

Curious case of the fall-off in prime-time households After six weeks: ABC confident, NBC cheered, CBS concerned

Broadcasting Oct 27

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Our 45th Year 1975

Oct. 27, 1975

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NEWSPAPER

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At KPRC TV, we report what is happening as well as what has just happened.

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Our audiences expect outstanding news because we demand it of ourselves.

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Or that able, ambitious newspeople come to us.

As a result, we have one of the best news teams in the country.

And we back them up with the latest equipment and one of the finest news broadcasting facilities in America.

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Even if we do put it together at the last minute.



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feature for ABC-TV
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& Martin Sheen

NIGHT WATCH

Starring Elizabeth Taylor
& Laurence Harvey

MIRACLES STILL HAPPEN

Starring Susan Penhaligon

WHIFFS

Starring Elliott Gould,
Jennifer O'Neill, Eddie Albert
& Godfrey Cambridge

WELCOME TO ARROW BEACH

Starring Laurence Harvey,
Joanna Pettet, Stuart
Whitman & John Ireland

FACE TO THE WIND

Starring Cliff Potts





Kevin O'Sullivan

*President & Chief Operating Officer of
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Broadcasting
Oct. 27, 1975

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Charles Grodin

HEDDA

Starring Glenda Jackson

HUGO THE HIPPO

An animated feature
by Marie Perle & Jimmy
Burl Ives, Paul Lynde
& Robert Morley

I WILL, I WILL...FOR NOW

Starring Elliott Gould,
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Yes most inventions and original ideas are patented, when it comes to spoken or written words they are copyrighted, if it's a piece of artwork or a logo then it becomes a registered trademark. K-101 fits into all of these categories. In 1969 K-101 was the first station to use digital call letters that accurately described it's position on the dial, giving the kind of identity that most broadcasters had been trying to achieve for years. As with all good ideas, inventions and logos, others soon made their copies, and now the radio world is full of K-200's and W999's.

Now you know where they came from.

Once we were "First and Only"

now we are only First!

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Business Briefly

Mattel □ Toy maker begins one of heaviest promotions ever in mid-February of next year, with emphasis on television. Four products will be on network TV and one will be advertised in spot-television campaign in 24 markets. Agency is Ogilvy & Mather, Los Angeles.

Speidel Co. □ In pre-Christmas effort to reach teen-agers and women, 18 to 49, Speidel is running spot-television campaign for four weeks starting Nov. 24 for its Idents and Hang-ups bracelets. Effort will be concentrated in 49 major markets. Creamer, Colarossi, Basford Inc., New York, created copy and is handling purchase of time.

Joseph Schlitz Brewing Co. □ Schlitz is introducing its Schlitz light beer on Nov. 3 in 19 test markets with variety of media, including spot television. Cunningham & Walsh, New York, is agency. Target for campaign will be adult men and women.

Dunkin' Donuts of America Inc.

□ Media mix for four-week campaign in November for Dunkin' Donut shops is spot television and radio in 75 leading markets. Commercials attempt to attract



new customers by emphasizing freshness of product, cooperative spirit of store personnel and price discounts. Humphrey Browning MacDougall Inc., Boston, created campaign and is directing messages to total adults.

Exxon Corp. □ Six-week spot-television splurge is being mounted by Exxon for its gasoline products in major markets in South and Southwest. Campaign will begin in early November. McCann-Erickson, Houston, is agency; target audience is men and women, 18 to 49.

Creomulsion Co. □ Heavy spot-television effort for company's cough syrup will be launched in late November in about 55 markets and will continue for

13 weeks. This is in addition to radio campaign previously reported (BROADCASTING, Oct. 20). Tucker, Wayne & Co., Atlanta, is agency. Target audience is women, 18 to 49.

Woodhill Chemical Co. □ Spot-radio campaign in 125 markets will start in early January 1976 for Woodhill's Super glue. Flights will run for 12 weeks in top-25 markets, six weeks in next 45 and four weeks in remaining markets. Marcus Advertising Co., Cleveland, is agency. It's seeking audience of total adults.

