mr. Younger noted that liquor and cigarette advertising are banned on TV, and added: "Over-the-counter drug advertising ought to be likewise restricted at least during the hours that children watch television." Mr. Younger has joined 17 other attorneys-general who have endorsed the proposal originally made by Francis X. Bellotti of Massachusetts (BROADCASTING, Oct. 6).

### Programing

## ABC-TV takes ratings lead for fifth week

**CBS-TV, which slipped to third, and NBC-TV say presidential scheduling caused upswing; ABC-TV has different story**

ABC-TV, which has been running a surprisingly strong second in the three-network ratings race this year, moved up again in the fifth week of the new season, winning its first week in 21 months, while traditional front-runner CBS-TV dropped to third place for the first time in 32 months.

ABC-TV turned in an 18.8 Nielsen rating and 32.5 share for the week (Oct. 6-12), NBC-TV had an 18.0 and 30.9 and CBS a 17.3 and 30.0. What especially elated ABC-TV officials was that they did it with regular series, without the blockbuster movies like "From Russia With Love" and "Night Stalker" that helped produce ABC's last front-running week in mid-January 1974.

But both NBC and CBS officials contended ABC's victory was achieved under abnormal circumstances, gaining a big assist from the way network coverage of President Ford worked out.

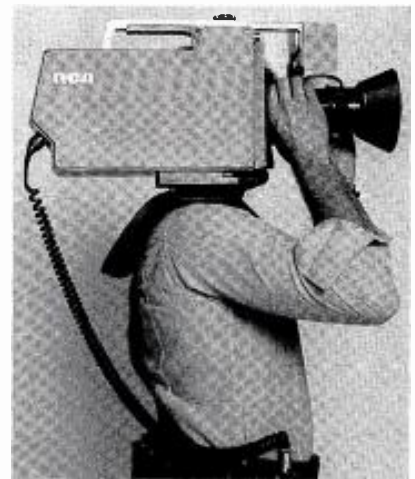
They noted that when ABC-TV alone carried him on Monday night (Oct. 6), Mr. Ford pre-empted the first half-hour of what proved to be the lowest-rated show of the week, *Barbary Coast*, whose second half-hour came in 69th among 69, with an 8.0 rating. And when CBS and NBC were carrying Mr. Ford at 8 p.m. NYT on Thursday (Oct. 9), sources at those networks emphasized, ABC's entertainment programing was getting off to new highs for the year, with *Barney Miller* and *On the Rocks* in particular scoring several share points over their previous bests, reaching 40 and 39 shares respectively.

(National ratings on the Ford appearances were not available, but in New York on Monday night he had an 8.7 rating and 14 share on ABC against a 30.6 and 49 for *Rhoda* on CBS and 16.6 and 26 for *Invisible Man* on NBC; and on Thursday he got a 12.2 and 19 on NBC and a 9.6 and 15 on CBS while ABC's *Barney Miller* was getting 27.2 and 42.)

ABC sources refused to give so much credit to presidential appearances. They noted that, among other things, their *Swiss Family Robinson* took *Disney*, and their *Six Million Dollar Man* easily outdistanced *Cher* and *Holvak*, both on Sunday night, while Monday night football held up with a 36 average share, *Happy Days* had its best rating in over a year (21.2, almost up to *Good Times*'s 21.8 on CBS) and, over-all, ABC won four nights: Sunday, Tuesday, Wednesday and Thursday, CBS Monday and Saturday, NBC Friday.

Despite ABC's win for the week and

## RCA TK-76: the TV camera with film camera freedom.



# ONE-MAN NEWS.

Even a one-man crew can get news fast with a TK-76 portable color camera. Aim-and-shoot automatic features deliver film camera quality even in low light. Instant warm-up puts you on-air or on tape just seconds after you're on the scene.

There's no cumbersome backpack or control unit to hold your reporter back from the action. The 19-pound, self-contained TK-76 is powered by a 6-pound battery belt or a car's 12v. DC cigarette lighter.

The TK-76 is great for documentaries and profitable local spot commercials, for specialized sports and studio assignments, too.

Best of all, it's all yours for less than \$35,000.

The list of orders is growing, so place yours now and be way ahead in '76. See your RCA Representative, or write: RCA Camera, Building 2-2, Dept. A1, Camden, NJ 08102.



# RCA

CBS's drop to third place for the first time since the week ended Feb. 4, 1973. CBS remained first in the season-to-date calculations (Sept. 8-Oct. 12) with an average 18.4 rating and 31.8 share, to ABC's 18.1 and 31.3, and NBC's 17.5 and 30.2. But the narrowness of the margins, with less than a point between first and third-place ratings, underscored again that it's no runaway race this year.

It may look even closer when last week's numbers are in. Consensus was that NBC would take it with the help of its World Series games if nothing else, and then the season-to-date numbers could be even tighter.

In the week ended Oct. 12, CBS's *Phyllis* was again the highest rated new entry, ranking third behind *All in the Family* (CBS) and *Sanford and Son* (NBC). But two other newcomers, ABC's *On the Rocks* and its *Starsky & Hutch*, were in the top 20 at 10 and 16, respectively.

A total of 13 new shows were in the week's bottom one-third in the ratings. In descending order: *Doctor's Hospital* (NBC), *When Things Were Rotten* (ABC), *Bronk* (CBS), *Ellery Queen* (NBC), *Matt Helm* (ABC), *Beacon Hill* (CBS), *Medical Story* (NBC), *Mobile One* (ABC), the already canceled *Kate McShane* (CBS), *Howard Cosell Show* (ABC), *Big Eddie* (CBS), *Three for the Road* (CBS) and *Barbary Coast* (ABC).

There were no new cancellations as of the middle of last week, but CBS did confirm earlier speculation by announcing that *The Blue Knight*, a police story starring George Kennedy, will be its replacement for *Kate McShane* in the Wednesday 10-11 p.m. period effective Dec. 17 (BROADCASTING, Oct. 13). Four specials are scheduled in that time period following *McShane*'s last appearance on Nov. 12.

## ABC to try again in early morning

**Its new 'Good Morning, America' will provide alternative fare to news-oriented CBS and NBC shows**

ABC-TV's overhaul of its 7 a.m. show, *AM America*, was revealed last week by Edwin Vane, vice president and national program director, ABC Entertainment, New York. In the renamed *Good Morning, America* the network thinks it has the right counterprogramming for the period, a "people-oriented" magazine-format show, to begin Nov. 3.

Because the 7-9 a.m. time period has "considerable news and information" available on the other networks (NBC's *Today* and *The CBS Morning News*), ABC's emphasis will be on information/entertainment—with a "distinct, friendly, comforting tone," Mr. Vane said.

The new host will be David Hartman, the lead in NBC's *Lucas Tanner* last year, who will be joined by several regular con-



Hartmann

tributors. The show will originate live in New York, Hollywood and Washington, with the capacity to cover other locations as the need arises. Bob Shanks, vice president of late-night and early-morning programs for ABC, said "we now have a fix" on what the program should be, explaining the show's "human point of view" on the news.

Among the regular features will be: "Inside Washington, D.C." a daily two-minute strip with reporter Jack Anderson; "On the Scene," three times a week with ABC personality Geraldo Rivera; "Humorist on the Loose," at least three times weekly, featuring TV and movie reviews by comedian Jonathan Winters; "Hollywood Worldwide," a two-minute segment with Rona Barrett; "Housewife-at-Large," taped segments from Phoenix twice weekly by Erma Bombeck; and "The Political Trail," with the former mayor of New York, John Lindsay (who, like Mr. Winters, is a current contributor to *AM America*).

The Anderson segment will be produced by Newsgroup Inc., a new syndication, production and programming company owned by Stan Berk, currently a Metromedia Inc. vice president and director of news, who plans to leave that post some time next month. Mr. Berk, who in the past distributed one- and one-half-minute filmed reports by Mr. Anderson to up to 15 television stations around the country, hopes to create and syndicate other programs in the news field.

Me! Ferber, an executive producer of *Good Morning, America*, will head an entirely new staff, working with a new set and new theme music by Marvin Hamlisch. Mr. Ferber said the program will include features contributed by ABC affiliates on "light and bright issues—we're not looking to fill the show with interviews with senators."

The news correspondent in Washington has not yet been named; Peter Jennings resigned that post Oct. 8 to devote himself to reporting. The network is still looking for a place for Bill Beutel, the former *AM America* news co-anchor. The news segments for *Good Morning, America* from Washington will comprise seven and a half

minutes in the first half-hour; three and a half minutes in the second half-hour. Local news feeds at 25 minutes past each hour will take another four minutes.

*AM America* premiered in January to weak ratings—and proceeded downhill from there. Ironically, a sharp upturn in ratings and share points was witnessed for the first week in October, but by then the restructuring of the show was complete. Beginning with ratings averaged for January-March for *AM America* against *The CBS Morning News* and *Today*: ABC managed only a 1.6 rating and 10 share; CBS had a 1.7 rating and 16 share and NBC dominated with a 5.5 rating and 37 share. By August, ABC had dropped to a .9 rating and 8 share; CBS held a 1.4 rating and 21 share, and NBC garnered a 4.0 rating and 36 share. The surprise was ABC's 1.4 rating and 11 share for the first week in October, against CBS's 2.3 rating and 27 share and NBC's 4.2 rating and 32 share.

## CBS-TV threatened with day in court unless it changes family-viewing ways

**WGA's Franklin offers to meet with CBS-TV's Wood to discuss alternatives to legal action; Wood agrees, but says network will stand firm on family viewing**

Talent unions and producers have formally renewed their threat to go to court to invalidate television's family-viewing hour—unless.

"If you believe a meeting between your representatives and ours would be appropriate and meaningful, we will meet with you in New York or Los Angeles any time during the week of Oct. 13," Michael H. Franklin, executive director of Writers Guild of America West, told CBS-TV President Robert D. Wood in a telegram made public Oct. 15.

Mr. Wood replied that "under no circumstances will we compromise the principles embodied in family viewing," but that "if it would serve any useful purpose to meet with your group to review the reasons for our subscribing to those principles, we will be willing to do so. I will be in Los Angeles on Oct. 22 and could meet on that date."

Mr. Franklin in his telegram renewed the contention of unions and many producers that the family-viewing concept written into the National Association of Broadcasters code last spring is a "censorship rule" that has "drastically curtailed the free flow of ideas and expressions on television and is stifling the creativity of many artists."

He said the WGA, the Directors Guild of America, the Screen Actors Guild, "various television production companies and producers, and other concerned members of the television industry and viewing public are preparing a lawsuit to



## Program Briefs

**Proud 'Mary,'** It's go for *Mary Hartman, Mary Hartman*, Norman Lear's new, adult soap opera (BROADCASTING, Sept. 15). Mr. Lear's TAT Productions is entering a joint venture with Rhodes Productions, a subsidiary of Filmways, for syndication of the five-days-a-week strip. TAT officials say that 47 stations have signed to carry the program, with 130 episodes promised. First air date could be as early as Jan. 5, 1976.

challenge the continued enforcement" of the rule.

"We have been forced to the point of a lawsuit because it is our opinion there is no other satisfactory method of ridding the television industry of this censorship rule. If, however, you believe other avenues exist for resolving our concern, we are prepared to meet with you before filing the lawsuit."

Mr. Wood's response said that, first, the family-viewing rule was incorporated in the National Association of Broadcasters code and "accordingly it is not really a matter for unilateral negotiation." Beyond that, he said, "CBS strongly endorses the family-viewing provisions of the code because we believe they are unarguably in the public interest.

"Third," he continued, "the writers, producers, directors and others who create programming for the CBS television network are among the most talented available anywhere in the world. We do not concede for a minute that their creative achievements are diminished by the reasonable family-viewing guidelines."

## Davis's message to radio: hang loose

"Don't overcomputerize. Don't oversterilize so that all the highs are taken out." Experiment. That was the message given radio broadcasters by Clive Davis, president of Arista Records, who addressed the Hollywood Radio and Television Society last week.

Broadcasters, he said, must allow for wider and wider creativity. "There's a growing sophistication in pop music," he said.

Mr. Davis, who at one time was president of Columbia Records, asked: "How about taking us out of the basement... letting us in at the front door?" The movie and TV industries don't understand the music industry, which operates at the level of \$3 billion annually in sales, he said. Broadway show tunes and top 40 are on the way out, he added, noting that where these record sales used to be 300,000 units, they have slumped to 50,000-75,000. The new music sells one million and more records, he noted.

At one point, Mr. Davis complimented FM broadcasters, who accept the five- or 10-minute cut, instead of insisting on the traditional three-minute singles.

**Stop the pirates.** Joint effort to develop, produce and market device to prevent illegal reproduction of motion pictures and other video recordings is being undertaken by Goldmark Communications Corp., Stamford, Conn.; Byron Motion Pictures Inc., Washington, and Teletronics International, New York. Blair Benson, engineering vice president of Goldmark firm, announced three-way venture at meeting of New York Section of Society of Motion Picture and Television Engineers on tape and film piracy, which produces losses estimated in millions of dollars annually.

**Saturday shuffle.** Rearrangement in NBC's schedule finds *The Jetsons*, produced by Hanna-Barbera Productions for Screen Gems, Hollywood, back on air starting Oct. 25, 12-12:30 p.m., bumping *Josie and the Pussycats* to 8:30-9 a.m., replacing *Sigmund and the Sea Monsters*.

**Bay area rep.** Gray-Schwartz Enterprises, Beverly Hills, Calif., TV program syndicator, has appointed Telefilm Sales, San Francisco, to represent GSE in Western states, including Alaska and Hawaii. GSE TV programs include *Lone Ranger*, *Jeff's Collie* and *Timmy & Lassie*, as well as feature films, newsreel and sports.

**Getting ready.** *Playmates-Schoolmates* is title of Group W's new informational children's series, which all five Group W TV stations will begin airing in January (BROADCASTING, June 30). Group W Productions will syndicate series, which is being produced at affiliated WBZ-TV Boston. Series, which runs 30 minutes, five-days-per-week, is aimed at preschoolers and their parents. Staff members of The Gesell Institute of Child Development, children's behavior think tank in New Haven, will "assist in the initial production phase."

**Still trekking.** Six more stations have joined Paramount Television Sales' list of *Star Trek* subscribers, bringing total to 150. New for 79 hour-long episodes are WCWB-TV Macon, Ga.; KCOY-TV Santa Barbara, Calif.; WTAP-TV Parkersburg, W.Va.; KOAA-TV Colorado Springs, Colo.; WKJG-



**Meeting of the minds.** Agreement for Mutual Broadcasting System to carry the five-times-weekly, five-minute commentaries of former California Governor Ronald Reagan (BROADCASTING, Oct. 13) was reached at this meeting in San Francisco between the star and C. Edward Little (r), president of the radio network. The Reagan series, *Viewpoint*, will be made available to all MBS affiliates twice daily (8:40 a.m., 3:05 p.m.) starting today (Oct. 20); those that take it, on a talent fee basis, will have one 60-second and one 30-second spot for local sale. Should Mr. Reagan become a candidate for the Republican presidential nomination, as many suspect he will, the show will continue with a rotation of substitute commentators drawn from among Julie Nixon Eisenhower, John Connally, John Wayne, William Buckley, Art Linkletter, Efrem Zimbalist Jr., Jack Webb and Maurine Reagan (a daughter). O'Connor Creative Services will continue to syndicate the series to over 300 stations but will not add to its station list; all sales after Oct. 6 are in Mutual's territory.

TV Fort Wayne, Ind., and WGHP-TV Winston-Salem, N.C.

**New game.** Metromedia Producers Corp. has acquired syndication rights to new half-hour game show. *The Cross Wits*, developed by Ralph Edwards Productions. Show and its five-per-week series on tape, will be available for January 1976 release. Metromedia has acquired show for its owned stations.

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Rowe

Evers

Bellin

Scuoppo

## New NBC graphics premiere next year

**The peacock and the snake will be retired to make way for new and still-secret corporate logo**

The NBC "snake" logo and the network's peacock symbol will join Nipper, RCA's "His Master's Voice" dog, in some graphics happy hunting ground at the end of this year. NBC is readying a new corporate logo that will debut at the beginning of 1976, the start of the company's 50th anniversary year.

The new corporate symbol has not been finalized, but it will be the focal point of a graphics system covering all visual identifications of NBC, including on-the-air mentions of programs, owned television stations' channel numbers and call letters, national and local on-the-air promotions, advertising, letter heads, printed forms, equipment, signs and other visuals.

Outside consultant on the creation of the program is Lippincott & Margulies Inc., New York. Responsibility at NBC for design will be centralized in a group headed by Gerald Rowe, who becomes vice president, advertising, design and promotion (he has been vice president, advertising, since 1966).

NBC has created a new position, director, corporate identification, and has named Donald W. Evers Sr. to this post. He will be responsible to management for administering the corporate identification program. Mr. Evers, who formerly was vice president, corporate public affairs,

American Express Co., New York, reports to M.S. Rukeyser Jr., NBC vice president, public information.

In other changes within the advertising, design and promotion department, David Bellin, who has been vice president, broadcast advertising, becomes vice president, advertising and promotion and John Scuoppo, who has been vice president, promotion, has been named vice president, creative services. John Graham continues as director, design. All report to Mr. Rowe.

## IATSE pact nailed down

Union members have endorsed by a top-heavy vote the new, 42-month contract between the International Alliance of Theatrical Stage Employes and Hollywood movie and TV studios. The vote was 132 to 49 based on delegate representation at the last IATSE convention. The popular vote, however, was somewhat slimmer—4,829 in favor to 3,204 opposed.

The contract provides for a 15% raise for the new year that begins Feb. 1, 1976, with 12% raises for each of the next two years, and a 6% raise for the first six months of the fourth year—a direct 45% raise in salaries and wages, or a 52.9% boost on a compound basis. Also included in the package is an estimated 7% raise in health and welfare and pension benefits.

IATSE locals voting against ratification were those representing sound technicians, studio electricians, film editors, first aid employes, crafts services, makeup and hair stylists and script supervisors.

## NCTA says FCC is using wrong criteria for adjusting exclusivity rules

**Broadcasters and cable both find fault with FCC proposed rulemaking, with CATV association contending standard should be whether off-air signal is viewable in community**

Both broadcasters and cable operators showed little support for the FCC's proposed changes in network exclusivity rules that would make adjustments so that signals "significantly viewed" in noncable homes would also be available to cable subscribers.

The further rulemaking was aimed at solving two problems: the situation wherein CATV subscribers are denied signals that are ordinarily receivable off-the-air in their community with a rooftop antenna; and the requirement that cable systems carry all significantly viewed stations, but then must delete or black out the same station for much of the broadcast day in order to comply with exclusivity rules. Under present FCC rules, a significantly viewed station is a network affiliate that is viewed in the community for 3% of the total weekly hours and a net weekly circulation of 25%, or an independent with a 2% share and 5% weekly circulation.

The FCC has proposed that CATV systems not be required to provide non-duplication deletion of any station that is significantly viewed in noncable homes equal to or greater than the viewing share enjoyed by a signal entitled to protection according to FCC mileage requirements. In other words, a higher priority station would retain nonduplication protection only if it had a larger audience than a secondary station (more distant to the community and carrying the same network feed). At present, primary stations are guaranteed protection regardless.

The National Cable Television Association, in comments filed at the FCC, argued that the standard must be whether or not a signal is viewable, not whether the signal is being viewed. The cable subscriber is not just concerned with whether the nonsubscriber actually watches a program, but only that he can't get programming from a station that the nonsubscriber can receive, said NCTA. Accordingly, the viewer-share method as outlined by the FCC is no solution, NCTA contended.

NCTA recommended that, instead, a lower priority signal not be blacked out if it is viewable in the community. An appropriate viewability standard for a community of less than 500,000 people should

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be the grade B contour, with larger communities using the grade A contour, NCTA said. Thus, if the secondary signal meets the viewability standard, it would be exempt from nonduplication protection. However, if such a secondary signal does not meet the viewability standard, it would be exempt from nonduplication only if the primary signal does not meet the viewability standard as well. "Protection where the primary station does not serve is pointless, and protection where the secondary signal is readily viewable to all but the cable subscriber is impossible to explain to the public, said NCTA.

The Association of Maximum Service Telecasters and the National Association of Broadcasters also found fault with the FCC's viewability standard, although for different reasons. AMST pointed to the "procedural problems" of the FCC's approach, noting that new stations or network affiliation changes would invite repeated special audience surveys over periods of time. Furthermore, fluctuations in viewership would outdate the rules or subject them to continual change.

"It is unrealistic and unfair to deny network nonduplication to a higher priority station that may have an audience share of 30% or greater," said AMST, "simply because a lower priority station is significantly viewed and may have an audience of 3%."

Acknowledging that some adjustment may be necessary, the NAB urged the FCC not to adopt rules to permit a ready "dismantling" of the mileage zone priority scheme devised for nonduplication. Instead, any adjustments in zones of protection should be made on an ad hoc basis through special relief and waiver proceedings, according to the NAB.

However if the commission is adamant on establishing a general standard, the NAB urged a "more stringent test" of viewability. It suggested that a station signal should not be deleted by nonduplication rules if that station's share of viewing hours in noncable homes in the cable community is at least 20%, regardless of the share attained by the normally protected station. NAB also said that new network affiliates should retain full nonduplication protection within their respected mileage zones for five years before adjustments be made based on audience surveys. That would give the new stations a chance to build an audience, both NAB and AMST argued.

The NAB conducted a survey based on Arbitron Television 1974 county coverage data to determine the extent that more distant station affiliates would meet the FCC's proposed standards and thus "neutralize" the primary local station's nonduplication protection. NAB's findings showed that the most serious loss of protection is likely to occur among non-ADI (area of dominant influence) stations, which together would lose protection in 79% of the counties in which they are now protected; single station markets would lose 47% of their protected counties, with 20 stations losing over 25%;

100-plus markets would lose 29% of their protected counties, and the top-100 UHF network affiliates would lose 27% with five losing over 25% of their protected counties.

### Cable Briefs

**Holdings of foreigners.** FCC has invited comments by Nov. 24 on proposed rulemaking which would limit foreign ownership interests in cable-television systems and cable-television relay services. Commission suggested using regulations now applicable to broadcasters.

**All but one.** FCC has denied reconsidera-

tion of its modified cable-television network-program nonduplication rules (BROADCASTING, April 7), with one exception. Commission said it would clarify notification requirements for stations requesting protection.

**Reminder.** Representative Charles Thone (R-Neb.) has introduced resolution (H. Res. 768) urging FCC to enforce strictly its pay-cable antisiphoning regulations. Resolution says pay TV should not be permitted to divert programming from over-air TV or to carry programming that "otherwise would be available over free broadcast television stations."

**Three sold.** Joe Harris of Central Communications TV Inc., Denver City, Tex.

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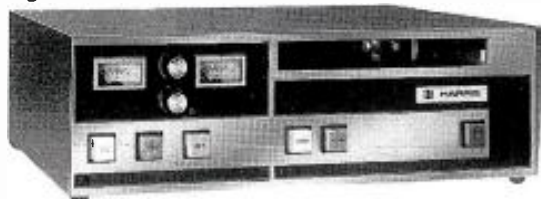
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has purchased three West Texas cable systems from group owner Commco Inc., based in Austin. Systems serve Seminole, Seagraves and Van Horn, which account for close to 2,500 subscribers. Also, Mr. Harris recently bought cable system in Fort Stockton, Tex., that serves approximately 1,100 subscribers. Purchase price was undisclosed. Financing was arranged by Firstmark Financial, Daniels and Associates, and Harmon and Co.

**Cable start contested.** KAKE-TV and Radio Inc., licensee of KAKE-TV Wichita, Kan., is appealing in D.C. Appeals Court FCC's decision allowing Aircapital Cablevision Inc. to begin CATV service in Wichita. KAKE-TV contended Aircapital's franchise was not in compliance with FCC rules and its authority to carry KARD-TV Wichita was prohibited by crossownership rules since 35% of Aircapital's stock is held by KARD-TV licensee. Commission said franchise issued to Aircapital on Feb. 4, 1969, was valid. Since FCC recently suspended divestiture date for cable-broadcast crossownerships, suspension was also applicable to Aircapital's case, commission ruled.

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## Optical Systems is changing its distribution tactics

**Pay-cable programmer is trying out 'affiliates' for its services instead of leased-channel deals; microwave link-ups are being used**

Optical Systems Inc., a pay-cable program supplier, is moving toward the affiliate business and away from its leased-channel operations.

The change is permitting Optical to say yes to customers it had to turn down in the past because the overhead involved in leased-channel operations did not justify a same cable systems' revenue potential. Where cable systems have an existing office structure and can avoid a high overhead for administering pay operations, then it pays to go the affiliate route, says Alan Greenstadt, Optical president.

In other cases, where the systems are located near Optical offices and plan to use converters in the home set for multichannel use, then leased arrangements may be more appealing. That way, the cable operator can forego the expense of installing converters—which is paid by the channel leasor—and at the same time gain multichannel capacity for adding new programming, said Mr. Greenstadt.

Optical currently has two pay operations in California—one based in the San Diego area and the other in the San Francisco Bay area. Half the systems use pay on a leased-channel basis, the other half on an affiliate basis. In southern California microwave feeds from El Cajon will bring pay to Coronado Island by the middle of next month on an affiliate basis. Mr. Greenstadt contemplates further pay ca-

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**Acceptance.** Preliminary figures show that nearly 6,000 of approximately 20,000 subscribers on UA-Columbia's cable systems at Fort Pierce-Vero Beach, Fla., have signed up for the Home Box Office pay programming package that is being brought in via satellite. At UA's system in Jackson, Miss., 2,250 subscribers—nearly 40% of the system—have signed on for the HBO offerings. And there were still several days to go in Florida and a week in Mississippi on a free trial period for the package. Fort Pierce-Vero Beach customers pay \$8 monthly extra for HBO; Jackson subscribers get \$6.95 tacked onto their regular monthly cable bill. At UA's Fort Smith, Ark., system, where the HBO service does not start until the middle of next month, 233 subscribers are signed up for pay programming.

ble growth in the beach communities in southern California, moving as far east as Palm Desert and as far north as San Bernardino. At present, Optical serves some 27,000 pay subscribers in southern California on a leased-channel basis at \$8.95 per subscriber.

In northern California, Televents Inc.'s cable systems at Castro Valley, Orinda, Pleasant Hill and Martinez are Optical affiliates, receiving feeds from Concord, one microwave hop away in most cases. Systems at Concord, Carmel, Monterey, Seaside, Stockton and Walnut Creek use Optical on a leased-channel basis.

Optical plans to create a microwave-interconnected affiliate network in Texas stemming from its San Angelo operation.

On the subject of satellites, Mr. Greenstadt doesn't see "cost effectiveness" yet for Optical. Microwave networks allow Optical the versatility of programming separately for different regions, he says.

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## Cable seen to get shot in arm from pay in upcoming decade

**Cleveland research firm's study also sees sharp increase in money to be spent for software**

The cable television industry will post revenues of \$5.3 billion by 1985, with pay-cable revenues having the fastest growth, according to a study by Predicasts Inc., Cleveland-based research firm.

The analysis, an update of a study done three years ago, suggests that over 40% of the U.S. television homes will have access to cable by 1985 as compared with 24% in 1974. Nearly 75% of the potential cable homes will be hooked by 1985, accounting for 27 million subscribers, the study notes. However, high costs for money, labor and materials will limit the growth of new cable systems and will cause operators to focus on increasing subscription rates in the present markets and to seek

saturation levels for existing systems.

Pay cable will grow the fastest—58% per year—approaching \$1.2 billion in 1985 (up from \$8 million in 1974). Pay subscribers, who now number approximately 300,000 are expected to total 8.3 million by 1985, the study reports.

While the cable industry spent "little" for programs during the 1960's, the study notes, the advent of pay cable will increase significantly the money spent on software. Close to \$1.2 billion is expected to be spent on talent, copyrights, film and tape rentals and viewing rights to sports and other special events by 1985, says the report.

Hardware equipment purchases, which totalled about \$143 million in 1974 with cable trunk line accounting for more than half, are forecast as reaching \$630 million by 1985. Two-way terminals will be the fastest growing equipment market by the mid-1980's, suggests the study.

The 64-page report is being offered for \$450 by Predicasts Inc.

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## Robinson is afraid that the FCC could compound cable's problems

**Commissioner expresses concerns at New York cable convention**

FCC Commissioner Glen O. Robinson has stated his dissatisfaction with the commission's basic cable policies, saying that its rules are geared to addressing specific issues and not the question of what jurisdiction the FCC has over cable television.

He went on to warn a New York State Cable Television Association audience that such "regulatory creep" could lead to far more FCC regulation of the cable industry than cable operators might imagine. Mr. Robinson said that he was unhappy with cable's record on minority employment, but cautioned that if the FCC is able to assert jurisdiction in that area under its general obligation to "serve the public interest," then what about programming, community ascertainment and all the rest? As another example, Mr. Robinson pointed to the pole-attachment issue over which the cable industry had hoped the FCC would assume jurisdiction. "The same sword that can cut pole-line rates," cautioned the commissioner, "can also be used to cut cable's rate."

The certification process, Mr. Robinson went on, is "simply the first step towards an open assertion of licensing jurisdiction over cable" similar to that for broadcasters. What was once an authority over cable designed to protect local broadcast service, said Commissioner Robinson, is giving way to a regulatory set-up patterned after the broadcast service. The trend towards more expansive cable jurisdiction, said Mr. Robinson, is not a deliberate move by the FCC, but rather the result

of rushing to solve problems as they arise, geared to the "apparent necessity of the moment."

Mr. Robinson's remarks were delivered at NYSA's fall meeting in Binghamton, N.Y., Oct. 13.

## Books

*The Tin Kazoo—Television, Politics and the News.* Edwin Diamond. 269 pp. \$9.95. The MIT Press, Cambridge, Mass. and London. Mr. Diamond, a former newspaperman who now teaches political science at the Massachusetts Institute of Technology, serves as a commentator on the media for WTOP-AM-TV Washington, and contributes to the *New York* magazine, has drawn on the experience those jobs have provided, as well as on a substantial body of research done by the MIT News Study Group, offer the reader a kind of emperor-has-no-clothes look at television news. The first point he makes is probably the most significant, given the conventional wisdom which teaches that use of the medium affords one—especially Presidents—enormous power. Maybe once, Mr. Diamond says. But after his ability to summon up the networks failed to save President Nixon, it would appear, Mr. Diamond says, that the "golden kazoo" had become "blunted and tinny by overuse and misuse." Perhaps, he adds, today's television "viewers are simply smarter, more sophisticated, or more skeptical."

*Television as a Social Force: New Approaches to TV Criticism.* Edited by Douglass Cater. Praeger Publishers, New York. 171 pages. \$15. The eight essays in this volume are products of the Aspen Institute's Program on Communication and Society. They examine TV's role as literature, journalism and a social and cultural force that not only mirrors society, but also helps shape it.

"Sesame Street" Revisited. By Thomas D. Cook, Hilary Appleton, Ross F. Conner, Ann Shaffer, Gary Tamkin and Stephen J. Weber. Russell Sage Foundation, New York. 420 pages. \$15. The authors, using the results of previous studies, re-examine the effect *Sesame Street* has on preschool children. Specifically, they attempt to determine "how much economically disadvantaged children learned from viewing the series for six months," and whether their study group of more affluent children learned more than the lower economic group.

*The Creation of Consent: Public Relations in Practice.* By Charles S. Steinberg. Hastings House Publishers, New York. 315 pages. \$5.00 (cloth), \$6.95 (paper). Mr. Steinberg, former vice president of public information at CBS Television, has written four books on mass communication. This one is concerned with persuading rather than just informing—in short, it's about public relations. Its 15 chapters

cover all phases of PR from press relations to ethical and legal considerations.

*Children In Front of the Small Screen.* By Grant Noble. Sage Publications, Beverly Hills, Calif. 256 pages, \$15. Dr. Noble, a psychologist, has done a variety of tests to determine the different ways that television affects children, especially its influence on their ability to identify as individuals. Children's viewing habits are explored using both British and U.S. TV shows, which Dr. Noble finds either ignore or misunderstand the needs of many children, in particular those he calls, "rebels, conformist and problem" children.

The book is the fifth in a series exploring relationships between media and society.

*Sex in Broadcasting.* Lorenzo W. Milam. Dildo Press, Dallas, Tex. 351 pages. \$3. This book has nothing to do with sex. The word is in the title, says Mr. Milam, "to increase sales." It is the third—and much enlarged—version of a book first appearing in 1971. But the book has much to do with broadcasting, especially as seen from Mr. Milam's point of view. It's a manual for those interested in establishing a "radio station for the community." There are case histories of the 40 radio outlets in the country that qualify in Mr. Milam's terms as "community" stations.

## Equipment & Engineering

### AT&T's hi-lo could be beanball at broadcasters

**NAB fears added costs of new rates will be passed along to radio-TV, joins others in asking for FCC stay**

The National Association of Broadcasters has joined with the American Newspaper Publishers Association and three other news organizations in urging the FCC to stay enforcement of an order directing AT&T to revise tariffs in a manner that would, the news organizations say, increase press wire service communications costs by some \$5 million. NAB's concern is that those increases will be passed on to broadcasters who can't afford it.

The commission order to AT&T was issued last month in an interim decision in the hi-lo case (BROADCASTING, Sept. 15). The commission reopened the hearing on AT&T's action in departing from its traditional practice of averaging prices for voice grade private line service by reducing charges to users in high-density areas but increasing them in low-density areas. The commission said it lacked sufficient

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information to make a decision as to the tariff's legality.

However, it said it had enough information to direct AT&T to end within 30 days the "unlawful discrimination" between the hi-lo rates for voice private line service and the rates for Telpak end links. The commission said the Telpak end-link provision, as used by newswire services and other multipoint private line users, was "a like service" to the hi-lo tariff but was priced at a different rate, in violation of the Communications Act.

The ANPA, along with the Associated Press, Commodity News Service Inc. and Reuters Ltd., said that although the commission did not specify how AT&T was to end the discrimination, the most likely course for AT&T would be to impose hi-lo rates on Telpak end links. And that, they said, would subject the press to more than \$5 million in annual rate increases.

They asked the commission either to stay enforcement of the order pending a final decision in the hi-lo proceeding, or else modify it to provide that it does not apply to private line services used by the press in collecting and disseminating news. They noted that the commission said it plans to investigate the need for separate press rates.

The NAB last week, in supporting the petition for a stay, urged the commission to "accord the users of newswire services the same benefits of a continued inquiry in advance of further tariff revisions," adding: "The public cannot afford any impairments in the dissemination of news."

The NAB throughout the proceeding attempted to persuade the commission that the revised tariff would result in an increase in rates for newswire services that would be passed on to broadcasters. And a survey of stations revealed that cost increases would in many cases cause termination of contracts with one or more news services. The commission, however, dismissed the findings on the ground they were "admittedly biased."

NAB conceded that "some few respondents might have overstated the case." But, it said "the realities of how increased costs affect some broadcasters, and most especially those radio licensees already operating on a marginal, at best, basis, simply cannot be summarily discarded ..."

## Technical Briefs

**Escalation.** Harris Corp.—Broadcast Division, Quincy, Ill., has announced price increase averaging 6.5% on all radio and TV products manufactured by company. Principal items affected are transmitters, consoles, turntables and FM and TV antennas. Timing: On all new quotations as of Oct. 15.

**Also honored.** Electronic Industries Association has cited James J. Gabbert, president of KIOI(FM) San Francisco, who received plaque of appreciation for his station's support of EIA's quadraphonic radio committee, which is preparing study

to be sent to FCC recommending standards. Other honors bestowed at EIA convention in San Francisco: Distinguished Service award to Wilfred L. Larson, president of Switchcraft Inc.; Award of Engineering Excellence to William D. O'Hirok, manager of military marketing and program management, ITT Cannon Electric, and Marketing Services Award of Excellence to Thomas P. Golden, manager of marketing services at Quasar Electronics. RCA Board Chairman Robert Sarnoff is to receive 1976 medal of honor from EIA next March.

**Cough.** Spectra Data Inc., Northridge, Calif., announces availability of remote diagnostic device that permits diagnosis of anything wrong with its Spectra 3000, computer-controlled automated broadcast system, via telephone call from station to headquarters. Spectra 3000, introduced last August, is computer-operated system that provides complete control of programming, permits last-minute reformatting, and automatically provides printouts of verified logging as well as such other applications as billings. System sells at prices beginning at \$25,000.

**Indonesia sale.** Ampex Corp. has arranged \$6.2-million contract with Republic of Indonesia to supply Ministry of Information more than 40 video-tape recorders and related equipment as phase one of two part program to build country's radio and television networks. Major portion of order is for 22 AVR-2 modular recorder-reproducers. Also included are AVR-1 automatic video-tape recorders, ACR-25 automatic cassette recorders, HS-100 disk recorders, RA-400 editor-programmer and assorted accessories. Shipment is scheduled to begin first of next year.

**Just out from Optek.** Optek Manufacturing Co., Anaheim, Calif., is announcing availability of time-code generator, in modular form, said to be size of cigarette pack and designed to plug into Sony portable VO-3800 three-quarter-inch tape recorder. Price is \$1,500. Optek was formed early this year and is principally owned and headed by John Baumann, formerly of Ampex. Other Optek gear includes a bulk tape degasser (model 7400), \$1,500; visual transmitter demodulator (model 1400), \$1,095, and video noise meter (model 1010B), \$1,375. Optek is also sealing five-tier tape storage unit that sells for \$150 per linear foot.

## More return for AT&T

An FCC administrative law judge has proposed that AT&T be permitted a maximum 10% rate of return on its interstate operations, rather than the 8.74% it is now allowed. The proposal, which is subject to review by the FCC, says nothing about how or where the company would increase its rates. Judge Byron Harrison said the higher rate of return should allow AT&T "to raise the capital it requires consistent with a balancing of the need to protect the investor and the consumer."

## Not everybody's happy with Ford and his meetings with the media around the country

**Radio-station owner in Knoxville beefs to White House over being left out of news conference there**

President Ford's local news conferences have pleased a good many members of the broadcast and print media, but there have been some hard feelings on the part of those who were not invited to participate.

James A. Dick, president and general manager of WVK(AM) Knoxville, Tenn., is the most recent and the most outspoken of those who have complained. He had been unable to persuade the White House news office to permit a representative of his station to join reporters from four television stations and two newspapers in questioning the President during his attendance at the Mid-Appalachia White House Conference on Domestic and Economic Affairs, in Knoxville two weeks ago, and he was not about to let the matter rest.

He wrote a letter of complaint to Ron Nessen, the President's news secretary, characterizing the decision to close the session to radio "unbelievable" and added: "I resent this unfair treatment of radio and assure you that every radio broadcaster with a watt of pride feels the same way."

Previously, the White House had heard complaints from television stations in at least two other markets where the President had agreed to do interviews at stations—WJAR-TV Providence (which fed the session to other stations in New England) and KMOX-TV St. Louis. In response to those complaints, the White House simply said the stations that got the President had asked for him first.

But the WVK complaint seemed to cause the White House a little more discomfort, White House aides responsible for setting up the session—Margita White, White House director of communications, over whose desk the requests for sessions with the President flow, and Bob Mead, the President's television adviser, among them—expressed regret but said they were simply attempting to hold the panel of questioners to a manageable number. "It's hard enough with six people," Mr. Mead said.

The stations that were represented in the taped interview are WATE-TV, WBIR-TV, and WTVK(TV), all Knoxville, and non-commercial WSK-TV Sneedville, Tenn. Two newspapers were also represented—the *Knoxville Journal* and the *Knoxville News Sentinel*. The choices were based on the White House interest in participation

by the local television anchormen, as well as the daily press. (One reason the non-commercial station was represented was that it supplied the equipment for the taping.)

The local media, including radio, did have an opportunity to cover the President live, however. Following the Mid-Appalachia conference proceedings, the President made a few remarks and then accepted questions from conference delegates for about an hour. "It received full coverage," said Randy Woods of Mrs. White's staff. "Radio and television stations in the area, including WVK, carried it live."

But the problem posed by the heavy demand by the media for interviews with the President is, Mrs. White said, a "dilemma." The President "wants to be accessible," she said last week, "and our job is to make recommendations that are as fair as possible in the long run to all media participants."

Accordingly, she is in effect asking the frustrated media to bear with the White House. There will be other opportunities as the President revisits cities. "Maybe in the future we can accommodate radio and weekly newspapers," Mrs. White said.

**Opinions, please.** Margita White, assistant news secretary to President Ford and director of the White House office of communications, is reminding broadcasters that the White House is interested in the editorials they air. Editorials "reflect local opinion and reaction to government policies and programs" and are "an important barometer of public opinion," Mrs. White said in a speech to the Nebraska Broadcasters Association, in North Platte. So send copies of the editorials to the White House, she said. The White House now receives copies of newspaper editorials but not many broadcast by stations. The White House office of communication has attempted to maintain contact with newspapers and broadcast stations beyond the Potomac since it was opened in 1969, under Herbert G. Klein, on whose staff Mrs. White served.

## Confidence reigns at NBC over NIS

**Seventy stations are expected on the line by end of this year**

NBC Radio's News and Information Service "will turn the corner in '76, probably early in the second half," according to Robert Mounty, vice president and general manager of NIS, who with Jack Thayer, president of the NBC Radio Division, last week gave an upbeat report on the service's progress.

Fifty-three stations have announced their signing with NIS and another seven have signed contracts; predictions are for "65 to 70 stations airborne" with NIS by the end of the year.

The most recent additions, announced last week, are KJOE(AM) Shreveport, La., and KSPO(AM) Spokane, Wash., the first NIS stations in those states; and WBRE-AM-FM Wilkes-Barre/Scranton, the second NIS signing in Pennsylvania.

While Mr. Thayer and Mr. Mounty concede that, to be an effective advertising medium, NIS needs outlets in 75 of the top-100 markets, they are pleased to cover 59 of those at present.

And they believe NIS is not to be judged by traditional criteria. There is no standard for comparison to assess the relative success or failure of NIS, according to Mr. Thayer. But if management at NBC can be an indicator, he says, the response is positive. He reports a near doubling of operating space, including a new office and studio in the National Press building in Washington, instead of shared space at NBC-owned WRC(AM) there. Firm commitments on next year's operating budget have also been secured, although figures are being withheld.

Part of what makes NIS unique is the advertising advantage, Mr. Mounty says: "If an advertiser uses a mix of spot and network, we deliver. There is no clearance problem [commercials are uniformly placed in the second and fourth quarter hours] and no pre-emption problem." National advertisers to date include Warner Lambert, Eastman Kodak, Schenley In-

dustries and Anheuser-Busch.

Judging from heavy sales in markets where there was no previous all-news station and in anticipation of a good response from small retailers, Mr. Mounty says he generally is "pleased with the conceptual acceptance" of NIS.

Heightened selectivity in acquiring new subscribers has come only "in the last 60 days" and may be taken as an indication of self-confidence. "We could have another score of stations by now," they contend, "but we are seeking those most committed to news on the local level." Some broadcasters mistakenly "thought we were the white knight, that they would plug us in and become rich—it doesn't work that way," Mr. Thayer said.

## Trying to fill void left by TVN departure

**Former TVN executive is putting together 'cooperative' of stations that will pay for feeds of UPITN, by satellite in some cases; Visnews offers film by mail**

Independent television stations are optimistic that arrangements can be made for a national and international news service that would replace Television News Inc., which is scheduled to cease operations on Oct. 31.

The most promising development is a proposal by UPITN to supply national and international news segments from New York, with the proviso that UPITN not be responsible for distributing them. The high cost of transmission was said to have been responsible for TVN's decision to halt its electronic news service to 80 TV stations (BROADCASTING, Oct. 6).

The link between UPITN and the stations is Reese Schonfeld, formerly vice president of TVN, who is trying to put together a news cooperative of TV stations. He plans to transmit the feeds via satellite where possible. Mr. Schonfeld, who was in negotiation with UPITN late last week, said that 17 stations have agreed to come into the cooperative organizations. He has been making his headquarters at WPIX(TV) New York.

Mr. Schonfeld said his approach will not be satisfactory to many stations at the outset. He pointed out that satellite receiving equipment is available now in New York, Chicago and Los Angeles, and said Minneapolis, Denver, St. Louis and San Francisco could be served by satellite from nearby earth stations. But he stressed that the urgency of the situation dictated a start, and felt that in three to four months other receiving stations could be erected.

He indicated the fees for the new service would be at the same rate as TVN's, but said six stations already have agreed to pay "as much as one-third more." As envisaged, UPITN's material would be fed to station clients in sufficient time for a 10 p.m. newscast.

By taking advantage of Western



Union's Westar satellite's rate for half-hour service, the cooperative can anticipate savings of "at least three-quarters of land-line costs," according to Mr. Schonfeld.

Another proposal to fill the void created by Television News Inc.'s departure was made recently by Visnews, division of Visnews Ltd., an international news organization. It offered to supply TV stations at cost with film coverage of overseas news from Nov. 1 until next April. Some stations said last week they were considering this offer but indicated they leaned more toward the UPITN arrangement, as it would supply national as well as international coverage.

UPITN had been active in the U.S. in both on-air electronic delivery of news segments and in freight delivery of coverage. In an agreement with TVN, it withdrew from the domestic field in May 1974. It has continued operations in the international field and has an arrangement with ABC News for U.S. coverage. It is understood that if UPITN agrees to supply independent TV stations here, the footage to be supplied will carry no reference to ABC News or its personnel.

The optimism of those trying to keep the independent news service idea alive is tempered by the experience of those who faced the "terrible odds" of the TVN venture. Ward Quaal, former WGN Continental Broadcasting chief and a consultant to TVN during its trial, told BROADCASTING last week that "there is no way to run an independent news service and make it viable unless years from now enough markets have implemented the satellite earth station concept for delivery of the signal. It is just not feasible with mounting AT&T charges."

## Journalism Briefs

**WIC honors.** Annual Women In Communications Inc. Clarion Awards for outstanding print and broadcast communication were presented Oct. 11 in Tulsa, Okla. First place broadcasting honors went to: WWDC-AM-FM Silver Spring, Md.; Vicki Monks, KWTW(TV) Oklahoma City; Jacquie Crist, KGW(AM) Portland, Ore.; Christine Lund, KABC-TV Los Angeles; Herb Levy, KRON-TV San Francisco. Honorable mention: Gay Parrish Smith, KYTV(TV) Springfield, Mo.; Shirley Vaughn Robson, WTOP-TV Washington; Eunice West, WCVB-TV Boston; Harmon

**'Safari' gets restless, too.** Safari Outfitters Inc., Chicago, notified *Field & Stream* magazine that it was canceling its advertisements scheduled to run in the November and December issues because it objected to the controversial Documentary on hunting, *The Guns of Autumn*, carried on CBS-TV last month (BROADCASTING, Sept. 15). The letter noted that *Field & Stream* is owned by CBS. Ironically, *Field & Stream* has criticized *Guns* documentary.

McBride, WUSF-TV Tampa, Fla.; Marcianne Miller, KTTV(TV) Los Angeles.

**SDX and Ford.** Key speaker on "Press, Freedom and Public Policy" at April meeting, region 2, Sigma Delta Chi, will be President Gerald Ford. Responding to President's remarks will be CBS correspondent Walter Cronkite. Program will be held at University of Maryland's Adult Educational Center. Tentative date is either April 9 or 10.

**Statewide.** Four Montana TV stations have established news network and have hired Ted C. Hanf, former producer-reporter for KTTV(TV) Los Angeles, as news director of network. Stations in network are KRTV Great Falls, KTVQ Billings, KXLF-TV Butte and KPAX-TV Missoula. Mr. Hanf will have headquarters in Great Falls.

## Westinghouse narrows scope of D.C. bureau

**Changing times, labor talks prompt re-evaluation that leads to cutback in staff, spot news**

Westinghouse Broadcasting Co. plans to reduce sharply its 17-year-old Washington radio news bureau, redirecting its hard news coverage from national to "selective," emphasizing commentary and features and eliminating the jobs of probably all of its seven correspondents.

Westinghouse officials said they have reached an agreement with the American Federation of Television and Radio Artists under which the seven correspondents will be employed until the end of this year and will each be awarded severance pay up to a maximum equivalent to six months' salary.

Marvin L. Shapiro, executive vice president of Westinghouse Broadcasting and president of the station group, said the action reflects changes in radio and in the news needs of Westinghouse radio stations, as well as continually rising costs. Thus, he said, of Westinghouse's seven radio stations, only the three all-news outlets can use most of the bureau's current output, and the needs of all seven will be better served by concentrating on Washington news of specific interest to specific stations, rather than continuing to produce comprehensive national news reports.

He said Westinghouse would maintain an operating staff in Washington and that although its size has not been determined there will probably not be more than three or four people working directly on news. He said the company hopes to be able to offer the bureau correspondents jobs in newsrooms of Westinghouse stations, and that some could be retained on the Washington staff past the Dec. 31 date if needs justify.

Not affected by the change, officials

said, are Bureau Chief Sid Davis, Assistant Chief Jerry Udwin, Senior Commentator Rod MacLeish, Commentators Peter Lisagor, Erwin D. Canham and Simeon Booker and special commentators in areas such as health and science, economics and consumer interests.

The change evolved out of some four months of negotiations between AFTRA and Westinghouse management in an attempt to arrive at an initial contract covering the seven correspondents. They voted last June to affiliate with AFTRA—which has contracts at all Westinghouse radio stations except WOWO(AM) Fort Wayne, Ind. One of the key issues was the union's demand for a 40-hour week.

Mr. Shapiro, without describing the demands, said Westinghouse could have met them on a short-term basis but concluded, as discussions continued, that the correspondents were entitled to "a candid long-term assessment" of the bureau's future as Westinghouse saw it. He indicated that the same assessment would ultimately have been made even without the pressure of negotiations.

"We were prepared to negotiate a basic contract but concluded it would not be fair to lead anyone down the primrose path [about the bureau's future], and in a sense we ended up negotiating a severance agreement," he said.

Westinghouse's formal statement said that after protracted discussion it had agreed with AFTRA not to continue the Washington bureau "in the conventional form that has come to be expected" but instead to "design a mode and level of activity more responsive to the changes in radio and to the local needs of each station, when considered from a world and national point of view." The statement particularly cited increased competition in radio news, with NBC Radio's new News and Information Service and CBS-owned radio stations' increasing emphasis on news.

The seven correspondents affected by the change were identified as Jim Anderson, Richard Brasie, Matt Cooney, Neil Currie, Eric Engberg, Jim McManus and Jim Snyder. They all were said to have contracts with Westinghouse but the contracts apparently did not limit working hours or provide for severance. A representative of the reporters was quoted as saying their annual salaries are in the \$25,000 range.

## Radio news tops in a.m.

What do adult Americans do to get their first news in the morning? A nationwide survey conducted for CBS Radio by Opinion Research Corp., Princeton, N.J., shows that 52% of the respondents turned on their radios; 21% chose newspapers and 20% flicked on their TV sets. The study indicated this same general pattern prevailed among business executives. Among adults, 18 to 39, radio scored even more impressively, according to the survey.