Star-Kist Foods Inc. □ Star-Kist tuna will be advertised heavily with spot television during November in long list of markets. Leo Burnett, Chicago, is agency. Target audience is women, 18 to 49.

Cumberland Packing □ Stiefel/Raymond Advertising, New York, is handling mixed-media campaign for Cumberland's Sweet 'N Low sugar substitute. Nine-week TV campaign is set to start in February 1976 in 30-40 mostly major markets with radio support in 25-30 minor markets. Day-, fringe- and prime-time 30's and 60's are being placed by Mediators, New York.

McGraw Edison □ Time is being purchased by Atwood Richards, New York, for 31-market spot-television campaign for McGraw Edison's Toastmaster products. Four-week effort will begin Nov. 24 and will use prime-time, fringe and weekend 30's. Budget is estimated at \$400,000-\$500,000. Clinton E. Frank, Chicago, is handling creative side.

Keebler Co. □ Bakery has spot-television campaign scheduled for its cookies for month of November in more than 25 Midwest markets. Leo Burnett, Chicago, agency, is seeking time periods appealing to women and young children.

Nabisco Inc. □ Starting first of November, Nabisco will advertise its Milk Bone dog biscuits on spot-television in 13 major markets for three weeks. Agency, William Esty Co., New York, is seeking daytime, prime-time and fringe-time positions appealing to women, 25 to 54, and total women.

Allen Products Co. □ Company will spotlight its Alamo dry dog food with 11-week spot-television campaign in leading

markets, starting in late November (with hiatus during last two weeks of year). Weightman Advertising, Philadelphia, is seeking time periods appealing to women, 25 to 49.

Career Club □ Clothing manufacturer kicks off 20-market spot-television campaign today (Oct. 27) for its shirts. Thirty-second commercial will run in such markets as Baltimore, Minneapolis,



Buffalo, N.Y., and Birmingham, Ala. Ad is aimed at adult men and features send-up of gunfight, which is interrupted when antagonists begin admiring each other's shirts. Marsteller Advertising, New York, is agency.

Ball Corp. □ Prime-time television 30's will begin running in test markets on Nov. 17 for Ball's Sound Guard phonograph-record preservation kit. N.W. Ayer is handling campaign, aiming it at adults.

New American Library □ Publisher begins spot-radio effort for paperback novel by Ruth Harris, "Decades," this week in 10 markets including Detroit, Houston, Denver and Miami. March Advertising, New York, is placing spots on stations specializing in beautiful music, MOR and foreground music. Target is women, 18 and over.

Dannon Corp. □ Company's yogurt products are being promoted in five-week, 20-market spot-television campaign. Key areas include New York, Philadelphia, Boston and Detroit. Theme of 30-second spot is slogan, "If you don't always eat right, the right thing to eat is Dannon." Marsteller Advertising, New York, is agency, and it's aiming campaign at adults.

Economic Laboratory Inc. □ Four-week spot TV campaign beginning in

BAR reports television-network sales as of Oct. 5

ABC \$510,431,100 (29.8) □ CBS \$618,048,300 (36.1) □ NBC \$584,638,300 (34.1)

Day parts	Total minutes week ended Oct. 5	Total dollars week ended Oct. 5	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	\$ 734,600	4,529	\$ 25,510,600	\$ 17,999,900	+41.7
Monday-Friday 10 a.m.-6 p.m.	1,000	11,288,300	38,637	382,337,400	341,874,700	+11.8
Saturday-Sunday Sign-on-6 p.m.	307	6,966,600	11,413	169,714,700	155,887,800	+8.9
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,778,400	3,961	90,978,000	81,615,100	+11.4
Sunday 6 p.m.-7:30 p.m.	21	898,400	616	14,670,900	11,916,100	+23.1
Monday-Sunday 7:30 p.m.-11 p.m.	398	27,334,800	15,826	904,211,800	869,843,600	+4.0
Monday-Sunday 11 p.m.-Sign-off	206	4,365,600	7,484	175,694,300	114,200,300	+10.1
Total	2,175	\$54,366,700	82,466	\$1,713,117,700	\$1,593,331,500	+7.5

Source: Broadcast Advertisers Reports

November in lengthy list of markets is scheduled for Economic Labs' Jet Dry and Finish dishwasher detergents. N.W. Ayer, New York, is agency. It's targeting women, 25 to 49, and total women.