# The Broadcasting Playlist™ Oct 20

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<br>Last This<br>week week | Title (length)<br>Artist—label | Rank by day parts   |        |      |       |    |
|---|--------------------------------|---|--------|------|-------|----|
|   |                                | 6-10a   | 10a-3p | 3-7p | 7-12p |    |
| 1                                       | 1                              | <b>Dance with Me</b> (2:59)<br>Orleans—Asylum                                   | 1      | 1    | 1     | 2  |
| 6                                       | 2                              | <b>Bad Blood</b> (3:12)<br>Neil Sedaka—Rocket                                   | 2      | 2    | 3     | 3  |
| 2                                       | 3                              | <b>Fame</b> (3:30)<br>David Bowie—RCA   | 7      | 3    | 2     | 1  |
| 17                                      | ▲4                             | <b>Games People Play</b> (3:29)<br>Spinners—Atlantic                            | 6      | 4    | 4     | 4  |
| 3                                       | 5                              | <b>Get Down Tonite</b> (3:06)<br>K.C. & Sunshine Band—TK Records                | 3      | 5    | 6     | 6  |
| 12                                      | 6                              | <b>Lyn' Eyes</b> (3:58)<br>Eagles—Asylum  | 9      | 6    | 5     | 5  |
| 4                                       | 7                              | <b>I'm Sorry</b> (3:29)<br>John Denver—RCA                                      | 4      | 7    | 7     | 11 |
| 5                                       | 8                              | <b>Rhinestone Cowboy</b> (3:18)<br>Glen Campbell—Capitol                        | 5      | 10   | 9     | 8  |
| 10                                      | 9                              | <b>Mr. Jaws</b> (2:03)<br>Dickie Goodman—Private Stock                          | 8      | 9    | 10    | 7  |
| 14                                      | 10                             | <b>It Only Takes a Minute</b> (3:13)<br>Tavares—Capitol                         | 11     | 13   | 8     | 13 |
| 21                                      | ▲11                            | <b>Miracles</b> (3:25)<br>Jefferson Starship—Grunt                              | 12     | 8    | 12    | 10 |
| 20                                      | 12                             | <b>Island Girl</b> (3:48)<br>Elton John—MCA                                     | 15     | 14   | 11    | 9  |
| 9                                       | 13                             | <b>Brazil</b> (3:14)<br>Ritchie Family—20th Century                             | 13     | 12   | 16    | 12 |
| 22                                      | 14                             | <b>Feelings</b> (3:27)<br>Morris Alpert—ABC                                     | 10     | 11   | 17    | 18 |
| 24                                      | 15                             | <b>Who Loves You</b> (4:04)<br>Four Seasons—Curb/Warner                         | 16     | 15   | 15    | 15 |
| 23                                      | 16                             | <b>Rocky</b> (3:34)<br>Austin Roberts—Private Stock                             | 18     | 18   | 14    | 19 |
| 16                                      | 17                             | <b>Ballroom Blitz</b> (3:17)<br>Sweet—Capitol                                   | 20     | 19   | 13    | 14 |
| 13                                      | 18                             | <b>Ain't No Way to Treat a Lady</b> (3:26)<br>Heien Reddy—Capitol               | 19     | 16   | 18    | 20 |
| 15                                      | 19                             | <b>Could It Be Magic</b> (3:37)<br>Barry Manilow—Arista                         | 17     | 17   | 20    | 16 |
| 7                                       | 20                             | <b>At Seventeen</b> (3:56)<br>Janis Ian—Columbia                                | 14     | 20   | 19    | 17 |
| 19                                      | 21                             | <b>Run Joey Run</b> (3:52)<br>David Geddes—Big Tree                             | 21     | 24   | 21    | 21 |
| 8                                       | 22                             | <b>Fallin' in Love</b> (3:13)<br>Hamilton, Joe Frank & Reynolds—Playboy         | 22     | 21   | 22    | 22 |
| 26                                      | 23                             | <b>S.O.S.</b> (3:22)<br>Abba—Atlantic   | 23     | 23   | 25    | 25 |
| —                                       | ▲24                            | <b>Fly Robin Fly</b> (3:06)<br>Silver Convention—Midland Int'l.                 | 26     | 28   | 23    | 23 |
| 33                                      | 25                             | <b>Lady Blue</b> (3:28)<br>Leon Russell—Shelter                                 | 27     | 22   | 28    | 27 |
| 18                                      | 26                             | <b>Do It Any Way You Wanna</b> (3:15)<br>Peoples Choice—Tsp                     | 25     | 26   | 26    | 24 |
| 28                                      | 27                             | <b>Heat Wave</b> (2:46)<br>Linda Ronstadt—Asylum                                | 29     | 30   | 24    | 28 |
| 36                                      | 28                             | <b>The Way I Want to Touch You</b> (2:35)<br>Captain & Tennille—A&M             | 24     | 25   | 29    | 31 |
| 11                                      | 29                             | <b>Jive Talkin'</b> (3:43)<br>Bee Gees—RSO                                      | 31     | 27   | 27    | 26 |
| 37                                      | 30                             | <b>This Will Be</b> (3:10)<br>Natalie Cole—Capitol                              | 32     | 29   | 30    | 32 |
| 31                                      | 31                             | <b>Low Rider</b> (3:11)<br>War—United Artists                                   | 33     | 31   | 31    | 29 |
| 32                                      | 32                             | <b>Daisy Jane</b> (3:07)<br>America—Warner Bros.                                | 30     | 32   | 33    | 34 |
| 40                                      | 33                             | <b>Born to Run</b> (4:25)<br>Bruce Springsteen—Columbia                         | 40     | 38   | 32    | 30 |
| 29                                      | 34                             | <b>Love Will Keep Us Together</b> (3:15)<br>Captain and Tennille—A&M            | 28     | 40   | 36    | 42 |
| 38                                      | 35                             | <b>Something Better to Do</b> (3:16)<br>Olivia Newton-John—MCA                  | 34     | 33   | 37    | 40 |
| 25                                      | 36                             | <b>How Long (Bet You Got a Chick on the Side)</b> (3:30)<br>Pointer Sisters—ABC | 37     | 36   | 34    | 36 |

| Over-all-rank<br>Last This<br>week week | Title (length)<br>Artist—label | Rank by day parts   |        |      |       |    |
|---|--------------------------------|---|--------|------|-------|----|
|   |                                | 6-10a   | 10a-3p | 3-7p | 7-12p |    |
| 27                                      | 37                             | <b>Feel Like Making Love</b> (3:03)<br>Bad Co.—Swan Song                  | 38     | 41   | 35    | 33 |
| 30                                      | 38                             | <b>Wasted Days &amp; Wasted Nights</b> (2:41)<br>Freddie Fender—ABC       | 35     | 35   | 40    | 44 |
| 39                                      | 39                             | <b>I Only Have Eyes For You</b> (3:30)<br>Art Garfunkel—Columbia          | 36     | 37   | 41    | 43 |
| 42                                      | 40                             | <b>You</b> (3:40)<br>George Harrison—Apple                                | 39     | 39   | 38    | 41 |
| 34                                      | 41                             | <b>Third Rate Romance</b> (3:22)<br>Amazing Rhythm Aces—ABC               | 43     | 42   | 39    | 39 |
| 35                                      | 42                             | <b>Calyпсо</b> (2:38)<br>John Denver—RCA                                  | 42     | 34   | 47    | 38 |
| 46                                      | 43                             | <b>What a Difference a Day Makes</b> (3:12)<br>Esther Phillips—Kudu       | 46     | 48   | 48    | 37 |
| —                                       | 44                             | <b>My Little Town</b> (3:52)<br>Simon & Garfunkel—Columbia                | 41     | *    | 45    | 45 |
| 47                                      | 45                             | <b>Nights on Broadway</b> (2:52)<br>Bee Gees—RSO                          | 44     | 44   | 43    | 47 |
| —                                       | 46                             | <b>There Goes Another Love Song</b> (2:48)<br>Outlaws—Arista              | *      | 43   | 42    | 46 |
| —                                       | 47                             | <b>Sky High</b> (2:53)<br>Jigsaw—Chelsea                                  | 49     | 49   | 44    | 49 |
| —                                       | 48                             | <b>Fight the Power</b> (5:05)<br>Isley Bros.—T-Neck                       | *      | *    | 46    | 35 |
| —                                       | 49                             | <b>That's The Way I Like It</b> (3:06)<br>K.C. & Sunshine Band—TK Records | 47     | *    | 49    | 48 |
| 49                                      | 50                             | <b>Carolina in the Pines</b> (3:05)<br>Michael Murphy—Columbia            | 45     | 45   | *     | *  |

## Country

|    |    |   |    |    |    |    |
|----|----|---|----|----|----|----|
| 1  | 1  | <b>San Antonio Stroll</b> (2:45)<br>Tanya Tucker—MCA                          | 1  | 3  | 1  | 2  |
| 6  | 2  | <b>Are You Sure Hank Done It This Way</b> (2:53)<br>Waylon Jennings—RCA       | 2  | 2  | 2  | 1  |
| 11 | 3  | <b>All Over Me</b> (2:50)<br>Charlie Rich—Epic                                | 4  | 1  | 3  | 4  |
| 7  | 4  | <b>Rocky</b> (3:38)<br>Dickie Lee—RCA   | 5  | 5  | 5  | 5  |
| 4  | 5  | <b>(Turn out the Light and) Love Me Tonight</b> (2:18)<br>Don Williams—Dot    | 6  | 7  | 4  | 7  |
| 8  | 6  | <b>I Like Beer</b> (2:52)<br>Tom T. Hall—Mercury                              | 7  | 8  | 6  | 3  |
| —  | ▲7 | <b>I Still Believe in Fairytale</b> (2:20)<br>Tammy Wynette—Epic              | 3  | 11 | 7  | 9  |
| 5  | 8  | <b>Blue Eyes Crying in the Rain</b> (2:17)<br>Willie Nelson—Columbia          | 12 | 6  | 14 | 6  |
| 3  | 9  | <b>I'm Sorry</b> (3:29)<br>John Denver—RCA                                    | 10 | 10 | 8  | 8  |
| 2  | 10 | <b>Daydreams about Night Things</b> (2:21)<br>Ronnie Milsap—RCA               | 11 | 9  | 9  | 14 |
| 18 | 11 | <b>I Should Have Married You</b> (3:10)<br>Eddie Rabbitt—Elektra              | 15 | 4  | 17 | 12 |
| 14 | 12 | <b>What's Happened to Blue Eyes</b> (2:17)<br>Jessi Colter—Capitol            | 9  | 14 | 11 | 13 |
| 9  | 13 | <b>Funny How Time Slips Away</b> (3:02)<br>Narvel Felts—ABC/Dot               | 8  | 13 | 12 | 16 |
| 12 | 14 | <b>I Hope You're Feelin' Me</b> (2:59)<br>Charlie Pride—RCA                   | 13 | 16 | 10 | 11 |
| 10 | 15 | <b>Don't Cry Joni</b> (2:10)<br>Conway Twitty—MCA                             | 16 | 15 | 16 | 10 |
| —  | 16 | <b>Today I Started Loving You Again</b> (3:24)<br>Sammi Smith—Mega            | 17 | 12 | 15 | 15 |
| 19 | 17 | <b>What in the World's Come over You</b> (2:30)<br>Sonny James—Columbia       | 14 | 18 | 18 | 18 |
| 16 | 18 | <b>Another Woman</b> (3:07)<br>T.G. Shepard—Melodyland                        | 18 | 19 | 13 | 17 |
| 13 | 19 | <b>If I Could Only Win Your Love</b> (2:36)<br>Emmylou Harris—Reprise         | 19 | 17 | 19 | 20 |
| 17 | 20 | <b>I'll Go to My Grave (Loving You)</b> (2:46)<br>Stattler Bros.—Mercury      | 20 | 20 | 21 | 22 |
| 15 | 21 | <b>Say Forever You'll Be Mine</b> (2:45)<br>Dolly Parton & Porter Wagoner—RCA | 21 | 22 | 20 | *  |
| 20 | 22 | <b>Heart to Heart</b> (2:45)<br>Roy Clark—ABC/Dot                             | 24 | 21 | *  | 19 |
| 23 | 23 | <b>Home</b> (2:10)<br>Loretta Lynn—MCA  | 22 | 28 | 24 | 24 |
| 21 | 24 | <b>Bringing It Back</b> (3:07)<br>Brenda Lee—MCA                              | 23 | 23 | 23 | 21 |
| 24 | 25 | <b>Thanks</b> (2:26)<br>Bill Anderson—MCA                                     | *  | 24 | 25 | 23 |

## Finance

### RCA third-quarter profits up over '74

**NBC and consumer products are among the biggest contributors to first up period in over year**

With NBC among the principal contributors, RCA earnings increased 9% in the third quarter, the first year-to-year increase in seven quarters.

RCA said NBC, a wholly owned subsidiary, surpassed its 1974 third-quarter levels in both sales and earnings, but the announcements did not disclose the figures. A spokesman said these are revealed only in connection with RCA's annual report.

RCA Chairman Robert W. Sarnoff said net profits for the third quarter, ended Sept. 30, reached \$32.8 million or \$0.42 a share, compared with \$30.2 million or \$0.39 a share a year ago. Sales were put at

\$1.22 billion, up from \$1.18 billion in the 1974 quarter.

For 1975's first nine months, net profit was \$76.6 million or \$0.97 a share, as against \$96.7 million or \$1.24 a share in 1974. Nine-month sales totaled \$3.46 billion, up from \$3.41 billion a year earlier.

Mr. Sarnoff credited the third-quarter profit improvement to a general strengthening of the national economy, improved results in consumer electronic products and services and continued strength in many of RCA's diversified businesses, including RCA Global Communications, Random House, RCA Records, Hertz Corp. and Banquet Foods.

Gains in the consumer area were attributed to production efficiencies and lower costs. Mr. Sarnoff said that despite some signs of strengthening in color TV set sales, industry volume in the third quarter was below year-ago levels and this in turn had an unfavorable impact on RCA's commercial electronics businesses, particularly color tubes and components.

## Financial Briefs

**AIP's strong half year.** American International Pictures, Beverly Hills, Calif., reported TV revenues of \$1,051,000 and net income of \$203,000 (10 cents per share) for first six months of its fiscal year ended Aug. 30. AIP also reported TV contracts for its feature films amounting to more than \$4.5 million that will not be reflected in its P&L statements until films are released for broadcasting. Over-all, AIP reported record revenues and net income for half-year period—total revenues \$27.9 million, net income \$1,377,000 (68 cents per share), compared with last year's six-month period of \$21.5 million and \$1,057,000 (50 cents per share).

**Delta deal.** Storer Broadcasting has offered to sell, at \$3 each, 500,000 Delta Air Lines warrants it acquired in 1972. Warrants allow holders to buy one Delta common share at \$48 until May 1, 1978.

## Broadcasting's index of 134 stocks allied with electronic media

| Stock Symbol                                   | Exch. | Closing Wed. Oct. 15 | Closing Wed. Oct. 8 | Net change in week | % change in week | 1974-75 |        | PIE ratio | Approx. shares out (000) | Total market capitalization (000) |           |
|--|-------|----------------------|---------------------|--------------------|------------------|---------|--------|-----------|--------------------------|-----------------------------------|-----------|
|  |       |                      |                     |                    |                  | High    | Low    |           |                          |                                   |           |
| <b>Broadcasting</b>                            |       |                      |                     |                    |                  |         |        |           |                          |                                   |           |
| ABC  | ABC   | N                    | 22 3/8              | 20 1/8             | + 2 1/4          | + 11.18 | 28 3/8 | 12 3/8    | 8                        | 17,187                            | 384,559   |
| CAPITAL CITIES                                 | CC8   | N                    | 40 7/8              | 39                 | + 1 7/8          | + 4.80  | 43 1/2 | 19 1/2    | 14                       | 7,208                             | 294,627   |
| CBS  | C85   | N                    | 51 3/4              | 48 1/4             | + 3 1/2          | + 7.25  | 53 1/8 | 20 1/8    | 13                       | 28,313                            | 1,465,197 |
| CONCERT NETWORK*                               | D     |                      | 1/4                 | 1/4                |                  | .00     | 7/8    | 1/8       |                          | 2,200                             | 550       |
| CDX  | CDX   | N                    | 23 1/4              | 22                 | + 1 1/4          | + 5.68  | 26 1/2 | 9 3/8     | 12                       | 5,812                             | 135,129   |
| GRSS TELECASTING                               | GGG   | A                    | 9 1/8               | 9 1/8              |                  | .00     | 13 5/8 | 6 3/8     | 6                        | 800                               | 7,300     |
| LIN  | LIN8  | D                    | 7 1/4               | 6 3/4              | + 1/2            | + 7.40  | 9 1/8  | 2         | 8                        | 2,373                             | 17,204    |
| MODNEY   | MODN  | O                    | 1 7/8               | 1 7/8              |                  | .00     | 3 5/8  | 1         | 5                        | 385                               | 721       |
| RAHALL   | RAHL  | D                    | 5 5/8               | 5 7/8              | - 1/4            | - 4.25  | 6 1/4  | 1 3/4     | 12                       | 1,297                             | 7,295     |
| SCRIPPS-HOWARD                                 | SCRP  | D                    | 19                  | 18                 | + 1              | + 5.55  | 22     | 13 1/2    | 7                        | 2,589                             | 49,191    |
| STARR  | SBG   | M                    | 3 3/8               | 3 3/4              | - 3/8            | - 10.00 | 9      | 3 1/4     | 3                        | 1,091                             | 3,682     |
| STORER   | SBK   | N                    | 16 1/4              | 15 1/4             | + 1              | + 6.55  | 20 5/8 | 10 7/8    | 8                        | 4,571                             | 74,278    |
| TAFT   | TF8   | N                    | 17 1/2              | 17 3/8             | + 1/8            | + .71   | 27 1/4 | 10 3/4    | 6                        | 4,045                             | 70,787    |
| WOODS COMM.*                                   | D     |                      | 1/2                 | 1/2                |                  | .00     | 1 1/4  | 1/4       | 4                        | 292                               | 146       |
| TOTAL  |       |                      |                     |                    |                  |         |        |           |                          | 78,163                            | 2,510,666 |
| <b>Broadcasting with other major interests</b> |       |                      |                     |                    |                  |         |        |           |                          |                                   |           |
| ADAMS-RUSSELL                                  | AAR   | A                    | 2                   | 2                  |                  | .00     | 2 1/2  | 3/4       | 12                       | 1,248                             | 2,496     |
| AVCO   | AV    | N                    | 5 3/4               | 5 1/4              | + 1/2            | + 9.52  | 8 7/8  | 2 1/8     | 2                        | 11,481                            | 66,015    |
| BARTLELL MEDIA                                 | BMC   | A                    | 3/4                 | 3/4                |                  | .00     | 2 3/8  | 5/8       | 1                        | 2,257                             | 1,692     |
| JOHN BLAIR                                     | BJ    | N                    | 4 1/4               | 4 1/4              |                  | .00     | 7 1/2  | 3 1/2     | 20                       | 2,403                             | 10,212    |
| CAMPTOWN IND.*                                 | D     |                      | 1/8                 | 1/8                |                  | .00     | 7/8    | 1/8       | 2                        | 1,138                             | 142       |
| CHRIS-CRAFT                                    | CCN   | N                    | 5 7/8               | 5 1/4              | + 5/8            | + 11.90 | 6 1/2  | 1 1/2     | 22                       | 4,164                             | 24,463    |
| COMBINED COMM.                                 | CCA   | N                    | 9 7/8               | 9 5/8              | + 1/4            | + 2.59  | 16 1/8 | 5 1/8     | 6                        | 4,673                             | 46,145    |
| COWLES   | CWL   | N                    | 7 3/8               | 7 3/8              |                  | .00     | 8 7/8  | 3 7/8     | 7                        | 3,969                             | 29,271    |
| OUN & BRADSTREET                               | DNB   | N                    | 27 3/4              | 26 3/4             | + 1              | + 3.73  | 36     | 14 5/8    | 19                       | 26,514                            | 735,763   |
| FAIRCHILD IND.                                 | FEN   | N                    | 6 1/2               | 6 1/2              |                  | .00     | 8 3/4  | 3 3/4     | 6                        | 4,550                             | 29,575    |
| FUQUA  | FQA   | N                    | 4 3/4               | 4 5/8              | + 1/8            | + 2.70  | 10 3/4 | 3 1/8     | 8                        | 8,086                             | 38,408    |
| GANNETT CO.                                    | GCI   | N                    | 34 1/2              | 32 3/4             | + 1 3/4          | + 5.34  | 38 1/2 | 20 1/2    | 21                       | 21,108                            | 728,226   |
| GENERAL TIRE                                   | GY    | N                    | 16 5/8              | 16 1/8             | + 1/2            | + 3.10  | 18 1/4 | 10 1/4    | 5                        | 21,523                            | 357,819   |
| GLOBETROTTER                                   | GLBTA | D                    | 1 5/8               | 1 5/8              |                  | .00     | 4 3/4  | 7/8       | 8                        | 2,783                             | 4,522     |
| GRAY COMMUN.                                   | D     |                      | 6 3/4               | 7                  | - 1/4            | - 3.57  | 8 1/2  | 5         | 5                        | 475                               | 3,206     |
| HARTE-HANKS                                    | HHN   | N                    | 18 7/8              | 18                 | + 7/8            | + 4.86  | 19 3/8 | 6         | 12                       | 4,369                             | 82,464    |
| JEFFERSON-PILOT                                | JP    | N                    | 30 1/4              | 27 1/8             | + 3 1/8          | + 11.52 | 38 1/4 | 20 1/2    | 13                       | 24,066                            | 727,996   |
| KAISER INDUSTRIES                              | KI    | A                    | 8 1/8               | 8 1/4              | - 1/8            | - 1.51  | 11 3/8 | 4 1/4     | 5                        | 27,575                            | 224,046   |
| KANSAS STATE NET.                              | KSN   | D                    | 3 5/8               | 3 5/8              |                  | .00     | 4 1/8  | 2 3/4     | 6                        | 1,815                             | 6,579     |
| KINGSTIP                                       | KTP   | A                    | 7                   | 5 1/2              | + 1 1/2          | + 27.27 | 7      | 1 1/2     | 13                       | 1,154                             | 8,078     |
| KNIGHT-RIDDER                                  | KRN   | N                    | 25                  | 24 1/8             | + 7/8            | + 3.62  | 32 3/4 | 9 1/4     | 16                       | 8,305                             | 207,625   |
| LAMB COMMUN.*                                  | P     |                      | 1 1/4               | 1 1/4              |                  | .00     | 1 1/4  | 1 1/8     | 25                       | 475                               | 593       |
| LEE ENTERPRISES                                | LNT   | A                    | 18 1/4              | 18 1/2             | - 1/4            | - 1.35  | 19 3/8 | 10 3/4    | 10                       | 3,352                             | 61,174    |
| LIBERTY  | LC    | N                    | 10                  | 10 1/8             | - 1/8            | - 1.23  | 15 5/8 | 7 1/8     | 5                        | 6,762                             | 67,620    |
| MCGRAW-HILL                                    | MHP   | N                    | 12 1/8              | 11                 | + 1 1/8          | + 10.22 | 13 1/2 | 5 1/2     | 10                       | 24,569                            | 297,899   |
| MEDIA GENERAL                                  | MEG   | A                    | 14 7/8              | 14 3/8             | + 1/2            | + 3.47  | 32 3/4 | 13 1/2    | 5                        | 3,604                             | 53,609    |
| MEREDITH                                       | MDP   | N                    | 10 1/4              | 9 1/2              | + 3/4            | + 7.89  | 13 3/8 | 8         | 4                        | 3,003                             | 30,780    |
| METROMEDIA                                     | MET   | N                    | 15 1/8              | 14                 | + 1 1/8          | + 8.03  | 15 1/8 | 4 1/2     | 12                       | 6,553                             | 99,114    |
| MULTIMEDIA                                     | MMED  | O                    | 12                  | 12                 |                  | .00     | 14 1/4 | 8 3/4     | 8                        | 4,389                             | 52,668    |
| NEW YORK TIMES CO.                             | NYKA  | A                    | 12                  | 11 5/8             | + 3/8            | + 3.22  | 14 1/2 | 6 3/4     | 7                        | 10,938                            | 131,256   |
| OUTLET CO.                                     | DTU   | N                    | 11 3/4              | 12 1/8             | - 3/8            | - 3.09  | 62     | 7         | 4                        | 1,387                             | 16,297    |
| POST CORP.                                     | POST  | O                    | 6 1/4               | 6 1/4              |                  | .00     | 16 1/2 | 4 3/4     | 25                       | 870                               | 5,437     |
| PSA  | PSA   | N                    | 4                   | 4                  |                  | .00     | 10     | 1 1/2     | 8                        | 3,181                             | 12,724    |
| REEVES TELECOM                                 | RBT   | A                    | 1 3/8               | 1 3/8              |                  | .00     | 3      | 5/8       | 6                        | 2,376                             | 3,267     |
| ROLLINS  | ROL   | N                    | 21 3/8              | 19 5/8             | + 1 3/4          | + 8.91  | 22     | 6 1/2     | 15                       | 13,404                            | 286,510   |

|                                  | Stock<br>Symbol | Exch. | Closing<br>Wed.<br>Oct. 15 | Closing<br>Wed.<br>Oct. 8 | Net change<br>in week | % change<br>in week | 1974-75 |        | P/E<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |           |
|----------------------------------|-----------------|-------|----------------------------|---------------------------|-----------------------|---------------------|---------|--------|--------------|-----------------------------------|--|-----------|
|                                  |                 |       |                            |                           |                       |                     | High    | Low    |              |                                   |  |           |
| RUST CRAFT                       | RUS             | A     | 6                          | 5 3/4                     | + 1/4                 | + 4.34              | 10 1/4  | 5 1/8  | 4            | 2,328                             | 13,968                                       |           |
| SAN JUAN RACING                  | SJR             | N     | 7 7/8                      | 8 3/4                     | + 7/8                 | + 10.00             | 13 3/8  | 5 1/2  | 6            | 2,509                             | 19,758                                       |           |
| SCHERING-PLOUGH                  | SGP             | N     | 56                         | 54                        | - 2                   | + 3.70              | 74 3/8  | 44 3/4 | 24           | 53,938                            | 3,020,528                                    |           |
| SONOERLING                       | SDB             | A     | 6 1/8                      | 6 1/8                     |                       | .00                 | 10      | 3 1/2  | 4            | 727                               | 4,452  |           |
| TECHNICAL OPERATIONS             | TO              | A     | 3 1/8                      | 3                         | + 1/8                 | + 4.16              | 6 3/4   | 2 3/8  | 3            | 1,344                             | 4,200  |           |
| TIMES MIRROR CO.                 | TMC             | N     | 16                         | 16 3/8                    | - 3/8                 | - 2.29              | 19 1/2  | 9 1/4  | 10           | 33,814                            | 541,024                                      |           |
| WASHINGTON POST CO.              | WPO             | A     | 22 1/8                     | 21 1/2                    | + 5/8                 | + 2.90              | 28 3/4  | 14 3/4 | 7            | 4,751                             | 105,115                                      |           |
| WDMETCO                          | WDM             | N     | 13 3/8                     | 13 3/4                    | - 3/8                 | - 2.72              | 16 7/8  | 6 1/4  | 9            | 5,775                             | 77,240                                       |           |
|                                  |                 |       |                            |                           |                       |                     |         |        |              | TOTAL                             | 373,705                                      | 8,239,976 |
| <b>Cablecasting</b>              |                 |       |                            |                           |                       |                     |         |        |              |                                   |  |           |
| AMECO**                          | ACD             | O     | 1/4                        | 1/4                       |                       | .00                 | 1 7/8   | 1/8    |              | 1,200                             | 300  |           |
| AMER. ELECT. LABS                | AELBA           | O     | 1 1/8                      | 1 1/8                     |                       | .00                 | 2 1/8   | 1/2    | 9            | 1,672                             | 1,881  |           |
| AMERICAN TV & COMM.              | AMTV            | D     | 14 1/2                     | 14                        | + 1/2                 | + 3.57              | 19 1/4  | 5 1/2  | 26           | 3,304                             | 47,908                                       |           |
| ATHENA COMM.** *                 | O               |       | 1/4                        | 1/4                       |                       | .00                 | 3 1/2   | 1/8    |              | 2,125                             | 531  |           |
| BURNUP & SIMS                    | BSIM            | O     | 4 1/8                      | 3 3/4                     | + 3/8                 | + 10.00             | 24 1/8  | 2 1/2  | 8            | 8,390                             | 34,608                                       |           |
| CABLECOM-GENERAL                 | CCG             | A     | 5 3/4                      | 6                         | - 1/4                 | - 4.16              | 7 1/4   | 1 1/2  | 10           | 2,560                             | 14,720                                       |           |
| CABLE FUNINGO                    | CFUN            | O     | 5                          | 5                         |                       | .00                 | 7 3/8   | 3 7/8  | 125          | 1,121                             | 5,605  |           |
| CABLE INFO.                      | O               |       | 3/4                        | 3/4                       |                       | .00                 | 1 1/4   | 1/8    | 2            | 663                               | 497  |           |
| COMCAST                          | O               |       | 1 3/4                      | 2 1/4                     | - 1/2                 | - 22.22             | 3 1/4   | 3/4    | 7            | 1,708                             | 2,989  |           |
| COMMUNICATIONS PROP.             | COMU            | O     | 2                          | 2                         |                       | .00                 | 3 1/2   | 1      | 13           | 4,761                             | 9,522  |           |
| COX CABLE                        | CXC             | A     | 12                         | 12                        |                       | .00                 | 15 7/8  | 3 3/4  | 19           | 3,560                             | 42,720                                       |           |
| ENTRON                           | ENT             | O     | 3/4                        | 3/4                       |                       | .00                 | 1 1/2   | 3/8    | 5            | 1,358                             | 1,018  |           |
| GENERAL INSTRUMENT               | GRL             | N     | 9 1/2                      | 9 5/8                     | - 1/8                 | - 1.29              | 17 1/8  | 5/8    | 7            | 7,201                             | 68,409                                       |           |
| GENERAL TV                       | O               |       | 5/8                        | 5/8                       |                       | .00                 | 1 1/2   | 1/4    | 31           | 1,000                             | 625  |           |
| SCIENTIFIC-ATLANTA               | SFA             | A     | 18 1/4                     | 18 3/8                    | - 1/8                 | - .68               | 18 1/2  | 4      | 16           | 966                               | 17,629                                       |           |
| TELE-COMMUNICATION               | TCOM            | O     | 2 3/4                      | 3 1/4                     | - 1/2                 | - 15.38             | 6 3/8   | 7/8    | 2            | 5,181                             | 14,247                                       |           |
| TELEPROMPTER                     | TP              | N     | 5 3/8                      | 5 3/4                     | - 3/8                 | - 6.52              | 9       | 1 3/8  | 12           | 16,604                            | 89,246                                       |           |
| TIME INC.                        | TL              | N     | 54 1/4                     | 54 1/4                    |                       | .00                 | 59 1/4  | 24 7/8 | 11           | 9,960                             | 540,330                                      |           |
| TOCOM                            | TOCM            | O     | 2 1/2                      | 2 1/2                     |                       | .00                 | 4 7/8   | 1 3/4  | 6            | 634                               | 1,585  |           |
| UA-COLUMBIA CABLE                | UACC            | O     | 9                          | 9                         |                       | .00                 | 12 3/4  | 3 3/4  | 13           | 1,714                             | 15,426                                       |           |
| UNITED CABLE TV                  | UCTV            | O     | 2 1/2                      | 2 1/2                     |                       | .00                 | 4 5/8   | 1/4    | 5            | 1,879                             | 4,697  |           |
| VIACOM                           | VIA             | N     | 8 1/2                      | 8 7/8                     | - 3/8                 | - 4.22              | 9 1/4   | 2 5/8  | 11           | 3,665                             | 31,152                                       |           |
| VIKDA**                          | VIK             | A     | 1 3/8                      | 1 3/8                     |                       | .00                 | 4       | 1/2    | 1            | 2,534                             | 3,484  |           |
|                                  |                 |       |                            |                           |                       |                     |         |        |              | TOTAL                             | 83,760                                       | 949,129   |
| <b>Programming</b>               |                 |       |                            |                           |                       |                     |         |        |              |                                   |  |           |
| COLUMBIA PICTURES                | CPS             | N     | 6 1/8                      | 5 7/8                     | + 1/4                 | + 4.25              | 9 1/2   | 1 5/8  | 24           | 6,748                             | 41,331                                       |           |
| DISNEY                           | DIS             | N     | 48                         | 46 1/2                    | + 1 1/2               | + 3.22              | 54 3/4  | 18 3/4 | 26           | 29,755                            | 1,428,240                                    |           |
| FILMWAYS                         | FWY             | A     | 6                          | 5 5/8                     | + 3/8                 | + 6.66              | 6 1/8   | 2 1/8  | 8            | 1,792                             | 10,752                                       |           |
| FOUR STAR                        | O               |       | 1/4                        | 1/4                       |                       | .00                 | 1 3/8   | 1/8    |              | 666                               | 166  |           |
| GULF + WESTERN                   | GW              | N     | 21 5/8                     | 21 7/8                    | - 1/4                 | - 1.14              | 42 1/2  | 18 3/8 | 3            | 14,470                            | 312,913                                      |           |
| MCA                              | MCA             | N     | 82 1/8                     | 86 7/8                    | - 4 3/4               | - 5.46              | 86 7/8  | 19 1/4 | 11           | 8,478                             | 696,255                                      |           |
| MGM                              | MGM             | N     | 15 3/8                     | 15 3/8                    |                       | .00                 | 32 1/2  | 9 1/4  | 6            | 12,180                            | 187,267                                      |           |
| TELE-TAPE** *                    | O               |       | 1/4                        | 1/4                       |                       | .00                 | 3/4     | 1/8    |              | 2,190                             | 547  |           |
| TELETRONICS INTL.                | O               |       | 4 1/2                      | 4 1/2                     |                       | .00                 | 5       | 1 1/4  | 9            | 943                               | 4,243  |           |
| TRANSAMERICA                     | TA              | N     | 8 3/8                      | 7 7/8                     | + 1/2                 | + 6.34              | 10 3/8  | 5 1/2  | 13           | 64,945                            | 543,914                                      |           |
| 20TH CENTURY-FOX                 | TF              | N     | 14 1/4                     | 13 3/4                    | + 1/2                 | + 3.63              | 14 7/8  | 4 1/2  | 14           | 7,547                             | 107,544                                      |           |
| WALTER READE**                   | WALT            | O     | 1/2                        | 1/2                       |                       | .00                 | 1/2     | 1/8    |              | 4,296                             | 2,148  |           |
| WARNER                           | WCI             | N     | 20 1/2                     | 19 7/8                    | + 5/8                 | + 3.14              | 20 7/8  | 6 7/8  | 8            | 16,718                            | 342,719                                      |           |
| WRATHER                          | WCO             | A     | 3 3/8                      | 3 1/2                     | - 1/8                 | - 3.57              | 8 1/8   | 1 1/4  | 6            | 2,229                             | 7,522  |           |
|                                  |                 |       |                            |                           |                       |                     |         |        |              | TOTAL                             | 172,957                                      | 3,685,561 |
| <b>Service</b>                   |                 |       |                            |                           |                       |                     |         |        |              |                                   |  |           |
| BBOO INC.                        | BBOO            | O     | 16 1/2                     | 15 3/4                    | + 3/4                 | + 4.76              | 17 1/2  | 9 7/8  | 7            | 2,513                             | 41,464                                       |           |
| COMSAT                           | CO              | N     | 38 1/2                     | 37 1/2                    | + 1                   | + 2.66              | 46      | 23 3/4 | 8            | 10,000                            | 385,000                                      |           |
| DOYLE DANE BERNBACH              | DDYL            | O     | 8 7/8                      | 8 1/4                     | + 5/8                 | + 7.57              | 11 7/8  | 5 5/8  | 5            | 1,816                             | 16,117                                       |           |
| ELKINS INSTITUTE** *             | ELKN            | O     | 1/8                        | 1/8                       |                       | .00                 | 5/8     | 1/8    |              | 1,897                             | 237  |           |
| FOOTE CONE & BELOING             | FCB             | N     | 9 1/2                      | 9 1/2                     |                       | .00                 | 11 1/4  | 5 3/8  | 6            | 2,121                             | 20,149                                       |           |
| GREY ADVERTISING                 | GREY            | O     | 6 3/8                      | 6 3/8                     |                       | .00                 | 8 3/8   | 1      | 4            | 1,213                             | 7,732  |           |
| INTERPUBLIC GROUP                | IPG             | N     | 16                         | 16                        |                       | .00                 | 19      | 8 1/8  | 5            | 2,249                             | 35,984                                       |           |
| MARVIN JOSEPHSON                 | MRVN            | O     | 8 1/4                      | 7                         | + 1 1/4               | + 17.85             | 9 3/4   | 3 1/4  | 6            | 1,800                             | 14,850                                       |           |
| MCI COMMUNICATIONS               | MCIC            | O     | 2                          | 2                         |                       | .00                 | 6 1/2   | 1      |              | 13,339                            | 26,678                                       |           |
| MOVIELAB                         | MOV             | A     | 1 1/8                      | 1 1/4                     | - 1/8                 | - 10.00             | 1 3/4   | 1 1/2  | 6            | 1,407                             | 1,582  |           |
| MPO VIDEOTRONICS                 | MPO             | A     | 3 1/2                      | 3 7/8                     | - 3/8                 | - 9.67              | 4       | 1      | 19           | 537                               | 1,879  |           |
| NEEDHAM, HARPER                  | NDHMA           | O     | 5                          | 5                         |                       | .00                 | 7 1/2   | 3 5/8  | 7            | 853                               | 4,265  |           |
| A. C. NIELSEN                    | NIELB           | O     | 20                         | 19                        | + 1                   | + 5.26              | 28      | 7 3/8  | 19           | 10,598                            | 211,960                                      |           |
| OGILVY & MATHER                  | OGIL            | O     | 17 3/4                     | 17 3/4                    |                       | .00                 | 23 1/2  | 10     | 6            | 1,805                             | 32,038                                       |           |
| J. WALTER THOMPSON               | JWT             | N     | 7                          | 7                         |                       | .00                 | 12      | 4 1/4  | 9            | 2,649                             | 18,543                                       |           |
| UNIVERSAL COMM.*                 | O               |       | 1/4                        | 1/4                       |                       | .00                 | 3/4     | 1/8    |              | 715                               | 178  |           |
|                                  |                 |       |                            |                           |                       |                     |         |        |              | TOTAL                             | 55,512                                       | 818,656   |
| <b>Electronics/Manufacturing</b> |                 |       |                            |                           |                       |                     |         |        |              |                                   |  |           |
| AMPEX                            | APX             | N     | 5 5/8                      | 5 3/4                     | - 1/8                 | - 2.17              | 8 3/8   | 2 1/4  | 6            | 10,885                            | 61,228                                       |           |
| CCA ELECTRONICS*                 | CCAE            | O     | 1/8                        | 1/8                       |                       | .00                 | 1 1/8   | 1/8    |              | 881                               | 110  |           |
| CETEC                            | CEC             | A     | 1 1/2                      | 1 5/8                     | - 1/8                 | - 7.69              | 2 1/8   | 1      | 7            | 2,319                             | 3,478  |           |
| COHU, INC.                       | COH             | A     | 2 1/2                      | 2 3/8                     | + 1/8                 | + 5.26              | 3 7/8   | 1 1/4  | 28           | 1,617                             | 4,042  |           |
| CONRAC                           | CAX             | N     | 23 1/4                     | 21                        | + 2 1/4               | + 10.71             | 23 1/4  | 10     | 10           | 1,271                             | 29,550                                       |           |
| EASTMAN KODAK                    | EASKD           | N     | 100 1/4                    | 99                        | + 1 1/4               | + 1.26              | 108 3/4 | 63     | 26           | 161,347                           | 16,175,036                                   |           |
| GENERAL ELECTRIC                 | GE              | N     | 47 3/4                     | 47 1/8                    | + 5/8                 | + 1.32              | 65      | 30     | 16           | 182,885                           | 8,732,758                                    |           |
| HARRIS CORP.                     | HRS             | N     | 26 1/4                     | 23 7/8                    | + 2 3/8               | + 9.94              | 33 1/2  | 13 1/8 | 18           | 6,160                             | 161,700                                      |           |
| HARVEL INDUSTRIES                | HARV            | D     | 5                          | 3                         | + 2                   | + 66.66             | 9       | 2 1/2  | 31           | 480                               | 2,400  |           |
| INTERNATIONAL VIDEO              | IVCP            | O     | 1 7/8                      | 1 3/4                     | + 1/8                 | + 7.14              | 7 1/2   | 1 1/4  | 3            | 2,730                             | 5,118  |           |
| MICROWAVE ASSOC. INC             | MAI             | N     | 16 7/8                     | 16 1/2                    | + 3/8                 | + 2.27              | 26 7/8  | 9 3/4  | 8            | 1,320                             | 22,275                                       |           |
| 3M                               | MMM             | N     | 58                         | 55 3/8                    | + 2 5/8               | + 4.74              | 80 1/2  | 7 5/8  | 29           | 114,240                           | 6,625,920                                    |           |
| MOTOROLA                         | MOT             | N     | 45 1/2                     | 47 7/8                    | - 2 3/8               | - 4.96              | 61 7/8  | 34 1/8 | 21           | 28,198                            | 1,283,009                                    |           |
| N. AMERICAN PHILIPS              | NPH             | N     | 18 3/4                     | 13 1/2                    | + 5 1/4               | + 38.88             | 24 1/4  | 11 1/4 | 9            | 12,033                            | 225,618                                      |           |
| OAK INDUSTRIES                   | OEN             | N     | 7                          | 7 3/4                     | - 3/4                 | - 9.67              | 12 7/8  | 5 1/4  | 3            | 1,639                             | 11,473                                       |           |
| RCA                              | RCA             | N     | 18 7/8                     | 18 7/8                    |                       | .00                 | 21 1/2  | 9 7/8  | 15           | 74,547                            | 1,407,074                                    |           |

| Stock symbol                         | Exch. | Closing Wed. Oct. 15 | Closing Wed. Oct. 8 | Net change in week | % change in week | 1974-75 |     | P/E ratio | Approx. Shares Out (000) | Total market capitalization (000) |    |           |            |
|--------------------------------------|-------|----------------------|---------------------|--------------------|------------------|---------|-----|-----------|--------------------------|-----------------------------------|----|-----------|------------|
|                                      |       |                      |                     |                    |                  | High    | Low |           |                          |                                   |    |           |            |
| ROCKWELL INTL.                       | ROK   | N                    | 22                  | 22 1/4             | -                | 1/4     | -   | 1.12      | 28 3/8                   | 18 3/8                            | 7  | 30,913    | 680,086    |
| RSC INDUSTRIES                       | RSC   | A                    | 1 1/2               | 1 1/2              |                  |         |     | .00       | 2 1/4                    | 1/2                               | 5  | 3,440     | 5,160      |
| SONY CORP.                           | SNE   | N                    | 9 1/2               | 8 3/4              | +                | 3/4     | +   | 8.57      | 29 7/8                   | 4 3/4                             | 25 | 172,500   | 1,638,750  |
| TEKTRONIX                            | TEK   | N                    | 39 1/2              | 39 3/4             | -                | 1/4     | -   | .62       | 47 3/4                   | 18 1/2                            | 14 | 8,671     | 342,504    |
| TELEMIATION                          | TIMT  | O                    | 1 1/2               | 1 3/4              | -                | 1/4     | -   | 14.28     | 2 3/4                    | 1                                 | 9  | 1,050     | 1,575      |
| VARIAN ASSOCIATES                    | VAR   | N                    | 14 1/2              | 14 3/4             | -                | 1/4     | -   | 1.69      | 17 3/4                   | 6                                 | 13 | 6,838     | 99,151     |
| WESTINGHOUSE                         | WX    | N                    | 13 3/8              | 12 3/4             | +                | 5/8     | +   | 4.90      | 26                       | 8 1/2                             | 37 | 87,024    | 1,163,946  |
| ZENITH                               | ZE    | N                    | 22 7/8              | 24 5/8             | -                | 1 3/4   | -   | 7.10      | 31 5/8                   | 10                                | 95 | 18,797    | 429,981    |
|                                      |       |                      |                     |                    |                  |         |     |           | TOTAL                    |                                   |    | 931,785   | 39,111,942 |
|                                      |       |                      |                     |                    |                  |         |     |           | GRAND TOTAL              |                                   |    | 1,695,882 | 55,315,930 |
| Standard & Poor's Industrial Average |       |                      | 99.9                | 98.7               |                  | +1.2    |     |           |                          |                                   |    |           |            |

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

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.

\*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.

## Fates & Fortunes®

### Media



Schurz

**Franklin D. Schurz** retired Oct. 5 as president, *South Bend (Ind.) Tribune*, after 50 years. He has been named board chairman of Tribune Corp. which also owns WSBT-AM-FM-TV South Bend, WDBJ-TV Roanoke, Va., and several other newspapers in Maryland and California.

**Richard P. McCauley**, director of affiliate affairs, ABC Radio Network, New York, elected VP.

**Ernest Madden**, general manager, WEHT(TV) Evansville, Ind., named VP of licensee, Gilmore Broadcasting Corp., Kalamazoo, Mich.

**Donald Evers**, VP, corporate affairs, NBC, named director, corporate identification, one of several appointments coincident with redesign of network's graphics (see page 44).

**Carol Lynn Akiyama**, field attorney, National Labor Relations Board, Los Angeles, named attorney, West Coast labor relations, legal affairs, ABC, Los Angeles. **Tom Cheronos**, director of special projects, public broadcasting stations WQED(TV)-WQEX(TV) Pittsburgh, named West Coast unit manager, ABC Television Network, Los Angeles.

**Bill Utton**, sales manager, KVEG(AM) Las Vegas, named station manager.

**Joseph A. Reilly**, director, employe relations, NBC, Burbank, Calif., elected VP-employe relations, succeeding **David J. Gardam**, who joins RCA Corp. as VP-industrial relations, RCA Electronics, Harrison, N.J.

**Richard D. Booth**, program executive, WHFM(FM) Rochester, N.Y., named general manager, WBAX(AM) Wilkes-Barre, Pa.

Newly elected officers, Illinois Broadcasters Association: **Jack Muzzle**, WREX-TV Rockford, president; **Shelby Harbison**, WTAX(AM) Springfield, president-elect; **Lee Schulman**, WMAQ-TV Chicago, VP/television; **Robert Farrow**, WICS(TV) Springfield, secretary-treasurer.

**Shirlee Taylor Hatzlip**, acting general manager, WBNB-TV Charlotte Amalie, Virgin Islands, named general manager.

**James R. Roberts**, VP, Hood, Hope & Associates, Tulsa, Okla., advertising/PR agency, named information services director, noncommercial WTTW(TV) Chicago.

**James F. McGowan**, director, research and planning, business affairs, CBS-TV, New York, named director, administration and planning, business affairs, Hollywood.

### Broadcast Advertising

**Steve Engles**, ABC-TV Spot Sales, New York, named general sales manager, WRoc-TV Rochester, N.Y.

**Ruth Stout**, group head, and **Chris Miller**, planning supervisor, Tracy-Locke Advertising and Public Relations, Dallas, named broadcast media supervisors.

**Wayne Fickinger**, executive VP, managing director of operations, Chicago office, J. Walter Thompson, given additional responsibility as



Fickinger



Fortinberry

director, U.S. Western Division. **Glenn W. Fortinberry**, executive VP, managing director, Detroit office, JWT, appointed to additional post, director, U.S. Eastern Division. **Farlan**

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**Myers**, VP, manager, Hollywood office of JWT, named director, broadcast programming and continues to direct Western program operations for JWT. **John H.P. Davis**, formerly president, Blue Ridge Enterprises Inc., New York, TV program packager, named supervisor, Eastern program operations for JWT. **Bill Barre**, copywriter, JWT, Chicago, named group head.

**Elizabeth Neill**, associate media director at Ted Bates & Co., New York, named manager of radio spot buying and syndication, SFM Media Service Corp., New York.

**William Hudson Giles**, VP, creative group head, Dancer-Fitzgerald-Sample, New York, named senior VP and creative director.

**Joan D. Kerrigan**, general manager, administrative services, Young & Rubicam, New York, named VP.

**James M. Burns**, controller, Carvel Corp., New York, named VP, administration, Kelly, Nason Inc., same city.

**Mary Ann Bohman**, media buyer, Lee King & Partners, Chicago, named broadcast/print buyer, Kelly Scott & Madison, same city.

**Joseph E. Parish**, general sales manager, WIND(AM) Chicago, named to same position, WLS(AM) there, succeeding **Nicholas D. Trigony** now with KXYZ(AM) Houston (BROADCASTING, Oct. 13).

**Russell Gilsdorf**, associate media director; **John Ruf**, account executive, Kenyon & Eckhardt, New York, named VP's.

**Lois Gredell**, account executive, CBS FM Sales, Chicago, named Midwest manager there.

**Michael B. Marder**, sales manager, WINS(AM) New York, named general sales manager.

**James Aucone**, account supervisor, Cunningham & Walsh, New York, named VP.

**Charlotte Beales**, media buyer, J. Walter Thompson, Chicago, named sales research manager, WBBM-TV same city.

**George T. Gale**, creative director, Batz-Hodgson-Neuwoehner, St. Louis, named VP.

**Donald J. Bratrude**, executive VP, Campbell-Ewald, Detroit, named to board of directors, executive committee.

**Anthony Cangemi**, president, Profit Centers Inc., New York, named VP/director, new Chicago office of Air Time, New York-based media services firm.

**A.W. Shimkus**, account representative/production coordinator, Gardner Advertising, St. Louis, named VP.

**Dee Mack**, media buyer, N.W. Ayer, Philadelphia, named local sales manager, WSID(AM)-WLPL(FM) Baltimore.

**Roy Conners**, VP, Helfgott, Towne & Silverstein, New York, named creative group head/music director, Henderson Advertising, Greenville, S.C.

**Steven Engles**, sales representative, ABC-TV Spot Sales, New York, named general sales manager, WROC-TV Rochester, N.Y.

**Weldon Donaldson**, assistant sales manager, KFMB-TV San Diego, named general sales manager.

**Douglas P. Finck**, account executive, WXLO(FM) New York, named sales manager, WJBQ-AM-FM Westbrook, Me.

**Frank Forsythe**, local account executive, WCHS-TV Charleston, W. Va., named local regional sales manager.

**Andy Attilis**, artist, Henry J. Kaufman & Associates, Washington, named art director of advertising-public relations firm.

## Programing

**Michael Garin**, assistant to advertising director, *Fortune* magazine, New York, named director of market planning, Time-Life Television, same city, which is under same ownership.

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**Back in business.** John Henry Faulk, the true-life protagonist of the CBS-TV special, *Fear on Trial* about the blacklists in the entertainment industry in the 1950's (BROADCASTING, Sept. 22), has been signed to be a continuing member of the cast of *Hee Haw*, the nationally syndicated, seven-year-old country-music-variety-comedy program that is now on 217 TV stations. Mr. Faulk, a Madisonville, Tex., farmer, will tell stories about the folks back home as he did before he lost his job (on WCBS(AM) New York) because of the blacklist. Mr. Faulk will appear on the first of the 11 new segments of *Hee Haw* that begin taping in Nashville on Oct. 22.

**Tom Werner**, senior analyst, ABC-TV planning, development, New York, named manager of prime-time program development, East Coast.

**Gayle Waxman**, associate producer, KMOX-TV St. Louis, named staff producer.

**Denise Noonan**, traffic coordinator, WLUK-TV Green Bay, Wis., named program director, WEAU-TV Eau Claire, Wis. Both are Post Corp. stations.

**Ralph E. Walter**, director, Radio Free Europe, Munich, named first VP, programming, Radio Free Europe/Radio Liberty, Washington.