Continental Hair Products Inc.

□ Brooklyn, N.Y.-based firm is putting together spot-TV effort to run four weeks

in approximately 30 markets. Della Femina, Travisano & Partner, New York, is buying time periods geared to adults, 18 to 49.

Association of Spanish Olive Growers

□ Umbrella group for olive producers is pushing green Spanish olives in special October-November TV test-marketing in

St. Louis, Minneapolis and Florida cities of Tampa, St. Petersburg and Jacksonville. Agency and buyer is Marsteller. Two 30-second spots, which are aimed at adults, will feature night-club performer Charo.

Scotts Liquid Gold □

Denver-based firm is advertising its wood preservative product via spot-TV campaign in more than 20 markets in Western region for two months, starting this month. Advertising Promotion Inc., Denver, is aiming for total women and adults.

Borden □

Needham, Harper & Steers, New York, is creating and placing TV spots for Borden's Drake Bakeries, Wayne, N.J. Theme is "fun in eating Drake's cakes," and target audience is youngsters, 6-17. Three-week flight is to begin Nov. 10 and two-week flight is tentatively set for Dec. 1. Buys will be fringe and prime-time 30's in 16 markets.

Borden Inc. □

Company's food division is putting together six-week spot-TV effort on behalf of its Eagle brand condensed milk. Campaign will start Nov. 3 in substantial list of markets. Campbell-Ewald, Detroit, is agency. Target audience is women, 18 to 49.

Kimberly-Clark Corp. □

Consumer advertising for K-C's Kimbies disposable diapers, with billings of about \$7.5 million, has been assigned to Kelly, Nason Inc., New York. Previous agency was Foote, Cone & Belding, Chicago. Broadcast spending for Kimbies is expected to be close to \$7 million this year. Kelly, Nason also handles K-C's Kotex, which bills about \$8 million annually, much of it in TV.

Grey Advertising □

Grey Advertising, New York, has contracted with Group W Productions for rights to *The Coral Jungle*, eight one-hour adventure specials, in at least 25 markets. Grey Advertising is serving as agent for number of its clients and also may elect to build up time bank on stations in return for offering program free. Series is in production and starting date on air is projected for December. Stations already cleared include WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WXYZ-TV Detroit and WTOP-TV Washington. Grey is seeking time periods with family appeal.

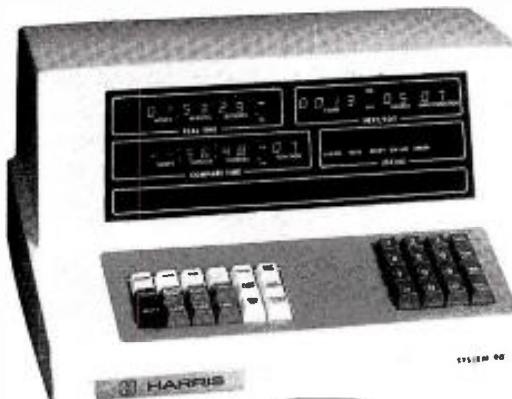
Rep appointments □

WVDC-AM-FM Washington to Blair Radio, New York; WKYS(FM) Washington to Eastman Radio, New York; WIGO(AM) Atlanta and KVEC(AM) San Luis Obispo and KMBY(AM) Monterey, both California, to GCI Sales, New York; WRTH(AM) Wood River, Ill., to McGavren-Guild, New York.