**Keith Darby**, operations manager, Rocky Mountain ATS-6 satellite television project, Denver, named television production director, noncommercial WGTE-TV Toledo, Ohio.

**Joe Bolton**, "Officer Joe" on children's programming on WPIX(TV) New York, retires after 27-year association with station.

## Broadcast Journalism

**Barrie Dunsmore**, public-affairs reporter/host, CTV, Toronto, named military affairs correspondent, ABC News, Washington.

**Joseph Angotti**, producer, NBC *Nightly News*, New York, named producer, NBC News special broadcast unit, same city. **William Chesleigh**, economy desk editor, NBC News, New York, named political assignment editor.

**Gil Haar**, news director, KNEW(AM) Oakland, Calif., named to same position, KNAI-FM San Francisco.

**John W. Heffernan**, chief representative, Reuters, Washington, to retire April 1. He will be succeeded by **Maurice Qualintance**, Reuters London headquarters.

**Ernie Moye**, assignment desk, CBS News, Washington, named managing editor, all-news WTOP(AM) Washington.

**Robert Dotson**, special projects director, WKY-TV Oklahoma City, named reporter, WKYC-TV Cleveland.

**Larry Klaas**, University of Texas, Austin, student, named reporter/anchor, WCKT(TV) Miami.

**Doug Fellows**, news director, WFBS(AM) Spring Lake, N.C., named to same position, WANS-AM-FM Anderson, S.C.

**Gene Birk**, reporter, KDUB-TV Dubuque, Iowa,

named to same position, WKRQ-TV Mobile, Ala.

**Bob McCafferty**, manager, California state broadcast service, Sacramento, named assignment editor, KOVR(TV) Stockton-Sacramento. **Bill Gray**, executive producer, KBTB(TV) Denver, named producer, KOVR.

**Stan Turner**, reporter/anchor, KSTP-TV St. Paul, named associate news director.

**Mike Jacobs**, reporter, WHO-TV Des Moines, Iowa, named anchor/producer, WREX-TV Rockford, Ill.

**Kirk O. Winkler**, reporter, WOI-TV Ames, Iowa, named news director.

**Ed Rose**, cameraman, WTAJ-TV Altoona, Pa., named news assignment editor. **Mike Schneider**, news staff, WPVI-TV Philadelphia, named sports director, WTAJ-TV.

**Steve Cagle**, substitute reporter, WJAR-TV Providence, R.I., named general assignment reporter.

## Cable

**David J. Keefe**, pay cable director, Cox Cable Communication's Moline, Ill., system, named pay cable coordinator, parent company in Atlanta.

**Richard C. Dreyfuss**, program development director, Continental Communications Inc., Haddonfield, N.J., cable programming firm, named general manager.

## Allied Fields

**John M. Taff**, member of FCC's broadcast re-regulation task force, named assistant chief, rules and standards division, Broadcast Bureau, Washington.

**Russell W. Freeburg**, public affairs consultant, Wagner & Baroody, Washington, named public relations director, American Trucking Association, Washington.

**Don DeMesquita**, VP, television; **Rita Seery**, business affairs manager, Jay Bernstein Public Relations, Los Angeles, have formed DeMesquita-Seery Public Relations at 9000 Sunset Boulevard, Los Angeles, 90069; (213) 550-1904. **David Lawrence**, chief operating officer of Jay Bernstein Public Relations, has taken over firm's television department.

**David Rasmussen**, client services; **Jack Kelly**, account executive, A.C. Nielsen, Northbrook, Ill., named VP's.

**Andrew C. Erish**, advertising/press information director, ABC Television Stations, New York, named communications director, New Jersey School Boards Association, Trenton.

## Deaths



Stone

Funeral services for **Peggy Stone**, 69 chairman of board, H.R./Stone Inc., representatives, New York, were conducted in Huntington, N.Y., Oct. 12. Mrs. Stone died of cancer Oct. 8 (BROADCASTING, Oct. 13). She began career in 1930's in CBS station relations. In early 1940's she was involved in station relations, research and promotion as VP of Hearst Radio Inc., New York. She formed her own radio sales representative firm there, Broadcast Sales Co., which became Spot Sales Co. and was reorganized in 1947 into Stone Representatives Inc., of which she was president. Stone Reps merged with H.R. Representatives in September 1969 and Mrs. Stone became vice chairman of board, H.R. Representatives Inc. Firm was renamed H.R./Stone in 1972 at which time she became chairman. Survivors include two sons, Thomas and Steven; daughter, Greta Beckhardt; sister, Vivian, six grandchildren and one grandchild.

**Pierre Defrance Streit**, 52, film writer, producer, director, died Oct. 5 in auto accident near Missoula, Mont. Mr. Streit won Emmy in 1967 for four-hour ABC special on Africa that he produced. He is survived by his wife, Peggy, and one daughter.

**Cecil Barr Sheets**, 48, former CBS network and Buena Vista Films (Disney) sales executive, died Oct. 4 in Burbank, Calif., after brief illness. He is survived by wife, Patricia, son and daughter.

**Jack P. Kussart**, 57, VP/assistant general manager, WAND(TV) Decatur, Ill., died of heart attack Oct. 3 in New York. Mr. Kussart had been with WAND since 1953. He is survived by his wife, Laura, one daughter and one son.

# For the Record.

As compiled by BROADCASTING, Oct. 6 through Oct. 10 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.—Louis J. Maierhofer seeks 1010 khz, 250 w-D. P.O. address: 1108 29th Ave. Altoona, Pa. 16601. Estimated construction cost \$17,300; first-year operating cost \$12,000; revenue not given. For-

mat: variety. Principals: Mr. Maierhofer requests interim operating authority of facilities of deleted WUDO on 1010 khz and CP for new station. He is 90% stockholder and general manager of WKMC(AM) Roaring Spring, Pa., applicant for FM in Hollidaysburg, Pa. and owner of financial planning company. Ann. Oct. 9.

### AM actions

■ Johnston City, Ill.—Application by Dennis F. Doelitzsch for new AM on 1100 khz returned. Ann. Oct. 7.

■ Fairview, Tenn.—Application by B.L.P. Inc. for new AM on 1170 khz returned. Ann. Oct. 7.

## AM licenses

Broadcast Bureau granted following licenses covering new stations:

- WLVC Fort Kent, Maine, Melvoc Inc. (BL-14003). Action Sept. 30.
- WEXM Jamesville, Va., Parker-Rew Enterprises (BL-13853). Action Oct. 1.
- WLRV Lebanon, Va., J.T. Parker Broadcasting Co. (BL-13812). Action Oct. 1.
- WNST Milton, W. Va., Naseeb S. Tweel (BL-13660). Action Oct. 1.

## FM applications

- \*Chicago, Ill.—Open Media Corp. seeks 90.5 mhz, 26.4 kw., HAAT 620 ft. P.O. address: 600 W. Fullerton Parkway, Chicago 60614. Estimated construction cost \$153,708; first-year operating cost \$55,714. Principal: Mitchell A. Lieber, president of nonprofit corporation. Ann. Oct. 6.
- Springfield, Ill.—Midwest Broadcasting Co. seeks 98.7 mhz, 50 kw., HAAT 500 ft. P.O. address: Box 2102, Springfield 62705. Estimated construction cost \$123,137; first-year operating cost \$105,680; revenue not given. Format: progressive contemporary, news. Principals: Mark E. Erenburg (13.95%), Edward D. McNamara Jr. (13.95%), Ruth J. Hill (19.77%), Carl F. Flipper III (26.74%) et al. Messrs. Erenburg and Flipper and Ms. Hill are employed at Sangamon State University, Springfield. Mr. McNamara is attorney. Ann. Oct. 3.
- \*Farmington Hills, Mich.—Oakland Community College seeks 90.3 mhz, 10 w. P.O. address: 2480 Opydyke Rd., Bloomfield Hills, Mich. 48013. Estimated construction cost \$5,600; first-year operating cost \$1,500. Principal: Dr. Daniel Greenburg, station faculty. Ann. Oct. 7.
- Plainwell, Mich.—Robert B. Taylor seeks 100.9 mhz, 3 kw., HAAT 300 ft. P.O. address: 9129 West End Dr., Portage, Mich. 49081. Estimated construction cost \$52,402; first-year operating cost \$23,164; revenue \$60,000. Format: contemporary-popular. Principal: Mr. Taylor owns and operates WBUK(AM) Portage, Mich. Ann. Oct. 6.
- Columbus, Miss.—Community Media Corp. seeks 103.9 mhz, 3 kw., HAAT 263 ft. P.O. address: Box 406, Columbus 39701. Estimated construction cost \$41,000; first-year operating cost \$17,035; revenue \$60,000. Format: inspirational and instructional. Principals: Nancy Hanks Springfield (99%) et al. Ms. Springfield is feature writer for alumnae bulletin of Mississippi University for Women, Columbus, Miss. Ann. Oct. 6.
- Eldon, Mo.—Triple K Broadcasting seeks 92.7 mhz, 2.4 kw., HAAT 303 ft. P.O. address: Box 412, Columbia, Mo. 65201. Estimated construction cost \$13,300; first-year operating cost \$31,700; revenue not given. Format: contemporary. Principals: Ronald R. Weneker (51%), Kenneth W. Kuenzie, Dennis J. Klautzer and Anthony L. Knipp (each 16.3%). Mr. Weneker is insurance, mutual fund and real estate broker. Mr. Kuenzie and Mr. Knipp are announcer and salesman, respectively, for KTGR-AM-FM Columbia, Mo. Mr. Klautzer is announcer for KXOK(AM) St. Louis. Ann. Oct. 6.
- \*Charlotte, N.C.—Application by University of North Carolina at Charlotte for new FM amended to change frequency to 90.9 mhz. Ann. Oct. 9.
- Portland, Ore.—East-West FM Group seeks 103.3 mhz, 100 kw., HAAT 877 ft. P.O. address: c/o Charles R. Williamson, Esq. Commonwealth Bldg., Portland, Ore. 97204. Estimated construction cost \$123,179; first-year operating cost \$151,300; revenue not given. Format: adult instrumental and vocal. Principals: John Q. Tilson III (32.9%) et al. East-West also owns KKNU(FM) Fresno, Calif. Ann. Oct. 3.
- Cheraw, S.C.—Cheraw Broadcasting Co. seeks 103.1 mhz, 3 kw., HAAT 300 ft. P.O. address: 233 2nd St., Cheraw 29520. Estimated construction cost \$69,770; first-year operating cost \$55,190; revenue \$60,000. Format: contemporary, talk. Principals: Robert F. Eskridge Sr. (25%) owns department store. Robert F. Eskridge Jr. (26%) is insurance agent and ceramics engineer. W. Lee Simmons (49%) owns communications company and has been technical director for stations in North and South Carolina. Ann. Oct. 6.
- Aberdeen, S.D.—Aberdeen Broadcasting Co. seeks 94.1 mhz, 100 kw., HAAT 211 ft. P.O. address: 405 N. W. 8th Ave., Aberdeen 57401. Estimated construction cost \$46,700; first-year operating cost \$5,000; revenue

\$12,000. Format: MOR. Principals: Preston A. and Marilun M. Solem (50% jointly) and Lawrence W. and Pamela A. Nelson (50% jointly). The Solum's own KABR(AM) Aberdeen and Mr. Solum is mayor of Aberdeen. The Nelson's own 98% of WSPY(FM) Plano, Ill. Ann. Oct. 3.

- Terrell Hills, Texas—The Wholly Owned Corporation seeks 106.3 mhz, 2.52 kw., HAAT 325 ft. P.O. address: 1416 E. 37th, Austin, Tex. 78722. Estimated construction cost \$45,300; first-year operating cost \$27,000; revenue \$60,000. Format: contemporary. Principals: Mitch Green (44%), Lorenzo W. Milam (44%) et al. Mr. Green is press aid for representative to Texas State Legislature. Mr. Milam is comptroller of \*KCHU(FM) Dallas, has interest in KFAT(FM) Gilroy, Calif. and is director of applicant for noncommercial FM in Austin, Tex. Ann. Oct. 3.
- Warrenton, Va.—Goldcup Broadcasting seeks 94.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 8200 East Boulevard Dr., Alexandria, Va. 22308. Estimated construction cost \$12,000; first-year operating cost \$78,000; revenue \$90,000. Format: contemporary. Principal: James K. and Elizabeth N. Edmundson and John E. and Mary S. Dettra (each 25%). Mr. Edmundson is partner in Washington communications law firm. The Dettra's own communication consulting and technical services firm. Mr. Dettra is consulting engineer and Mrs. Dettra is registered nurse. Ann. Oct. 6.

## FM actions

- Broadcast Bureau granted following CP modifications to extend completion time to date shown: WKOG-FM Gordon, Ga.—To March 30, 1976 (BMPH-14612); KLEE-FM Ottumwa, Iowa—To May 6, 1976 (BMPH-14621); WKRA-FM Holly Springs, Miss.—To April 9, 1976 (BMPH-14614); \*KRUD Las Vegas—To Jan. 1, 1976 (BMPED-1307).
- \*Kodiak, Alaska—Kodiak Public Broadcasting Corp. Broadcast Bureau granted 100.1 mhz, 3 kw., HAAT 3 ft. P.O. address: Box 484, Kodiak 99615. Estimated construction cost \$89,461; first-year operating cost \$105,000. Principal: Samuel A. Ward, vice president, board of directors (BPED-1936). Action Oct. 2.
  - Beaverton, Ore.—Application by Gaviota Wireless Communications Co. for new FM on 103.3 mhz returned. Ann. Oct. 7.

## FM starts

- \*WLJS-FM Jacksonville, Ala.—Authorized program operation on 91.9 mhz, TPO 10 w. Action Sept. 24.

## FM licenses

- Broadcast Bureau granted following licenses covering new stations:
- \*KSBR Mission Viejo, Calif., Saddleback Community College District (BLED-1425). Action Sept. 30.
  - \*KCSS Turlock, Calif., California State College, Stanislaus (BLED-1426). Action Oct. 3.
  - KSIH Pocatello, Idaho, Southern Idaho Stereo F.M. Corp. (BLH-6801). Action Sept. 30.
  - KADQ-FM Rexburg, Idaho, Theodore W. Austin (BLH-6778). Action Oct. 3.
  - WEMD-FM Easton, Md., Easton Broadcasting Co. (BLH-6693). Action Oct. 1.
  - KPCR-FM Bowling Green, Mo., Pike County Broadcasting Co. (BLH-6773). Action Oct. 3.
  - KQNM Gallup, N.M., Gallup Broadcasting Co. (BLH-6779). Action Oct. 3.
  - WZLE Lorain, Ohio, Lake Erie Broadcasting Co. (BLH-6785). Action Oct. 3.
  - KCHU Dallas, Agape Broadcasting Foundation (BLED-1431). Action Oct. 3.
  - WLSD-FM Big Stone Gap, Va., Gap Broadcasting Co. (BLH-6671). Action Oct. 1.
  - WKWI Kilmarnock, Va., Kilmarnock Broadcasters (BLH-6796). Action Oct. 1.
  - WPDx-FM Clarksburg, W. Va., Rau Radio Stations (BLH-6525). Action Oct. 1.

## Ownership changes

### Applications

- WCTA-AM-FM Andalusia, Ala. (AM: 920 khz, 5 kw-D, 500 w-N; FM: 98.1 mhz, 26 kw)—Seeks transfer of control of Andalusia Broadcasting Co. from

J. Dige Bishop et al. (100% before; none after) to Triple H. Broadcasting (none before; 100% after) and assignment of license to Triple H. Broadcasting. Consideration: \$400,000. Principals: Knowlton L. Hollis and Allen U. Hollis (33-1/3% each) are physicians. William K. Hoisington is general manager of, and with Allen Hollis, owns WKYV-FM Vicksburg, Miss. Ann. Oct. 9.

- KLOM-AM-FM Lompoc, Calif. (AM: 1330 khz, 1 kw-D, DA; FM: 92.7 mhz, 2.5 kw)—Seeks assignment of license from Communications Corp. of America to Robert D. Janacek for \$200,000. Seller: Meyer Gold, president, has interest in applicant for new television station in Las Vegas. Buyer: Mr. Janacek is former vice president and general manager of KXON-TV Mitchell, S.D. Ann. Oct. 9.
- WILZ(AM) St. Petersburg Beach, Fla. (1590 khz, 1 kw-D, DA)—Seeks assignment of license from Millbeck Broadcasters to Rolynd Communications for \$67,000 plus assumption of \$197,704 of accounts and notes payable. Sellers: Arthur N. Millman and Morris Millman have no other broadcast interests. Buyers: Robert T. Mach (75%) has interest in steel production company. Jake E. Danzey (25%) owns restaurant and is former general manager of WTMP(AM) Tampa, Fla. Ann. Oct. 6.
- WWCM-AM-FM Brazil, Ind. (AM: 1130 khz, 500 w-DA-D; FM: 97.7 mhz, 3 kw)—Seeks assignment of license from Clay County Broadcasting Co. to WWCM Inc. for \$550,000. Seller: Albert Tedesco, principal stockholder, has interest in KTCR-AM-FM Minneapolis, KDUZ-AM-FM Hutcheson, Minn. and WEXY(AM) Oakland Park, Fla. Buyer: WWCM Inc. is subsidiary of Hausman Broadcasting Corp., licensee of WTOY(AM) Roanoke, Va. Barry L. Hausman is president. Ann. Oct. 9.
- WRBT(TV) Baton Rouge, La. (ch. 33)—Seeks transfer of control of Rush Broadcasting Corp. from Richard O. Rush, Ramon V. Jarrell and Southern Educators Life Insurance Co. (100% before; none after) to Corporate Communications Group (none before; 100% after). Consideration: \$200,000 plus assumption of liabilities of \$2,560,190. Principals: Jules B. LeBlanc III (70%) and Cyril E. Vetter (30%), stockholders of Corporate Communications, are controlling stockholder and officer, respectively, of real estate development and management company in Baton Rouge. Ann. Oct. 3.
- WISP(AM) Kinston, N.C. (AM: 1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Smiles of Kinston from Norman J. Suttles, Derwood H. Godwin et al. (90.5% before; none after) to WISP Broadcasting Co. (9.5 before; 100% after). Consideration: \$450,000. Principals: Richard V. Surlles, 100% stockholder of WISP Broadcasting, is vice president and general manager of WISP. Ann. Oct. 6.
- WFBS(AM) Spring Lake, N.C. (1450 khz, 1 kw-D, 25- w-N)—Seeks transfer of control of Radio Smiles from Norman J. Suttles, Derwood H. Godwin and John Ingraham (90.9% before; none after) to Triad Communications (9.1% before; 100% after). Consideration: \$590,850. Principal: Jerry W. Oakley, sole stockholder of Triad, is vice president and general manager of WFBS(AM). Ann. Oct. 6.
- WLWC(TV) Columbus, Ohio (ch. 4)—Seeks assignment of license from Avco Broadcasting Corp. to The Outlet Co. for \$16,100,000. Seller: Avco Broadcasting, George J. Gray, vice president, is licensee of WLW(AM) Cincinnati, WRTH(AM) Wood River, Ill., KYA-AM-FM San Francisco. Sales of WLWT(TV) Cincinnati, WLWD(TV) Dayton, Ohio and KMOL-TV San Antonio, Tex. are pending. Buyer: The Outlet Co. owns WDBO-AM-FM-TV Orlando, Fla., WJAR-AM-TV Providence, R.I. and KSAT-TV San Antonio, Tex. and owns 80% interest in WNYSTV Syracuse, N.Y. Kenneth Logowitz is president. Ann. Oct. 8.
- KXIX(TV) Victoria, Tex. (ch. 19)—Seeks assignment of license from Guadalupe Valley Telecasting Co. to Victoria Communications Corp. for \$225,000. Seller: Guadalupe Valley is subsidiary of South Texas Telecasting, licensee of KIII(TV) Corpus Christi, Tex. Michael D. McKinnon is president. Buyer: Dewey T. Acker (29.5%) et al. Mr. Acker is announcer for KNAL(AM) Victoria. Other 11 stockholders are area businessmen and professionals. Ann. Oct. 8.
- WCCN-AM-FM Neillsville, Wis. (AM: 1370 khz, 5 kw-D; FM: 107.5 mhz, 100 kw)—Seeks transfer of control of Central Wisconsin Broadcasting from Howard Sturtz (90% before; none after) to Wayne F. Grap (10% before; 100% after). Consideration: \$307,931. Principal: Mr. Grap is sales manager of WCCN-

**Actions**

■ **WJRD(AM)** Tuscaloosa, Ala.—Broadcast Bureau granted involuntary assignment of license from Cooper Radio to Tidmore & Harrison, receiver (BAL-8508). Action Oct. 3.

■ **KVOM(AM)** Morrilton, Ark.—Broadcast Bureau granted assignment of license from J.C. Willis to Morrilton Broadcasting Co. (J.C. Willis, Ella Mae Willis and Stanton Willis) (BAL-8509). Action Oct. 30.

■ **KIFM(FM)** Bakersfield, Calif. (96.5 mhz, 39 kw)—Broadcast Bureau granted assignment of license from Faith Center to International Church of the Four Square Gospel for \$150,000. Seller: Faith Center, R.A. Schoch, president, is licensee of KHOF(FM) Los Angeles-KHOF-TV San Bernardino, Calif., KVOF-TV San Francisco and is in process of selling WHCT(TV) Hartford, Conn. Buyer: Nonstock, nonprofit corporation is licensee of KFSG(FM) Los Angeles. Ralph K. McPherson is president (BALH-2155). Action Sept. 30.

■ **WEIC-AM-FM** Charleston, Ill. (AM: 1270 khz, 1 kw-D, 500 w-N; FM: 92.1 mhz, 2.2 kw)—Broadcast Bureau granted assignment of license from Community Communications Associates to Withers Broadcasting of Eastern Illinois for \$325,000. Sellers: John F. and Emmy Lou Hurlbut (51% jointly) own WVVC(AM)-WSAB(FM) Mt. Carmel, Ill. Buyer: James K. Withers (100%) has interest in WMIX-AM-FM Mt. Vernon Ill., KMGO-AM-FM Cape Girardeau, Mo. and restaurants and owns real estate agency in Cape Girardeau (BAL-8466, BALH-2166). Action Sept. 30.

■ **WUUN(FM)** Marquette, Mich.—Broadcast Bureau granted transfer of control of Chappell Broadcasting from Lou Chappell to Lou Chappell, Nicholas Bridges and John Hubbard (33-1/3% each) (BTC-7851). Action Oct. 3.

■ **WCNW-AM-FM** Fairfield, Ohio (AM: 1560 khz, 5 kw-D; FM: 94.9 mhz, 29 kw)—Broadcast Bureau granted assignment of license from Walter L. Follmer Inc. to Broadcast Management Corp. for \$545,000. Seller: Walter L. Follmer, Hamilton, Ohio, highway contractor. Buyer: Joel Thrope and Tom Greene. Mr. Thrope is former VP and general manager of WWEZ(FM) Cincinnati; Mr. Greene has interest in Cincinnati construction firm (BAL-8475, BAPLH-182). Action Oct. 8.

■ **WEAC(AM)-WAGI-FM** Gaffney, S.C.—Broadcast Bureau granted acquisition of positive control of Gaffney Broadcasting by E. Raymond Parker through purchase of stock by licensee corporation from Don H. and Shirley C. Lovelace. Consideration: \$350,000 (BTC-7850). Action Oct. 3.

■ **KORN(AM)** Mitchell, S.D. (1490 khz, 1 kw-D; 250 w-N)—Broadcast Bureau granted assignment of license from Mitchell Broadcasting Association to Korn Palace Broadcasting for \$400,000. Seller: R.V. Eppel has no other broadcast interests. Buyers: Dean L. DeSchepper, Arthur C. Rew, Marilyn Christensen, Robert W. Anton and Michael E. Opiola (20% each). Mr. Opiola is director of news and public affairs for WBBM-FM Chicago (BAL-8473). Action Oct. 8.

■ **WTLT(TV)** Nashville (ch. 17, off-air)—Broadcast Bureau granted assignment of license from Hudson Broadcasting Inc. to Reel Broadcasting Co. for \$42,400 assumption of debts, plus lease agreement. Sellers: Robert Hudson, Don J. Massey, et al., were unable to return station to air. Buyers: Robert K. Zelle (62%), Nashville businessman; Michael P. Thompson (20%) former professional golfer, et al. (BALCT-570). Action Sept. 30.

■ **KPSO(AM)** Falfurrias, Tex. (1260 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Regional Broadcasters to Brooks Broadcasting Corp. for \$75,000. Sellers: Donald Funkhouser and I. Clinton Miller have interest in KIBL(AM) Beeville, Tex. Buyer: Raymond O. Creely (100%) has interest in recording studio, background music service and retail liquor store in Wichita, Kan. (BAL-8472). Action Oct. 8.

■ **KEND(AM)** Lubbock, Tex. (1590 khz, 1 kw, DA-2)—Broadcast Bureau granted assignment of license from END Corp. to Radio Lubbock Inc. for \$437,500. Sellers: END Corp. officers Alan Rosen and Joe R. Horkey have interest in KRZI(AM) Waco, Tex. Buyers: Larry Achers and Bill Fox (each 50%) have interest in KRBC(AM) Abilene, Tex. (BAL-8470). Action Oct. 9.

■ **KDOX(AM)** Marshall, Tex. (1410 khz, 500 w-

**Call letters**

**Applications**

| Call                 | Sought by                                    |
|----------------------|--|
| <b>New TV's</b>      |  |
| KIVV-TV              | Dakota Broadcasting Co., Lead, S.D.          |
| KEVN-TV              | Dakota Broadcasting Co., Rapid City, S.D.    |
| <b>New AM's</b>      |  |
| WPTB                 | Rosemor Broadcasting Co., Statesboro, Ga.    |
| WVFC                 | Town Radio, McConnellsburg, Pa.              |
| KMTI                 | Sanpete County Broadcasting Co., Mant., Utah |
| <b>New FM</b>        |  |
| KQAA                 | Dakota-North Plains Corp., Aberdeen, S.D.    |
| <b>Existing TV's</b> |  |
| KTVY                 | WKY-TV Oklahoma City                         |
| WZTV                 | WTLT Nashville                               |
| <b>Existing AM's</b> |  |
| KKIK                 | KAWA Waco-Marlin, Tex.                       |
| WBZQ                 | WGNL Greenville, N.C.                        |
| <b>Existing FM's</b> |  |
| KZZQ                 | KLEB-FM Golden Meadow, La                    |
| WFJA                 | WWGP-FM Sanford, N.C.                        |
| WNMU-FM              | WNMR Marquette, Mich.                        |
| WKEZ                 | WTAR-FM Norfolk, Va.                         |

**Grants**

| Call                 | Assigned to  |
|----------------------|--|
| <b>New TV's</b>      |  |
| *KAFT                | Arkansas Educational Television Commission, Fayetteville, Ark.   |
| *KMTF                | Fresno County Board of Education, Fresno, Calif.                 |
| <b>New AM</b>        |  |
| WDAX                 | John Davidson, McRae, Ga.  |
| <b>New FM's</b>      |  |
| KIOF                 | Ken Stephens, Orange, Tex.                                       |
| KVGB-FM              | Forward of Kansas, Great Bend, Kan.                              |
| *WLRH                | The Library Board, Huntsville Public Library, Huntsville, Ala.   |
| *WMIP                | Sound & Print United, Warrenton, N.C.                            |
| *WLTR                | South Carolina Educational Television Commission, Columbia, S.C. |
| WRON                 | Japai Inc., Westbrook, ME  |
| WMRQ                 | 21st Century Broadcasters, Brookhaven, Miss.                     |
| WLST                 | Near-North Broadcasting, Marinette, Wis.                         |
| KRLT                 | Entertainment Enterprises, South Lake Tahoe, Calif.              |
| *KAYE-FM             | Northern Oklahoma College, Tonkawa, Okla.                        |
| <b>Existing TV</b>   |  |
| KTVX                 | KCPX-TV Salt Lake City   |
| <b>Existing AM's</b> |  |
| WLVL                 | WUSJ Lockport, N.Y.  |
| KEZM                 | KIKS Sulphur, La   |
| KCLD                 | KFAM St. Cloud, Minn   |
| WHET                 | WCRB Waltham, Mass.  |
| <b>Existing FM's</b> |  |
| KSER                 | KWCK-FM Searcy, Ark.   |
| WCRB                 | WCRB-FM Waltham, Mass.   |
| WADI                 | WWTX Corinth, Miss.  |
| KCLD-FM              | KFAM-FM St. Cloud, Minn.   |
| KFKZ                 | KFKA-FM Greeley, Colo.   |
| KIIS-FM              | KKDJ Los Angeles   |

D)—Broadcast Bureau granted assignment of license from KDOX Inc. to Singleton and King Broadcasting for \$155,000. Seller: Tolbert Foster, W.E. Dyche Jr. and Edgar Younger also own KDET(AM) Center, KNET(AM) Palestine, and KVUE-TV Austin, all Texas. Buyers: Dean Singleton (50%) and Kelly King (50%) are applicants for CP for FM in Marshall (BAL-8389). Action Oct. 8.

**Facilities changes**

**TV actions**

■ **KMST** Monterey, Calif.—Broadcast Bureau granted

authority to operate trans. of TV station by remote control from 46 Garden Court, Monterey (BRCTV-262). Action Sept. 30.

■ **KGLO-TV** Mason City, Iowa—Broadcast Bureau granted mod. of CP to decrease aur. ERP to 5 kw (BMPCT-7594). Action Sept. 20.

**AM applications**

■ **WJBY** Gadsden, Ala.—Seeks CP to increase daytime power to 5 kw and change type trans. Ann. Oct. 9.

■ **WNMT** Garden City, Ga.—Seeks CP to change ant.-trans. and main studio location. Ann. Oct. 6.

■ **KPRM** Park Rapids, Minn.—Seeks CP to increase tower height to accommodate FM antenna. Ann. Oct. 9.

■ **WASR** Wolfeboro, N.H.—Seeks CP to increase daytime power to 2.5 kw. Ann. Oct. 9.

■ **WMIM** Mt. Carmel, Pa.—Seeks CP to increase daytime power to 1 kw. Ann. Oct. 9.

■ **WHBG** Harrisonburg, Va.—Seeks CP to add nighttime power with 2.5 kw DA; change hours of operation to U. Ann. Oct. 9.

**AM actions**

■ **KLER** Orofino, Idaho—FCC denied request by 4-K Radio Inc. for waiver of multiple ownership rules, and returned its application to increase authorized daytime power of KLER from 1 kw to 5 kw, as unacceptable for filing. 4-K is also licensee of KOZE-AM-FM Lewiston and KORT(AM) Grangeville, both Idaho. Currently, signals from 4-K's three stations involve extensive overlap. Grant of KLER application to increase daytime power would increase substantially amount of overlap. Action Oct. 1.

■ **Kentwood**, Mich.—Broadcast Bureau accepted application by Richard L. Culpepper for filing by waiving rules since applicant submitted engineering studies indicating no class II-A station on 1160 khz could be allocated close enough to its proposed operation on 1140 khz to involve any problem of prohibited overlap of pertinent contours with proposal, which is located outside 500 mile extension of nighttime contour of KSL(AM) Salt Lake City, on 1160 khz. Action Oct. 1.

■ **WVMI** Biloxi, Miss.—FCC accepted for filing application of New South Communications, to change facilities of WVMI from daytime only to unlimited time operation. In order to accept application, FCC said New South must establish compliance with one of several acceptance criteria specified in rules which govern applications for new nighttime facilities by existing daytime-only stations. Action Oct. 1.

■ **KSUB** Cedar City, Utah—Broadcast Bureau granted CP to install new aux. trans. (BP-20055). Action Sept. 30.

■ **WRNR** Martinsburg, W.Va.—FCC granted application by Shenandoah Communications for modification of its CP for WRNR to make changes in station's directional antenna pattern. Martinsburg Broadcasting Company, licensee of WEPM(AM)-WESM(FM) Martinsburg, sought reconsideration of action granting Shenandoah's application, alleging prohibitive overlap with WPIK(AM) Alexandria, Va., would occur if grant were upheld. Shenandoah filed modification application, proposing to alter radiation pattern of new facility, and thus eliminating prohibited overlap. Action Sept. 23.

■ **WDLB** Marshfield, Wis.—Broadcast Bureau granted CP to increase ant. radiation efficiency; conditions (BP-19992). Action Aug. 7.

**AM starts**

■ Following stations were authorized program operating authority for changed facilities on date shown: KIBL Beeville, Tex. (BP-19,570), Sept. 26; WLSD Big Stone Gap, Va. (BP-19,527), Sept. 26 and WMYB Myrtle Beach, S.C. (BP-19,703), Sept. 26.

**FM actions**

■ **WQEZ** Birmingham, Ala.—Broadcast Bureau granted CP to make changes in transmitting equipment; make changes in ant. system; ERP 50 kw (H&V); ant. height 930 ft. (H&V); remote control permitted (BPH-9622). Action Oct. 6.

■ **KAOI** Wailuku, Hawaii—Broadcast Bureau granted CP to change trans. location (same site); change ant. height 1230 ft. (H&V); ERP 100 kw (H&V); remote control from main studio 1728-C Kaahumanu Ave., Wailuku (BPH-9617). Action Oct. 1.

■ **KLFM** Ames, Iowa—Broadcast Bureau granted CP



to change aux. trans. and ant. location to 428 Fifth St., Ames, (main studio location) and operate by remote control from 2215 Van Buren, Ames, for auxiliary purposes only; ERP 150 w (H) (BPH-9596). Action Oct. 2.

■ **KGGO(FM) Des Moines, Iowa**—FCC denied Stoner Broadcasting System, reconsideration of FCC action dismissing application to change transmitter and ant. location of KGGO(FM). Stoner requested authority to relocate its transmitter and antenna facilities to "antenna farm" near Alleman, Iowa. It also requested waiver of minimum mileage separation rules because proposal would create new short-spacing of nine miles with KKEZ(FM) Fort Dodge, Iowa, and would worsen existing short-spacing with KIEG(FM) Iowa Falls, Iowa, from three to 12 miles. Concluding that Stoner again failed to make compelling showing in support of request for waiver, commission said its reconsideration petition would be denied. Action Oct. 1.

■ **\*WWVA Walpole, Mass.**—Broadcast Bureau granted mod. of CP to change trans. change ant.; make changes in ant. system (increase height) (BMPED-1309). Action Oct. 2.

■ **WHNN Bay City, Mich.**—Broadcast Bureau granted CP to install new trans. and ant.; ERP 97 kw (H&V); ant. height 360 ft. (H&V); remote control permitted (BPH-9623). Action Oct. 6.

■ **WFMK East Lansing, Mich.**—Broadcast Bureau granted CP to operate by remote control from 146 E. Grand River, Williamston township, Mich.; install new trans. and ant.; make changes in ant. system; ERP 28 kw (H&V); height 600 ft. (H&V) (BPH-9616). Action Oct. 6.

■ **WCBS-FM New York**—Broadcast Bureau granted CP to change trans. location to World Trade Center, New York and use former main trans. as alt. main trans.; install new ant.; make changes in ant. system (increase height); change TPO; change ERP 3.6 kw (H&V); change ant. height 1420 ft. (H&V); remote control from 524 W. 57th St., New York (BPH-9559). Action Oct. 2.

■ **WLIP-FM Kenosha, Wis.**—Broadcast Bureau granted CP to change TPO; change ERP 4.5 kw (H); change ant. height 225 ft. (H); remote control from main studio at 625 57th St., Kenosha (BPH-9612). Action Sept. 29.

#### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KKUL Tulsa, Okla.** (BPH-9486), Sept. 26; **\*WHAD Delafield, Wis.** (BPED-2030), Sept. 26 and **\*WNMR Marquette, Mich.** (BPED-1737), Sept. 26.

## In contest

#### Designated for hearing

■ **WHLW(AM) Lakewood, N.J.**, renewal proceeding: Mid-State Broadcasting Co. (Doc. 20610)—FCC set for hearing application of Mid-State Broadcasting Co., for renewal of WHLW(AM). Action was in response to petition to deny application filed by John McAuliffe and Arthur Reid. Issues include determination of circumstances surrounding ownership of station and licensee's representations to commission, possible preferential treatment of political candidate and whether that activity violated rules, and contest involving possible fraudulent billing practices. Action Oct. 1.

#### Case Assignments

Acting Chief Administrative Law Judge Chester F. Naumowicz made following assignments on date shown:

■ **Pensacola, Fla.**, FM proceeding: Perdido Broadcasting Co. and Barba Broadcasting Co., competing for 107.3 mhz (Docs. 20469)—Designated ALJ Frederick W. Denniston to serve as presiding judge. Action Sept. 29.

■ **WWLE(AM) Cornwall-on-Hudson, N.Y.**, renewal proceeding: WWLE Inc. and WMVI(AM) Mechanicville, N.Y. license proceeding: Mechanicville Broadcasting Co. (Docs. 20591-2)—Designated ALJ Chester F. Naumowicz Jr. to serve as presiding judge; scheduled hearing for Dec. 22 in Cornwall-on-Hudson. Action Oct. 2.

#### Procedural rulings

■ **St. Louis and Granite City, Ill.**, AM proceeding:

Doubleday Broadcasting Co., seeking KWK(AM) St. Louis facilities (1380 khz), and Norman Broadcasting Co. (WGNU[AM]Granite City), seeking frequency change from 920 khz to 1380 khz (Docs. 20277-80)—FCC asked Bronco Broadcasting Co. and other applicants for facilities of KWK to file comments in 30 days on proposed disposition of proceeding. Commission said it needed views of parties for reevaluating Bronco's waiver request and to discuss more extensively weight to be given to factor of black ownership in light of recent Court of Appeals decision that remanded FCC's denial of application by Garrett Broadcasting Service for facility change for WEUP(AM) Huntsville, Ala., for consideration of its black ownership. Action Sept. 23.

■ **WCTF-TV Cleveland, extension proceeding:** Community Telecasters of Cleveland (Doc. 20585)—Review Board rescheduled oral argument before panel of Review Board for Oct. 28, in Washington. Action Oct. 3.

■ **Bennington, Vt.**, FM proceeding: Catamount Broadcasters, Equinox Wireless Co. and Bennington Radio, competing for 94.3 (Doc. 20391-3)—ALJ Rueben Lozner canceled hearing now scheduled for Dec. 15 and rescheduled it for Feb. 9. Action Oct. 3.

#### FCC decisions

■ **WFAB(AM) Miami, renewal proceeding:** United Broadcasting Co. of Florida (Doc. 19664)—FCC denied application of United Broadcasting of Florida, for renewal of WFAB(AM). Commission authorized United to continue to operate WFAB until Dec. 17, 1975, to permit it to conclude station's affairs. Decision on WFAB affirmed May 6, 1974, ruling of Judge Byron E. Harrison who concluded that United had engaged in fraudulent billing practices in violation of rules and lacked requisite qualifications to remain FCC licensee. Action Sept. 17.

■ **Bangor, Me.**, FM proceeding: Bangor Broadcasting Corp. and Penobscot Broadcasting Corp., competing for 92.9 mhz (Docs. 19165-6)—FCC denied application by Bangor Broadcasting Corp. for review of Review Board decision denying Bangor's application for new FM and granting competing application of Penobscot Broadcasting Corp. Board said that even if it were to conclude that both applicants basically were qualified and that this proceeding could be resolved on basis of comparative issue, it would ultimately have to conclude that Penobscot would be preferred applicant because it had shown superiority in terms of diversification and best practicable service to public. Action Oct. 1.

■ **New York and Minneapolis, PSA and AM proceeding:** City of New York Municipal Broadcasting System (WNYC) and Midwest Radio-Television (WCCO) (Docs. 11227, 17588, 19403)—FCC denied appointment of former FCC ALJ Forest L. McClenning as consultant to complete trial phase and issue initial decision in WNYC New York WCCO Minneapolis case. Action Oct. 7.

■ **Norfolk, Va.**, TV proceeding: WTAR Radio-TV Corp. (WTAR-TV Norfolk) and Hampton Roads Television Corp., competing for ch. 3 (Docs. 18791-2)—FCC ordered record reopened and character qualifications issue added against WTAR Radio-TV Corp. Action was in response to request by Hampton Roads. Action Sept. 23.

## Complaints

■ **WNET(TV) Newark, N.J.**—FCC denied application by John Cervase for review of June 18 ruling by Broadcast Bureau denying his complaint against WNET(TV). Concerning allegation that WNET-TV had not met its obligation to serve citizens of Newark, Bureau pointed out that licensee's record was matter more appropriately raised in connection with station's license renewal. With respect to political complaint, Bureau noted Cervase had not claimed that any opposing candidate requested and was denied use of WNET-TV's facilities during 1972 election. Action Sept. 23.

■ **WCBS-TV New York**—FCC denied application by Federation of Greater New York Rifle and Pistol Clubs for review of ruling by Broadcast Bureau that denied fairness doctrine complaint against WCBS-TV. Bureau noted that WCBS-TV had cited numerous programs containing various contrasting viewpoints on issue of gun control. It said since Federation had not provided sufficient information to show that WCBS-TV was unreasonable in its selection of contrasting viewpoints on that issue, no commission action was warranted on

complaint. Action Sept. 23.

## Fines

■ **WIYN(AM) Rome, Ga.**—FCC denied WIYN Radio reconsideration of action denying WIYN's application for remission of \$1,000 forfeiture imposed for violation of personal attack rule. Commission found WIYN failed to notify Institute for American Democracy of attack, provide it with script, tape or accurate summary of broadcast or offer it reasonable opportunity to respond to attack within one week of broadcast. Action Oct. 1.

■ **WCMI(AM) Ashland, Ky.**—Broadcast Bureau notified Greater Ashland Broadcasting Corp. that it incurred apparent liability for forfeiture of \$300 for violation of rules by failing to make required entries in operating log. Action Oct. 6.

■ **KLCL(AM) Lake Charles, La.**—Broadcast Bureau notified KLCL Radio that it incurred apparent liability for forfeiture of \$400 for violation of rules by failing to enter weekly calibration of remote ant. ammeter and base meter in maintenance log and failing to make equipment performance measurements available for inspection. Action Oct. 6.

■ **WGSO(AM)-WQUE(FM) New Orleans**—Broadcast Bureau notified Covenant Broadcasting Corp. of Louisiana that it incurred apparent liability for forfeiture of \$1,000 for violation of rules by permitting unlicensed person to be in charge of trans. and by failing to enter required indications of trans. meters in operating logs. Action Oct. 6.

■ **KYLT(AM) Missoula, Mont.**—Broadcast Bureau ordered Scottie Broadcasting Co. to forfeit \$2,000 for repeated violation of rules by either operating with excessive daytime power or by making inaccurate logging entries. Action Oct. 6.

## Other actions

■ FCC amended its rules to reduce number of copies of papers required to be filed in certain FCC proceedings. As result of review, FCC said following reductions would be made in number of copies required: Pleadings acted on by Review Board in hearing cases—reduced from 13 to 12. Pleadings acted on by commission in hearing cases—reduced from 20 to 17. Comments and other papers filed in rulemaking proceedings which have not been designated for hearing—reduced from 15 to 12. Pleadings relating to all other matters acted on by commission—reduced from 12 to 10. Pleadings relating to matters acted on by FCC staff under delegated authority—reduced from 12 to 3. Action Oct. 7.

■ **KPLM-TV and KMIR-TV Palm Springs, Calif.**—FCC denied petitions by KPLM-TV and KMIR-TV for waiver of program exclusivity rules. FCC said it was not persuaded that economic problems of KPLM-TV and KMIR-TV had been affected by recent elimination of single channel carriage during period of nonduplication protection, or that waiver of rules would materially affect stations's situation. Action Sept. 17.

■ **KSBY-TV San Luis Obispo, Calif.**—FCC denied Central California Communications Corp., licensee of KSBW-TV Salinas, and its satellite, KSBY-TV, reconsideration of action declaring KSBY-TV should no longer be considered satellite after Dec. 1, 1974; Commission also granted Central's applications for renewal of licenses for KSBW-TV and KSBY-TV and denied objections by Gill Industries, licensee of KNTV San Jose, Calif. While it was aware that loss of satellite status could result in some loss of revenues and could further result in some increases in operating expenses at KSBY, FCC concluded that Central failed to supply sufficient facts establishing that San Luis Obispo area would be incapable of sustaining KSBY as non-satellite station. Action Oct. 1.

■ **WCEE-TV Freeport, Ill.**—FCC denied request of WCEE-TV Inc. that its 35-mile specified zone, for purposes of network program exclusivity protection rule, be measured from geographical coordinates for City of Rockford, Ill. FCC said it had considered impact of rules on stations located in hyphenated markets but had concluded that distinction between stations located inside or outside hyphenated markets for purposes of network program nonduplication rules was not warranted. It noted that WCEE-TV had not demonstrated that revised nonduplication rules would result in significant impact on its operations that would

## Summary of broadcasting

### FCC tabulations as of Aug. 31, 1975

|                    | Licensed     | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|--------------------|--------------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM      | 4,422        | 3           | 28          | 4,453        | 45              | 4,498              |
| Commercial FM      | 2,680        | 0           | 40          | 2,720        | 143             | 2,863              |
| Educational FM     | 750          | 0           | 21          | 771          | 82              | 853                |
| <b>Total Radio</b> | <b>7,852</b> | <b>3</b>    | <b>89</b>   | <b>7,944</b> | <b>270</b>      | <b>8,214</b>       |
| Commercial TV      | 700          | 1           | 8           | 709          | 51              | 760                |
| VHF                | 509          | 1           | 2           | 512          | 9               | 521                |
| UHF                | 191          | 0           | 6           | 197          | 42              | 239                |
| Educational TV     | 225          | 9           | 13          | 247          | 14              | 260                |
| VHF                | 89           | 3           | 4           | 96           | 6               | 102                |
| UHF                | 136          | 6           | 9           | 151          | 8               | 159                |
| <b>Total TV</b>    | <b>925</b>   | <b>10</b>   | <b>21</b>   | <b>956</b>   | <b>65</b>       | <b>1,020</b>       |

\*Special temporary authorization

\*\*Includes off-air licenses

warrant deviation from general rule.

■ **WHAG-TV Hagerstown, Md.**—FCC granted request of WHAG-TV Inc., licensee of WHAG-TV, for waiver of network program nonduplication rules. Combination of possible revenue losses and present financial position of station, FCC said, persuaded it that continuation of protection of WHAG-TV's network programming against simultaneous duplication was warranted. Action Oct. 1.

■ **WNTN(AM) Newton, Mass.**—FCC granted application of Newton Broadcasting Corp. for renewal of its license for WNTN. Commission denied petition by Citizens of Newton for Community Effective Radio Now opposing renewal. It said it was convinced, based on examination of WNTN's renewal application and various pleadings submitted, that Newton substantially has complied with news and public affairs programming proposals and that citizens had raised no substantial or material question of fact in this regard. Action Sept. 23.

■ **WGRD-AM-FM Grand Rapids, Mich.**—FCC granted applications of Regional Broadcasters of Michigan for renewal of licenses of WGRD-AM-FM to October 1, 1976, remainder of regular license period for Michigan stations. On June 26, 1974, FCC granted WGRD-AM-FM short-term renewals until Oct. 1, 1975, because of manner in which certain contests were promoted. After reviewing operation, FCC said there was no evidence of any conduct for which short-term renewals were granted. Action Sept. 23.

■ **WMCA(AM) New York**—FCC granted short term renewal until next Oct. 1, for WMCA and notified licensee, Straus Communications, of its apparent liability for forfeiture of \$5,000. FCC said licensee violated rules by failing to enter actual broadcast time of commercial announcements in station's program log or correct hourly totals. It said Straus knew that WMCA air personality was in position of conflict of interest but failed to take any measures to ensure against inaccurate entries of amount of time for commercial announcements in program log. Action Oct. 1.

■ **\*KOAS(FM) Stillwater, Okla.**—CP forfeited and call letters deleted. Construction permit expired (BPED-1,653). Ann. Oct. 8.

■ **WEZS(FM) Richmond, Va.**—FCC denied Professional Broadcasting partial reconsideration of action conditionally granting Professional's 1972 license renewal application. It found that WEZS(FM) had not demonstrated sufficient achievement, particularly in promotional area, to enable unqualified finding of compliance with equal employment opportunity rules and policies. Therefore, conditions were imposed on renewal grant, requesting information on licensee's efforts to recruit, hire and/or promote qualified minority personnel. Action Oct. 7.

■ **WCSW(AM) Shell Lake, Wis.**—FCC granted application of Charles R. Lutz, for renewal of license for WCSW(AM) for remainder of regular license term—Dec. 1, 1976. FCC admonished Lutz, however, for his unintentional violation of ex parte rules in FM case before commission. Action Oct. 1.

■ **Wallingford, Madison, East Haven, Branford, North Branford, North Haven and Guilford, Conn.**—Cable Bureau granted applications by Community Television Systems for certificates of compliance to add WSBK-TV Boston, WNJU-TV Linden and WXTV Paterson, N.J. on its systems located in Hartford-New Haven-New Britain-Waterbury major TV market (CAC-05434-40). Action Sept. 30.

■ **FCC denied several requests for reconsideration in whole or in part of recent ruling relaxing assignment standards for new AM stations and for major changes in existing stations.** Petitions were filed by Association for Broadcast Engineering Standards, National Black Media Coalition and Zondervan Broadcasting Corp., licensee of WJBL-AM-FM Holland, Mich. Joint petition was filed by KNUJ Inc., licensee of KNUJ-AM-FM New Ulm, Minn., and North Idaho Broadcasting Co., licensee of KVNI(AM) Coeur d'Alene, Idaho. FCC relaxed former acceptance criteria of rules for existing AM's seeking increased power and for new stations proposing daytime or unlimited time operation and revised suburban policy to apply only in situations involving competing applications in hearing. Action Oct. 1.

■ **FCC denied request of Media Access Project for stay pending judicial review of FCC's ruling interpreting Section 315 of Communications Act, equal opportunities rule.** Project's application was filed on behalf of Congresswoman Shirley Chisholm and National Organization for Women. In Sept. 25 decision, FCC held that from now on it would exempt from equal time requirements broadcast of debates between political candidates as "on-the-spot coverage of bona fide news events" in situations when debates are under control of someone other than broadcaster or candidates, and are covered live and in their entirety. FCC said what had taken place was discovery, announcement and correction of error in prior analysis of statute. Thus, "it would be inappropriate to place effective date on what is and always should have been our interpretation of law." Action Oct. 2.

## Translators

### Applications

■ **Nebraska Educational Television Commissions, Trenton and Stratton, Neb.**—Seeks ch. 12, ch. 12 and ch. 13 respectively, rebroadcasting KPNE-TV North Platte, Neb. (BPTTV-5409-11). Ann. Oct. 6.

■ **Nebraska Educational Television Commission, Neligh, Neb.**—Seeks ch. 65, rebroadcasting KXNE-TV Norfolk, Neb. (BPTT-2918). Ann. Oct. 6.

■ **University of North Carolina, Andrews, Murphy and Robbinsville, N.C.**—Seeks ch. 69, rebroadcasting WUNE-TV Linville, N.C. via W56AG Franklin, Sylva, Dillsboro and Webster, N.C. (BPTT-2916). Ann. Oct. 6.

■ **Radio Medford, Jacksonville, Ore.**—Seeks ch. 2, rebroadcasting KMED-TV Medford, Ore. (BPT-TV-5412). Ann. Oct. 6.

system located in Bakersfield, Calif. smaller TV market. Bureau also waived carriage rules to continue carriage of Los Angeles signals on Arvin system since waiver would not adversely affect Bakersfield stations and is consistent with prior FCC actions (CAC-05159). Action Sept. 30.

■ **Florida**—FCC denied Palm Beach Cable Television Co. reconsideration of action denying request to add WCIX-TV Miami to its existing nine systems in North Palm Beach, Palm Beach Gardens, Lake Park, Palm Beach Shores, Juno Beach, Tequesta, Jupiter Inlet Colony, Lost Tree Village and unincorporated areas of Palm Beach county, Fla., all in West Palm Beach smaller TV market. In addition, FCC denied applications by Teleprompter Florida CATV Corp. for certificates of compliance to add WCIX-TV to its existing systems at Riviera Beach and Holiday Country Club community, Fla., also in West Palm Beach, Fla., TV market. Action Oct. 1.

■ **Westbrook, Minn.**—Cable Bureau dismissed incomplete application by Amcomm-Minnesota for certificate of compliance (CAC-03612). Action Oct. 6.

■ **Carnegie, Okla.**—FCC ordered Bethan Hi-Vu to file application within 30 days for certificate of compliance for its system at Carnegie. On July 22, Bethan requested FCC to declare that its operations were consistent with rules and that no application for certification need be filed until March 31, 1977. FCC said that when it clarified its cable rules in 1974 it stated that any substantial change or renewal of franchise would effectively terminate existing franchise and would require recertification, or certification in case of grandfathered franchise. Action Oct. 1.

### Other actions

■ **FCC affirmed ruling of Cable Bureau denying Robert Jacobson's Freedom of Information Act request for inspection of staff memoranda and opinions pertaining to newspaper-cable television cross-ownership proceeding in Docket 18891.** Commission found Bureau's action proper, and added that "need for protecting preliminary staff opinions clearly outweighs any reason for disclosure of material advanced by" Jacobson. Action Oct. 3.

■ **Athens, Athens township, Sayre and South Waverly, Pa. and Waverly, N.Y.**—FCC denied request by Valley TV Cable Co., operator of systems at Athens, Athens township, Sayre and South Waverly and Waverly, for waiver of network program exclusivity rules. Valley asked commission to rule that WBNG-TV Binghamton, N.Y., was not entitled to network programming protection against simultaneous duplication by WDAU-TV Scranton, Pa., or in alternative, to grant waiver of the rules as they require Valley to provide such protection. Commission found that communities in question were well within 35-mile specified zone of WBNG-TV but were wholly outside zone of protection of WDAU-TV. Pursuant to rules, FCC said it was clear that WBNG-TV was entitled to have its network programming protected against simultaneous duplication by WDAU-TV on systems. Action Sept. 23.

### Rulemaking

■ **FCC upheld, with one exception, its April 3 revisions to cable television network program nonduplication rules.** Exemption involved FCC's partially granting petitions for reconsideration filed by 16 parties, to extent of clarifying notification requirements for television stations requesting nonduplication protection. Commission said the greater frequency of such notices, the less likely it was that nonduplication errors would be made. To extent prior revisions insufficiently explained obligations of broadcasters desiring protection, FCC said it would amend rules. Action Oct. 8.

■ **Henderson, Ky.**—FCC denied Henderson All-Channel Cablevision, operator of system at Henderson, reconsideration of May 8 declaratory ruling on interpretation of cable carriage rules. FCC held that cable carriage rules did not contemplate addition of unauthorized signals whenever system's regularly carried network affiliate was broadcasting only one of several simultaneous regional athletic contests. Action Oct. 1.

## Rulemaking

### Actions

■ **FCC directed staff to prepare notice of inquiry on nature and extent of Canadian prerelease program practices.** Prerelease programming takes place when Canadian station received in U.S. airs programs in ad-

## Cable

### Certification actions

■ **Arvin and Lamont, Calif.**—Cable Bureau granted applications by Tehachapi TV Cable Co. for certificates of compliance to add KMPH Tulare, Calif. to existing

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# Classified Advertising

See page 72 of BROADCASTING's  
October 13, 1975 issue for Classified Rates.

## RADIO

### Help Wanted Management

**Station Manager**, Public TV station buying commercial 5,000 watt AM to go to non-commercial "all-news" format. Top 30 market. Great opportunity to help design a new radio service for this market. Station manager experience essential, public radio background helpful. Up to \$20,000 depending on experience. Equal Opportunity Employer. Send resume to: Box K-84, BROADCASTING.

**Sales Manager** or station manager. FM station in northwest area. Small market. Big ski country. Box K-118, BROADCASTING.

**Station Manager**. KOH Reno, Nevada. McClatchy Broadcasting is seeking an experienced station manager, sales oriented with knowledge and dedication to broadcast management responsibilities. A challenging opportunity with good salary and fringe benefits. All replies handled in strict confidence. Send detailed resume including availability for interview to: Personnel Department, McClatchy Broadcasting, PO Box 15779, Sacramento, CA 95813. An Equal Opportunity Employer.

**New Mexico: KUNM FM** needs general manager by January 1st. Full responsibility for student-staffed, 100,000 watt equivalent, 24 hour non-commercial, low-budget station. Long hours and minimal pay (\$5670) but fun and good experience for person who can motivate students. Equal Opportunity Employer. Send resume and letter to: Charles Coates, Journalism 201, University of New Mexico, Albuquerque, 87131 by November 1st.

**General Manager**, small markets, Northern California growth oriented broadcast group requires an experienced General Manager. Areas of expertise must include administrative and financial management. Competitive compensation-profitability package. Send resume in confidence to: E.L. Sparbur, PO Box 242, DePere, WI 54115.

**GM-Sales-minded** for 24 hour, fully automated, 3,000 Watt FM in northern Michigan. Must be stable, sober and experienced. Earnings based on ability to increase sales, future equity opportunity. J.K. Hubbard, Longyear Building, Marquette, MI 49855. 906-225-1117.

**PD/announcer**. Only AM/FM in beautiful small New Hampshire town. Ground floor, career opportunity joining brand new dynamic management. Individual must be good with people, have a pleasing, unobtrusive voice, and know music (and its hardware) thoroughly. Send qualifications to: F. Dealy, Pres., Shannon Corp., Box 235, Peterborough, NH.

**Individual** with fire in his eyes with desire to get ahead as manager of small market radio station. Must do sales and short air shift. Terrific opportunity for the right person and other fringe benefits available. Send resume to PO Box 612, Hartsville, SC 29550 or call 803-332-2305 after 6:00.

### Help Wanted Sales

**No. 1 in market**; Contemporary FM (Midwest) seeks hard working, confident salesperson; proven sales record for top pay. Box K-78, BROADCASTING.

**Experienced professional** radio sales manager for MOR station. Aggressive salesperson able to motivate staff corporate benefits. Midwest. Send full resume requirements to: Box K-143, BROADCASTING.

**Immediate opening** for RAB-trained salesperson with Las Vegas R&B station. Must have successful track record. Draw against substantial commission. Cy Newman, KVOV, PO Box 400, Henderson, NV 98015.

### Help Wanted Sales Continued

**Sales**: Top rated country/western facility in metro market, looking for aggressive salesperson, a producer of profit, not just a sharer of profit, experienced required. An excellent opportunity for the right salesperson to locate in a Real People Radio Station. Apply to Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804.

**Madison, WI**. Excellent career opportunity for bright young problem-solving salesperson on the way up, strong on creativity and ability to build campaigns. 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. (Box 2058) 53701. A Midwest Family Station.

**Salesperson wanted** for Virginia Medium market. Draw plus commission with established account list. Managerial capabilities preferred. Call or write: Dick Campbell, WYPR, Danville, VA 24541. 804-792-6022.

**Need experienced salesperson** with good empathy and ego drive. Must be self-starter. Good salary plus commission. Send resume. Vantage Broadcasting Co., 1505 Dundee Rd., Winter Haven, FL 33880.

**Excellent opportunity** for experienced sales manager. Same ownership twenty nine years, no. 1 contemporary format, prestige station, details to: R.M. McKay, Jr., PO Box 113, Columbia, TN 38401.

**Salesperson-announcer** for 5000 watt adult contemporary in beautiful northern Michigan. 3rd endorsed for some announcing plus car and willing to relocate at once. Call Mr. Angelo 906-643-9494.

### Help Wanted Announcers

**Wanted immediately**. Announcer for small town radio. Beginner OK. Box K-100, BROADCASTING.

**1st opening**, experienced announcer, news director with 1st class. Sign on shift. Send information: Jerry Hennen, KDMA, Montevideo, MN 56265.

**Radio as a career?** Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

**Experienced Personality** to ramrod creative production plus bright MOR board shift. Stability, fringes, good facilities, beautiful area. Growth potential. Resume, tape (air check) to Director of Operations, WHFB, PO Box 608, Benton Harbor, MI 49022.

**Immediate opening** Top 40 DJ Southern Ky.'s No. 1 radio station. Send tape and resume to WOVO, Box 478, Glasgow, KY 42141.

**Maryland**: WSER Elkton, has openings for bright MOR morning jock. Sales if desired. Top salary. EOE. Call Mr. Doll 301-398-3883 or write PO Box 38, Elkton, MD 21921.

**Mature MOR announcer**: CBS MOR/Contemporary station in 100,000 plus market seeking announcer for afternoon drive program. Two years experience preferred. Excellent benefits. Rush resume and 7-1/2 IPS tape with commercial delivery and MOR format to: Program Director, Radio Station WSOY, PO Box 2250, Decatur, IL 62526.

**Immediate opening** for creative morning personality. \$11,000 plus liberal paid benefit program. Pros only. Contemporary Country. Resumes and non-returnable tapes to Mike Malone, WUNI, 1257 Springhill Avenue, Mobile, AL 36604. Equal Opportunity Employer.

**If you think** you're a middyay person for N.E. contemp. send tape and resume, Box 482, Newburgh, NY 12550.

### Help Wanted Technical

**Major equipment manufacturer** seeking field engineer for international broadcast support group. Must have high power experience. MW and SW. Project management experience helpful. Box J-247, BROADCASTING.

**Wanted: Chief Engineer/Production Director** for FM with new studios and in process of xmitter move. Must be strong in xmitter maintenance and problem solving. Resume to Box K-71, BROADCASTING.

**1st phone/announcer**, New England. Ideal for starter or active retiree. Excellent conditions. Reply to: Box K-90, BROADCASTING.

**Experienced engineer**, trouble shooting and general repair. Must know solid state. New modern studios Midwest AM-FM. Box K-107, BROADCASTING.

**Assistant Director** of Engineering, home based in Atlanta, Ga., 30% travel. Requires strong knowledge of AM transmitters, DA's and FCC Rules. Minimum experience three years Chief Engineer, Box K-120, BROADCASTING.

**Chief Engineer** for Kodiak Public Broadcasting Corp. New Public FM in Kodiak, Alaska needs chief engineer. At least five years engineering experience in commercial, public or educational broadcasting, with FM Stereo equipment. Must have First Class FCC license. Experience as a chief engineer helpful. Must also be able to pull board shift. Send resume to: Alaska Educational Broadcasting Commission, Attention Michael F. Porcaro, Assistant Director, 308 "G" Street, Anchorage, AK 99501. Deadline for application is: November 15, 1975.

**Chief Engineer needed!** Full maintenance on automation, AM(non-directional) & stereo FM systems. Salary is open; call Bud Pentz, 402-223-5121.

### Help Wanted News

**News Director**. Public TV station buying commercial 5,000 watt AM to go to non-commercial "all-news" format. You will help design format and build news staff. This will be a unique radio service for this top-30 market. Strong radio news background essential, news director or "all-news" format experience a plus. Up to \$16,000, depending on experience. Equal Opportunity Employer. Send resume to Box K-85, BROADCASTING.

**Wanted: Missing Reporter**. Description: Aggressive, inquisitive, capable. Good air voice. Educated and experienced (at least two years) but degree not a requirement. Usually armed with typewriter and cassette, dangerous to sacred cows. Reward: reasonable pay. Experience with well-honored news staff under top News Director. Equal Opportunity Employer. If located contact 50KW station at Box K-88, BROADCASTING.

**Newsperson**, strong local gatherer for expanding news department northeast. Reply Box K-89, BROADCASTING.

**KLIX, Twin Falls, Idaho**, needs newsperson for swing shift. Contact Charles Tuma, PO Box 1259, 1-208-733-1310. Four man news department. Air sound important. Growth company. No. 1 in market.

**Announcer** with demonstrated local news gathering ability for easy listening station WHTG AM/FM, Eatontown, NJ 07724. Third endorsed. No beginners. Send resume and non-returnable tape.

**Major market newsroom** needs person with strong delivery and commercial station newsroom experience. Tape and resume to: Scott Witt, WHUD, Peekskill, NY 10566.

**All news**, Jackson, Mississippi seeking several top newspeople. \$800-\$1200 monthly. Beautiful city. Send tape, resume. Dudley Evans, WRBC, Box 9801, Jackson, MS 39206.

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## Help Wanted News Continued

**E.O.E. Upstate New York** station looking for newperson with 1st ticket. Must have sports background. Start immediately. Send resume, reference, air check and salary requirements to PO Box 950, Utica, NY 13503. Minority applications welcome.

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## Help Wanted Programing, Production, Others

**Program Director.** Public TV station taking over 105 KW FM station to go to non-commercial all-classical music format. Unique service for this top-30 market. You will design format and program station. Classical music background a must. Up to \$14,000 depending on experience. Equal Opportunity Employer. Send resume to: Box K-86, BROADCASTING.

**Need decisive,** sales and community oriented PD with announcer abilities. Tremendous personal satisfaction and management responsibility for right person. Box K-133, BROADCASTING.

**National syndication operation** seeking music director knowledgeable in all areas, predominately MOR and easy listening. Send resume and give salary requirements to The McLendon Collection, 1917 Elm Street, Dallas, TX 75201.

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## Situations Wanted Management

**G.M. 50KW** Midwest FM seeks challenge at small market AM/FM. 17 years radio. Interview at my expense. Box K-39, BROADCASTING.

**Experienced GM,** presently employed. Desires management position with equity possibilities. Box K-64, BROADCASTING.

**Billing sagging??** You may need my long, successful radio sales experience, desire local/and or national sales management position, major market, strong innovator, quick-minded, creative, great references, don't pass up this opportunity. Write Box K-74, BROADCASTING.

**A solid,** down to earth, hard working manager with twenty years experience can run your station profitably and make you proud as well. Medium market preferred. Box K-137, BROADCASTING.

**Broadcast exec.** 24 years seeks small mkt. mgmt. Midwest AAA record. Comspec. Byron, MN 55920. 775-2249.

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## Situations Wanted Sales

**Looking for an ambitious young salesperson** and broadcasting pro? This sincere, dedicated management minded individual seeks return to growing Florida market. Resume on request. Box K-119, BROADCASTING.

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## 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 nation's best. Exciting delivery. Box J-110, BROADCASTING.

**First phone DJ.** Three years college experience. Contemporary/MOR strong production. Willing to sell. Steve 312-439-2884 or Box K-50, BROADCASTING.

**First phone,** two years C.E., four years jock. Seeking Contemporary Top 40 station. Jock and Eng., Eng. and jock position. Attention all California stations. Prefer West. Reply Box K-63, BROADCASTING.

**DJ, tight board,** good news, commercials, looking for first break, will go anywhere, "ready now." Box K-96, BROADCASTING.

**Mature, First-phone** license operator, technical background, over 25 years experience, seeks position with easy-listen-music and news station west coast area. Good taste in music, excellent news delivery. Box K-104, BROADCASTING.

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## Situations Wanted Announcers Continued

**San Francisco:** Broadcaster with Top-Ten market experience, first, and degree, seeks air, PD, or other position in Bay area. FM rock, beautiful music or MOR are strong suits. Box K-128, BROADCASTING.

**College grad** in limited talk format wants to become communicator. 2 years experience. 3rd endorsed. Box K-132, BROADCASTING.

**12 year pro,** same location for last 3 years as GM; two top 50 mkt's; first phone; will work all nite in major mkt. Married, 2 children. Box K-136, BROADCASTING.

**Excellent hockey/basketball** PBP, color. Strong knowledge of all sports. Willing to combine sports with other duties. Responsible. Will relocate. Call 516-482-1644 after 5:00 NYT, or write Apartment 3F, 20 Chapel Place, Great Neck, NY 11021.

**1st phone** 6 yrs. exp. Soul. Contact now Jimmie Wing, "Mosquito" 4907 Challengon Rd., B-1, Baltimore, 21207. 301-448-1822.

**PBP sports,** 3rd phone and lots of desire. Need break. John Ehlinger, 4700 N45, Milwaukee, WI 53218, 414-463-3461.

**Smooth professional.** Contemporary six years. Production whiz. Box 5396, Fort Wayne, IN 46805.

**DJ or Sportscaster** 3rd end. Beginner. Hard worker looking for a break. Will travel anywhere. Please call Jimmy Sanders 215-878-1623.

**Career Academy Broadcast Grad.,** 3rd phone endorsed, AFR-TV prod ass't, exp reporter/photographer will accept full or part time work in any department. Tape and resume sent on request. Call George at 312-685-7984.

**Seasoned announcer.** 9 years experience. Single. Anywhere Northeast. Bob Cole, 234 Cresecent St., New Haven, CT. Phone 562-5244.

**Morning man,** production experience, desires Northeast position. Call Kevin Twomey, 315-697-3592. Box 133, Kenwood Station, Oneida, NY 13421.

**For hire:** America's squarest DJ, first phone. Hurry or Santa won't arrive. Johnny Bowles, 606-255-6040.

**Top 40 jock,** experienced, 3rd endorsed, medium market. Johnny Dial, 1216 Washington, Itasca, IL 60143. 312-773-2782.

**Versatile female.** Great voice, proven talent, 3rd ticket endorsed, 7 years varied experience. Prefer Southwest market. 515-232-2158.

**America's greatest** unemployed radio dee jay. I am now ready to sparkle your station with my highly-skilled and talented voice rock or MOR. 3rd phone endorsed. 10 years experience as pro entertainer. Call Van the Man 201-329-6071.

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## Situations Wanted Technical

**1st phone engineer** with AM and FM experience, solid electronics and recording equipment training. Will relocate. Excellent references. Box K-67, BROADCASTING.

**Engineer 1st phone.** Experienced in electronics and mobile communications equipment. Some broadcasting experience. Box K-94, BROADCASTING.

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## Situations Wanted News

**Creative, versatile newscaster/reporter.** Female, married, willing to give my all for small NYC/NJ/CT area station. Box K-5, BROADCASTING.

**Newsman looking** for a fresh opportunity. Strong on sports. Currently a news director. 4 years experience. College degree. Box K-121, BROADCASTING.

**Skilled newsman:** Two years experience, looking for opportunity to move up. Box K-123, BROADCASTING.

**13 years** radio-news experience. Strong recommendation from present employer. Prefer South. Box K-129, BROADCASTING.

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## Situations Wanted News Continued

**Sportscaster,** desire to move. Five years experience small market. Seeks Sports/PBP position. Solid background in all phases of radio. Dedicated, dependable, good references. BA in Journalism. To hear details, contact Cliff Yeargin, RFD 1, Elberton, GA 30635. 404-283-3062.

**Baseball PBP** 4 years experience PAC-8. Can do other sports, can double in P.R. Sales, advertising, excellent references. Perfect for major/minor league operation. 213-477-6178.

**Economic squeeze** forces us to find new challenge for our present news director of 3½ years, Carl Davis. Accurate, reliable. WOMI, Box 1330, Owensboro, KY 42301. 502-683-1558.

**4 year pro.** All news experience. Excellent credentials. Solid references. Know sports. No small markets please. Douglas O'Brien 1-313-534-0251.

**Experienced medium market** news director, degree, awards, family, seeks larger market director or reporter situation. Jack Marlowe, Box 593, Dubuque, IA 52001. 319-583-9676.

**News woman,** 3 yrs. major-medium, good on the air, in the field, on the phone. Creative writer gather and edit tape, Sue McNett, 14306 Lowe, Riverdale, IL. 312-849-2303.

**Sports reporter,** one year experience, excellent interviewer, PBP, University Florida. graduate, mobile, married. Bob Geislar, 3932 La Mirada Drive North, Apt. 3, Jacksonville, FL 32217. 904-733-5349.

**News person.** Med-small market. Experienced, aggressive, reliable, salary requirements: reasonable. Chuck Devetsco 216-777-5589.

**Medium market** news director with five years experience seeks greater challenge. 201-939-1716.

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## Situations Wanted Programing, Production, Others

**Five years experience.** Music, production, promotion, degree, common sense. Ready for medium market Top-40. Program Directorship. Box K-32, BROADCASTING.

**You're kidding!** If I were to tell you that you could get a No. 1 rated PD, who's also a No. 1 rated drive jock, to be both of those good things at your Top 100 market rocker, for less than \$90,000, you'd say "I sure hope so!" Find out about this guy who promises excitement and ratings thru good promotion, top production, and a creative personality approach! Currently employed. Box K-130, BROADCASTING.

**Heavy news & programing** background. Want major-medium market news director or operation manager position. First phone. 20 years experience. Box K-135, BROADCASTING.

**Highly creative** experienced young Program Director/Announcer with a great track record in Atlanta and Detroit seeks a major/large market program director position. Good references, will move today. Call Steve Rivers, 313-559-3826.

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## TELEVISION

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### Help Wanted Management

**Experienced business manager** needed for network affiliated, group-owned station in pleasant Southern Illinois Top 75 market. Send detailed resume and salary history and requirements to Box K-142, BROADCASTING.

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### Help Wanted Technical

**Technical heavyweight** needed in top 15 market in Northeast by major group broadcaster. Must be experienced in maintenance and transmitter. Prefer experience on RCA equipment. Good salary for right person. Excellent fringe benefits. Equal Opportunity Employer. Send resume to Box K-116, BROADCASTING.

## Help Wanted Technical Continued

**Chief Engineer** with all phases technical skills for Indy UHF. Minimum five years experience, salary commensurate with ability. Call Sam 201-325-2925. EOE.

## Help Wanted News

**Assignment/Managing Editor** for active TV newsroom. MA essential. Strong background in reporting, film production, on-air work. Must be able to work with young people starting in industry. Equal Opportunity Employer. Box K-21, BROADCASTING.

**Weather talent.** Group owned medium market station in the midwest is looking for someone with a personal approach to the weather. A meteorology degree would be helpful, but not required. Excellent salary and benefits to the right person. Our facilities include fax, two weather wires and radar. Equal Opportunity Employer. Box K-111, BROADCASTING.

**Major Northeastern TV** station needs experienced weekend sportscasters who can also handle street reporting for news three days per week. We are an Equal Opportunity Employer. Send salary requirements, and resume to: Box K-131, BROADCASTING.

**Hard nosed,** hard news reporter with journalism degree of comparable training. 3-year minimal professional TV news experience required. Full resume first letter. Florida market. Equal Opportunity Employer. Box K-140, BROADCASTING.

**Need qualified meteorologist** with television, experience and ability to handle fast-developing, severe weather situations. Send resume with salary requirements to: Foster Morgan, KOCO-TV, PO Box 32325, Oklahoma City, 73132. Equal Opportunity Employer.

**Sports Broadcaster.** WMT Radio-TV, Cedar Rapids, Ia. Anchor TV sports, radio sportscasts, produce TV film features. Resume, video & audio tape to: Ron Gonder, Sports Director, Box 2147, Cedar Rapids, IA 52406. We are an Equal Opportunity Employer.

**News and Public Affairs Director.** A major South Florida Broadcaster has an opening for News and Public Affairs Director. This position is responsible for overall production of local public affairs programming. The person we are seeking has a thorough knowledge of television and film production, experience in television journalism as a cameraman, writer, on-camera reporter, field director and producer, and newspaper and wire service background. Interested applicants should send resume and salary history to: Personnel, PO Box 610001, North Miami, FL 33161. An Equal Opportunity Employer M/F.

## Help Wanted Programing, Production, Others

**Photographer** 3 years minimum experience shooting commercials to become part of a creative team. 16mm processor knowledge helpful. An Equal Opportunity Employer. Box K-108, BROADCASTING.

**Director of Operations** Television. Growing market in Southeast must have knowledge of traffic dept. programming and FCC rules. Equal Opportunity Employer. Box K-134, BROADCASTING.

**Commercial Producer/Copywriter;** Produce creative campaigns for clients. Some work with promotion. Send resume and copy samples first letter. Southeast. Box K-139, BROADCASTING.

**Traffic Manager,** BIAS System. Must be thoroughly familiar with all TV traffic functions and capable of supervising department. Work history using BIAS system mandatory. 5-day, 40-hour week; excellent salary and fringe benefits. Send complete information, resume, salary expected, etc., in first letter to Personnel Department, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Equal Opportunity Employer.

**Need "Newsreel" producer,** who can also handle other reporting jobs. If you don't know what "Newsreel" is, I'm probably not interested in you. Send resume and salary requirements to Foster Morgan, KOCO-TV, PO Box 32325, Oklahoma City, OK 73132. Equal Opportunity Employer.

## Help Wanted Programing, Production, Others Continued

**Producer/Reporter** Applicant must be experienced in on-air presentation, be able to produce news and public affairs programs, supervise TV crew, be familiar with film, VTR documentary, remote telecast and associated equipment. Responsibilities and duties range from telephone work to on-camera. Send resume to Personnel, PO Box 610001, North Miami, FL 33161. An Equal Opportunity Employer M/F.

**A Producer/Director** position is open at WPVI-TV Philadelphia Pennsylvania for the right individual. You must be a take charge person who can switch and handle live/VT news, children and variety programs. If you can meet the challenge call Charles Bradley 215-878-9700. An Equal Opportunity Employer.

## Situations Wanted Management

**Seeking career** Mid level small/medium market opportunity, experienced as UHF affiliate producer/director and as medium VHF affiliate production manager, executive caliber. Box K-138, BROADCASTING.

## Situations Wanted Technical

**Currently employed** VHF chief experienced in administration, managerial, technical skills, seeking new challenges as chief engineer or transmitter supervisor in large market. Box K-115, BROADCASTING.

## Situations Wanted News

**Experienced quality anchorman,** youthful mature, seeks permanent anchor or legman position. Will get ratings. Box K-117, BROADCASTING.

**Black Reporter-photographer** with 5 yrs combined radio & TV news experience. Silent, SOF and some EJ equipment. Ready for work. Jim Wright, 222 Edenbridge Lane, Spartanbury, SC 29301. 576-7596.

**Recent Notre Dame** graduate. Professional radio and television experience. News, weather, announcing. Creative talker. Willing learner. Background specialties include talk shows, theatre criticism, religious stories. L. Franklin Devine, 34 Roosevelt Avenue, Marblehead, MA 01945. 617-631-4773.

**Howard Cosell** I'm not. But that's my style. Young aggressive sportscaster seeks TV sports position in Top 50 market. Presently sports anchor in top Midwest medium market. Excellent film features, and commentary. Outstanding references. Call 319-377-3536.

**News Photographer,** currently unemployed, 10 years experience newspapers and TV. Experienced in 16mm processing and editing. Young, creative and aggressive. All offers considered. Write Jo. Keener, 642 36th sw, Wyoming, MI 49509. 616-538-7744.

## Situations Wanted Programing, Production, Others

**Top 20 Producer-Director** with heavy film/editing background. Experienced all phases TV, variety, music commercials, documentary. National awards. Seeks TV station or production house. Box K-65, BROADCASTING.

**College graduate** Communications. Experienced VTR, Color camera, audio lighting. Box K-75, BROADCASTING.

**Production team:** husband/wife as producer-director, writer-producer. Experienced in variety, music, news, commercials, documentaries. Background in filming and editing and all phases of promotion/PR. Degree. Emmy, other national awards. Opportunity desired to work together again. Box K-83, BROADCASTING.

**Five years experience.** Directing, cameras, audio; B.A. degree; have worked all phases of production looking for the right move. 305-524-7987.

**Brilliant career ahead,** help start it off. Degreed, 26, film, tape, NYC/UHF exp. Anywhere. Jim Kelley, 83 Kellogg Hill Road, Weston, CT 06880. 203-226-7662.

## BUY—SELL—TRADE WANTED TO BUY EQUIPMENT

**We would like** to purchase a used TT59A UHF General Electric transmitter with LF range klystrons. Contact: Jack H. Tudor, Chief Engineer, KHTV, PO Box 1439, Houston, TX 77001, 713-781-3930.

**Filter plexer** Channel 69 and/or Channel 66. Channel 22 for sale. NCCB, Box 1037, Manassas, VA 22110. 703-361-2555.

**College carrier** current station going coaxial cable seeks tax-deductible donation of used AM transmitter. Details to Richard D. Hutto, St. Lawrence University, Canton, NY 13617.

## FOR SALE EQUIPMENT

**Gates BC-1G** 1 KW AM transmitter. Immaculate. 3,800. Box K-114, BROADCASTING.

**Schafer Automation,** Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hitparade format, \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

**Teac 3340S** four channel simul-sync stereo tape recorder must sell \$850 or best offer. 216-661-3171.

**16MM B&H JAN** television film chain projector. \$995.00. CineVision, POB 457, Avondale Estates, GA. 404-378-5652.

**RCA TK-43** color camera, excellent condition using 3 plumicons and 4 1/2 I/O, \$7,500 firm, call Orth Tec Corporation, Salem, NH. 603-893-4552.

**Ampex VR-1100,** Loaded, Amtec, Inter-Sync, editor, two used heads. Also GVG 900 SE-3 special effects generator. Call Robert Gascon 716-464-2583.

**Auricon Cinevoice** sound on film 16 mm movie camera must sell \$650 or best offer. 216-661-3171.

**AM transmitters:** Gates 500GY-500W 1500.00; Raytheon RA-250-A 1200.00; RCA-BTA-250-M 1500.00; Gates Vanguard 11-1 KW 1300.00; Raytheon RA-1000-1KW 1600.00; Gates BC-1G-1KW 4900.00; Gates BC-5-P2-5KW 6500.00; Collins 21E-5KW 5500.00; Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

## TOWER SERVICES

**W. Burckhalter's towers** New & used. Free estimate on any work. 20 years experience. Write: W. Burckhalter, PO Box 114, Ladson, SC 29456. Phone: 803-761-2518.

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**WTOP/AM-TV** in Washington, D.C. has several competent Assistant Directors, writers, reporters and technicians who have completed our year-long minority training program. Resumes and training information may be obtained by writing Personnel, WTOP, 4001 Brandywine Street, N.W., Washington, D.C. 20016.

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**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.

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**REI teaches electronics.** Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Nov. 10, Jan. 5, Feb. 16. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

**For 38 years**, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks. Call collect for details, 213-462-3281, or write: Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

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**Kiis Radio's Broadcasting Workshop** for Professional DJ & News training. Both in studio and on-air training. Write: Kiis 8560 Sunset Blvd., Los Angeles.

**Broadcast Technicians:** Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

**Job opportunities** and announcer-dj.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

**San Francisco.** FCC license, 6 weeks 11/3/1975. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Bv., Hollywood, CA 90028.

## RADIO

### Help Wanted Management

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#### FINANCIAL - COMPTROLLER

For Radio - TV Group  
S.E.C. - F.C.C. Knowledge

Resume, Salary Requirements, Reference  
An Equal Opportunity Employer  
Reply to Box K-125 BROADCASTING.  
All replies Confidential

## Group VP

Group VP position available with rapidly expanding communications company. Our client is actively seeking new properties in top 100 markets and needs ambitious Executive to be in complete charge of the Radio Division. Potential more important than experience, but you must have enough drive and confidence to move ahead quickly. Send detailed resume and salary requirements to Ron Curtis, 5725 East River Road, Chicago, IL 60631. All replies held in confidence.

## Help Wanted Management Continued

### PRESIDENT AND GENERAL MANAGER

Southeastern radio group seeking highly motivated person to assume top management position. Must have strong financial and sales management background. Excellent salary and benefits. Call or write Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

### Help Wanted Sales

**Growth-oriented company** has purchased full-power, Class "C" FM contemporary station in Little Rock. Ambitious small and medium-market account executives ready to move up will be guaranteed their present income and given opportunity for substantial bonus. Women and minority applicants encouraged. Send resume to Ron Curtis, 5725 East River Road, Chicago, IL 60631.

### Help Wanted Announcers

**Top 10 Market O & O FM in Disco** format looking for warm, personable DJ for evening shift.

Send resume to  
Box K-127, BROADCASTING.  
Equal Opportunity Employer.

## Situations Wanted Management

### EXPERIENCE

12 yrs. in radio from D.J. to G.M. 8 yrs. in automation and syndication. Currently Gen. Sales Mgr. of worlds largest programming company. If you are automated or seriously considering it, I can help. Cal Vandegriff (206) 676-1400 or (206) 733-2459.

### Situations Wanted News

#### YOUR MAN IN MOSCOW

David Levy now available exclusive in United States. Direct telephone spots as it happens. Telex 7420 or Phone 243-6728 Moscow, USSR.

### Miscellaneous

#### RADIO AUDIENCE SURVEYS from \$269

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## Help Wanted News

## WANTED

## EDITORIAL TALENT WITH EXECUTIVE POTENTIAL

The person we are looking for should have solid media experience... writing ability a must, preferably with an emphasis on the spoken word... broadcast news writing experience useful... also requires a reporter's instinct for digging out the facts behind a story... analytical and interpretive skill.

A rich growth opportunity as top staff assistant to the director of a new kind of industry-wide information program. Administrative and supervisory experience not essential, but we are looking for someone who can take on management responsibility in time.

Assignments will include developing position papers and fact sheets on issues confronting the food industry... helping to administer a nation-wide program of consumer and economic research... design and execution of seminars for corporate presidents, consumer and public affairs executives.

We want a self-starter, who needs minimal supervision... an interest in the consumer movement would be desirable... background in nutrition or consumer affairs could be very useful.

If this opportunity interests you, please write a letter telling us about how you think you would fill these requirements. Be sure to include your resume and salary requirements.

Box K-56, BROADCASTING.

**TELEVISION  
Help Wanted Technical**

**TV MAINTENANCE TECHNICIAN**

A major eastern market quality conscious TV operation is looking for that unique, logic minded technician to fill a vacancy in our maintenance department. This well-paid, challenging position is a rare opportunity to work in a self-fulfilling job, in a people oriented atmosphere. An equal opportunity employer. Box K-55, BROADCASTING.

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With First Class License; minimum of five years experience with operation and maintenance of color film and studio cameras, switchers and other terminal equipment. Salary \$12,000 to \$17,000 depending on experience. Send resume to Assistant Chief Engineer, Box 1957, Baltimore, MD, 21203.

**Help Wanted News**

**CBS AFFILIATE  
in  
Sacramento, California**

Needs an experienced news person to co-host morning show; co-anchor Noon News and do general reporting. Send resume and cassette audition to:

*Cal Bollwinkel  
P.O. Box 10  
Sacramento, California 95818.  
An Equal Opportunity Employer.*

**Assistant Manager, News Bureau**

Professional journalist who combines print media and radio-television experience. Bachelor's degree and minimum two years experience in news writing and editing. Ability to use still and movie cameras and do film editing required. Science writing experience a plus. position available immediately. Send resumes, transcripts and three letters of reference by Nov. 1 to Dick Fry, Manager, News Bureau, 448 French Administration Building, Washington State University, Pullman, Wash. 99163. Washington State University is an equal opportunity/affirmative action employer.

**Help Wanted Programing,  
Production, Others**

**Scenic Designer**

Major market network owned television station in the Midwest has key opening for a Scenic Designer. Must have had 3 years experience working for a television station in this capacity, knowledge of blueprints, plenty of talent, creativity and energy with a flair for contemporary designs.

Send resume and salary requirements only. Portfolios will be requested upon receipt of resume. Equal opportunity employer

Box K-69, BROADCASTING.

**Situations Wanted News**

Need major market professional talent in sports, talk, news? All three available, in one extremely versatile and talented broadcaster.

Box K-28, BROADCASTING.

**Situations Wanted News  
Continued**

**FIELD REPORTER: with No. 1 station in market—reached my peak here, want larger operation in top 30. Regular contributor to network. 6 years experience includes radio.**

Box-K-122, BROADCASTING.

**Placement Service**

**RADIO-TELEVISION CATV  
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Mail Us Your Resume Now!  
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**For Sale Equipment**

**GE UHF TRANSMITTER**

**12.5 KILOWATTS**

Now in operation. Available in January, 1976.

For further information, contact:  
Walter H. Jones, Chief Engineer  
WANE-TV  
2915 West State Boulevard  
Ft. Wayne, Indiana 46808

**For Sale Stations**

**Attractive Southeast medium market. Fulltime AM station available for sale. Excellent facility. Superior coverage. Priced at \$950,000 cash which is approximately two times current annual revenues. Included valuable real estate. Principals only please. Box K-124, BROADCASTING.**

**BEST FACILITY  
BEST RATINGS  
BEST OPPORTUNITY**

5,000 watt fulltimer on a frequency so low that to mention it here would reveal all. Rated No. 1 in an important medium size midwest market. Being offered at less than two times gross. Profitable. Price includes valuable real estate. Write to OWNER, Box K-126, BROADCASTING.

**HELP!**

Investor (Active/Inactive) with at least \$15,000 to finalize Group to acquire fulltime AM in Maine. Single station, small market. "Sick" station with great potential!

Box K-141, BROADCASTING.

**For Sale Stations  
Continued**

**HAWAII**

10,000 watts. Full Time  
AM radio station, Island of Oahu  
For Sale at 2-1/2 times gross  
\$250,000.—Cash or \$295,000.—Terms  
Tremendous Future Potential  
Continual Growth Pattern

FRED B. LIVINGSTON, RADIO K-LE!  
P.O. BOX 15397, HONOLULU, HI. 96815  
(808) 922-2045

**Southeast—50,000 watt AM fulltime station (1000 watts nights), in metro market of 400,000. By far the best facility in the area at good dial position. Beautiful physical plant.**

**Price to sell at about twice billings—\$890,000. For more information call 919-435-6138 and leave your name and number.**

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# Profile

## Another kind of network: NAB's Bill Carlisle and his grass-roots contacts

It's late afternoon, Monday, Oct. 6, the day before the Senate Judiciary Committee is to mark up the copyright bill. Most of the other members of the National Association of Broadcasters' government relations staff are on Capitol Hill, trying to make sure the markup will produce no surprises for the broadcast industry and trying to find out what the cable TV lobby is up to. But Bill Carlisle, vice president for government relations, is back at NAB headquarters doing what he does best, talking on the telephone to a broadcaster. He is dictating a telegram the broadcaster will send to one of the members of the Judiciary Committee, a senator from the broadcaster's state. "Say something like: 'If further concessions are made to cable interests, then be advised that we will fight like hell to get some strengthening amendments for broadcasters,'" Mr. Carlisle prompts.

Knowing that one cannot tread like a bull through the china shop that is Congress, Mr. Carlisle immediately softens the "fight like hell" phrase. But it is indicative of his strong feeling for the broadcast industry and his hard-nosed advocacy of programs that favor broadcasting.

Although he is not as visible around Washington as some other officers at the NAB, Mr. Carlisle's performance is critical to the success of nearly every NAB regulatory and legislative project. It is his job to keep broadcasters in the field—the grass roots—awake, aware and active on the legislative and regulatory front.

The staffers at NAB say pressure from the grass roots opens doors on Capitol Hill. Without it, NAB's government relations staffers who circulate on the Hill would be wasting their time. Bill Carlisle, in effect, pulls the strings that open the doors to the NAB.

Mr. Carlisle's colleagues at NAB headquarters describe him as being imaginative, efficient, self-effacing—"a staff barometer," one calls him, because he always seems to know how the industry will react to any new NAB project or policy.

But perhaps his strongest asset—one that best equips him to be organizer of the grass roots—is that "he knows everybody," in the words of Donald Zeifang, executive vice president for government relations, under whom Mr. Carlisle works. Mr. Carlisle himself says forthrightly, "I think I know in person almost as many broadcasters as anybody." The length of his list of contacts and friends in the industry stems partly from his unique talent for remembering names. His



William Carlisle—vice president for government relations, National Association of Broadcasters; b. March 14, 1923, Taunton, Mass.; Boston University College of Business Administration, 1939-42; U.S. Marine Corps Reserve, 1942-46 (entered as aviation cadet, discharged as captain); account executive, J.H. Goddard & Co., Boston, 1946; copywriter, program director, salesman with WKBR-AM-FM Manchester, N.H., 1947-52; sales manager, Rust Industrial Co. Inc., 1952-54; joined NAB as field representative, 1954; manager of station relations, 1957; vice president for station relations, 1957; vice president for station services, 1961; vice president for television, 1967; vice president for broadcast liaison, 1972; present post, 1974; m. Barbara Fisher, May 19, 1952; no children.

office contains no Rolodex card file; he keeps all the names in his head. This facility stems partly from his 21 years at the NAB. During that time he has attended around 1,000 broadcast meetings, some kind of record, he figures.

His first assignment at NAB as field representative had him traveling all over the country. From September 1954 to March 1957 he and his wife, Barbara, a former Miss Connecticut, paid personal visits to more than 1,000 radio and TV stations.

Before joining NAB, Mr. Carlisle already had accumulated a sizable list of contacts in the industry as sales manager for Rust Industrial Co. Rust produced the first FCC type-approved remote and metering equipment and Mr. Carlisle sold it exclusively from 1952 to 1954.

And before that, Mr. Carlisle was for five years a broadcaster, working as copywriter, program director and salesman for WKBR-AM-FM Manchester, N.H., which he helped put on the air in 1947.

Mr. Carlisle did not set out to be a broadcaster. He interrupted his college

career at Boston University College of Business Administration after Pearl Harbor to enlist in the Marine Corps. He trained to become a dive bomber pilot and eventually flew more than 100 missions in the South Pacific.

After the war he joined the brokerage firm of J.H. Goddard & Co., Boston, as an account executive, a title he laughingly says should have been newsreel watcher, because business was slow during the post-war slump and he spent most of his time in movie theaters.

It was not until 1947, after seven unproductive months with Goddard, that Mr. Carlisle "got the great idea radio was the wave of the future." That is when he moved to Manchester.

He says he joined NAB mainly because he thought the association would lead him to better jobs, and it did. But every time he came close to taking another job, he said, the association offered him a raise or promotion or both. He stayed.

But there was another reason he stayed with NAB, Mr. Carlisle says. "I do consider broadcasting the most important industry in the United States. Broadcasters are by the hour dealing with people's minds. You can't help but be excited about it."

While at NAB he has held a half-dozen titles, including field representative, manager of station relations, vice president for station services, vice president for television, vice president for broadcast liaison. Aside from his present duties as vice president for government relations, he is also treasurer and executive trustee of the National Committee for the Support of Free Broadcasting, the NAB's affiliated political action committee.

While Mr. Carlisle was growing at NAB, he was helping NAB grow. Among other things, he is credited with expanding NAB's field staff, creating an office of state association liaison and expanding the department of broadcast management.

He says that if there is a single message he would like to put across to broadcasters, it is that they should learn to flow with the changing technologies. At NAB, Mr. Carlisle is considered an expert in the new technologies, including CATV, pay TV, fiber optics and satellites.

Broadcasters, he says, should loosen their prejudices against the new technologies and instead learn how to take advantage of and profit from them. He says he is not suggesting that broadcasters should put down cables and start charging viewers for their services. A greater defender of the system of "free broadcasting" than Bill Carlisle would be difficult to find. His point is that to maintain their equities in the future, broadcasters will have to be flexible and advance with the changes.

# Editorials

## Slow end to slow pay

The American Association of Advertising Agencies' report on slow pay, reported elsewhere in this issue, leaves no doubt that broadcasters are the chief victims, which will surprise no broadcaster. The surprise, if any, is in how much longer they are left dangling now: approximately twice as long as they were just a little over 10 years ago.

The AAAA study distributes responsibility for the slow-pay problem fairly evenly among advertisers, agencies and media, with a special allocation of blame to the media buying services. There is no attempt to pin the tail on broadcasters. There are, of course, suggestions as to how they might help, such as through tougher policies in extending credit to agencies, the use of AAAA standard forms to minimize errors and, no surprise at all, cash discounts for prompt payment.

Agencies have been agitating for a cash discount from broadcasters since the beginning of radio, or thereabouts. Most print media offer one, and that, the rationale runs, is one reason they're paid faster. The current report enlarges on the incentive notion by suggesting that instead of cash it might be "a bonus of one or two spots on the next month's schedule."

Well, maybe so. But a couple of observations are pertinent. Elsewhere the AAAA report speculates that stations don't absorb the extra cost of doing business when collections are 60 to 180 days late, but simply take it into account in setting rates. If that is true—as it should be—any specified incentive, whether expressed as a discount or as bonus spots, should and would just as surely be reflected in higher rates in the long run, no less than the discounts granted by other media are reflected in the rates of those media. Beyond that, it isn't easy to understand why an advertiser should get discounts for paying bills on time.

But then nothing about the slow-pay problem is simple. It is up to each broadcaster, of course, to judge for himself whether a special incentive would be likely to pay its own way in faster cash flow. The whole problem is difficult. The most encouraging part of the AAAA report is that it shows again that responsible buyers are taking it seriously.

## More help than needed

American television broadcasters along the Canadian border are being victimized these days by the Canadian government and by program distributors of all nationalities. It is no wonder that they are feeling frustrated enough to talk of dropping an electronic curtain at the border.

As has been extensively reported here, the Canadian government has decreed that Canadian cable systems delete the commercials from American broadcast services they carry, and the Canadian parliament is considering a bill to deter Canadian advertisers, through the withdrawal of tax deductions for advertising expense, from using U.S. media. The combined effect, of course, would be a serious reduction in U.S. station revenue, perhaps serious enough to curtail the reception of U.S. programming as well as advertising in Canada. That, obviously, is the government's ultimate aim, which fits the intensifying mood of nationalism in that country.

As has also been reported here over the years, it has become customary for American and other program suppliers to sell television shows to Canadian television, including border stations, for showing before they are broadcast on American television networks to which they have also been sold. The effect here,

of course, is to dilute the audiences on both sides of the border for the American showings.

The affected broadcasters have asked the U.S. government to intercede on their behalf with both the Canadian government and the program suppliers. The State Department is making diplomatic representations in Ottawa on the advertising restrictions. The FCC has announced an inquiry on the prerelease of programs to Canadian television. The State Department is doing what it should. The FCC is not.

The U.S. broadcasters have every right to ask the State Department to protest a situation that they are helpless to correct by direct negotiation. No contracts exist between U.S. originating stations and the Canadian cable companies that pick up U.S. broadcast services at will.

They are on less certain ground, however, when they ask the FCC to insinuate itself in private contracts between program sources and television broadcasters in Canada and the U.S. The U.S. network that buys a series in the knowledge that it may be sold to Canada has made a bad deal to the extent that it and its affiliates along the border will suffer by Canadian prerelease. It is not for the FCC to correct a condition that a program buyer can correct by private negotiation.

The word here is go for Henry Kissinger and stop for Richard E. Wiley.

## Exhortation is not enough

The headquarters of the National Association of Broadcasters is predictably calling for unity among radio and television broadcasters in response to the announced intention of the former National Association of FM Broadcasters to expand into an all-radio trade group. Vincent T. Wasilewski, the NAB president, has asserted that a single association is needed to represent the common interests of all kinds of broadcasters.

The divisiveness that Mr. Wasilewski deplors is indeed a threat. The last thing that broadcasters need is a balkanization of their representation in Washington.

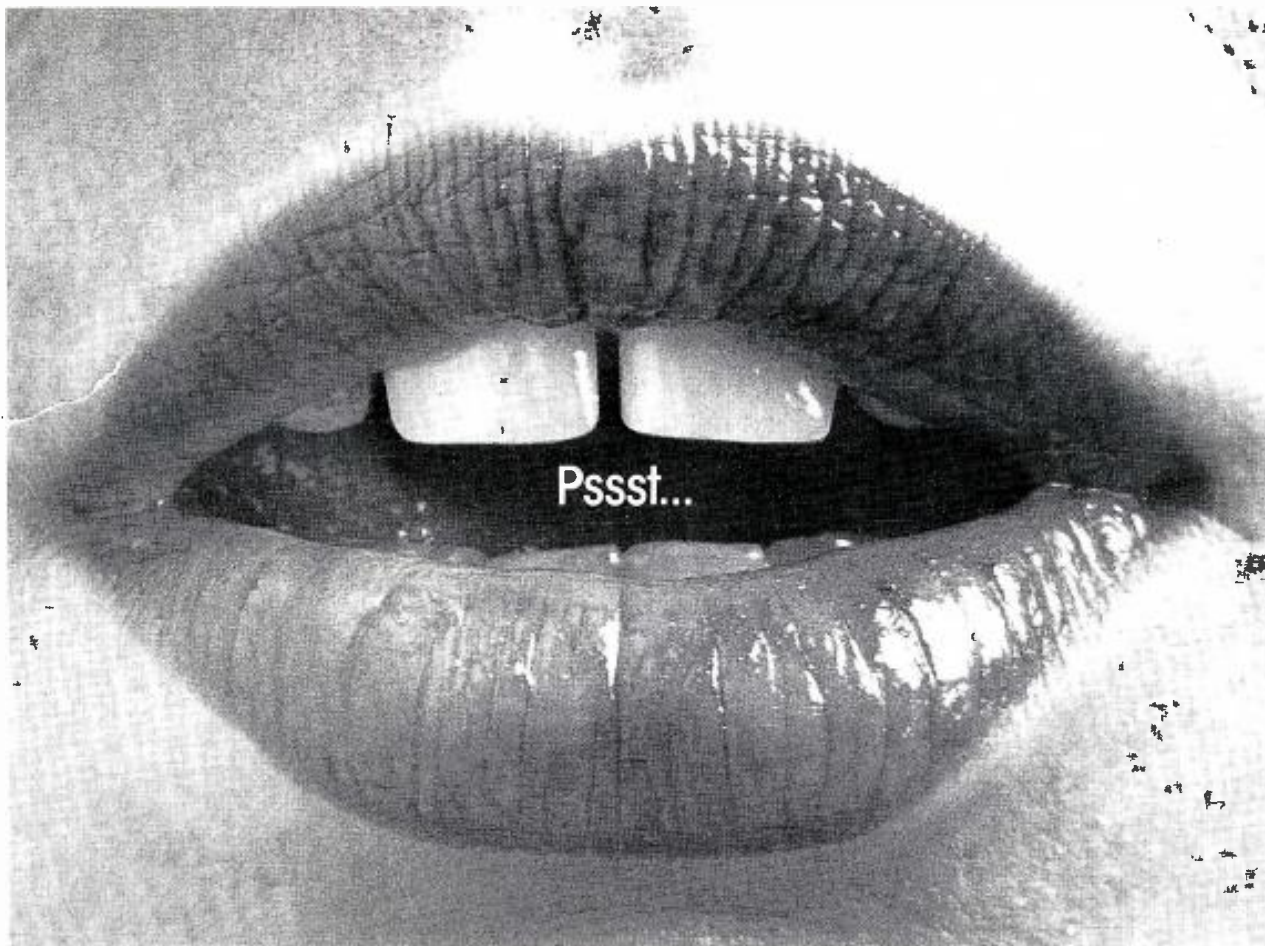
That is not to say, however, that the present array of organizations is ideal. Certainly it does not satisfy the FM broadcasters who are forming the National Radio Broadcasters Association.

As has been suggested here before, the NAB could take real leadership by sponsoring a study of existing structures and prospective needs. The unity that Mr. Wasilewski seeks is more likely to be achieved if the disparate parts of the broadcasting business count themselves appropriately represented in both common causes and their own.



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