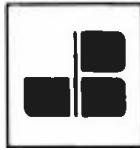
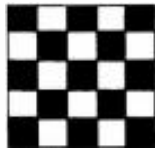
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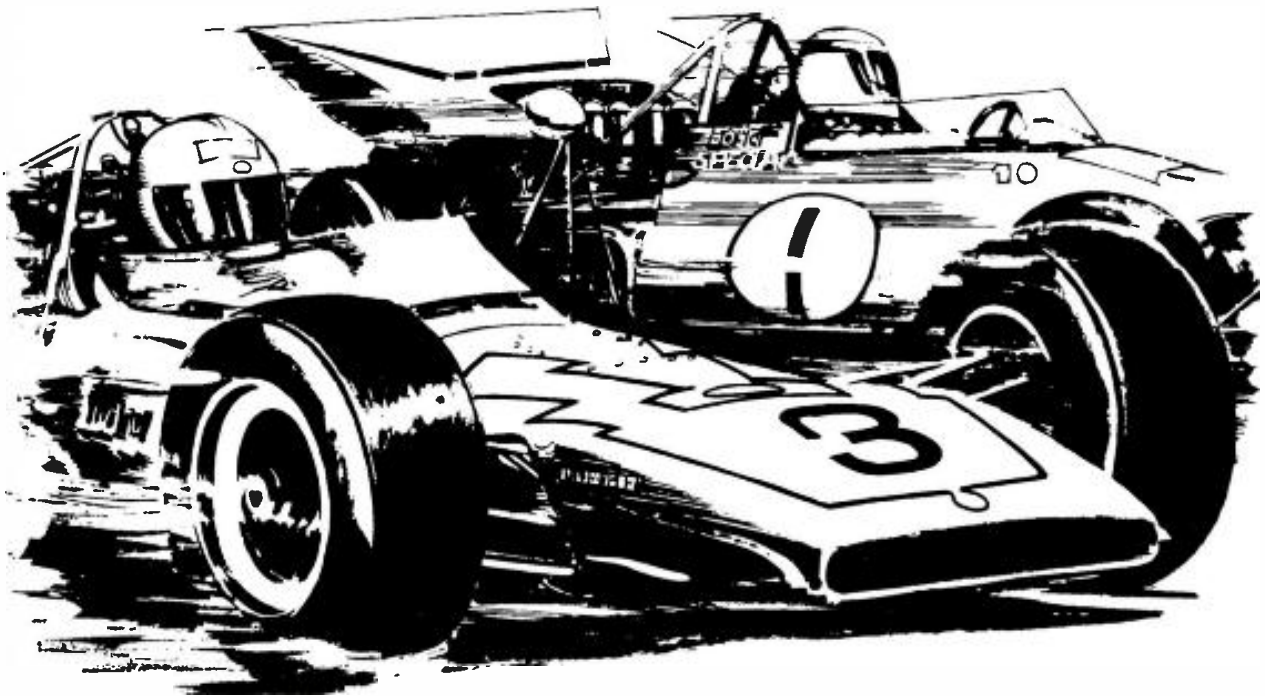
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Monday Memo

A broadcast advertising commentary from Lester J. Boyle, advertising manager, Getty Oil Co., New York

Radio: a quick-change artist for Getty Oil

The radio-television mix we have used for Getty Oil products has varied since 1969, when we introduced our name, but the results have been uniform: success.

Until 1969, Getty Oil had been selling gasoline through its subsidiary, Tidewater Oil Co., and its Flying A gasoline. We changed the name to Getty and we changed our strategy from selling two grades of gasoline to one, premium. For the introduction of our new name, we used TV in tandem with radio in order to obtain the broadest and most immediate reach we could afford.

The combination worked well. As a result of our initial advertising effort, we increased our brand and advertising awareness significantly: Brand awareness was up fourfold, and we became number one in advertising awareness.

All of this was accomplished with good, solid budgets, but they could not in any way be compared with those of our competitors, which were outspending us by five times as much.

We used a variety of media in the first three years of our new name. But the primary medium was broadcast—spot television and spot radio. Spot radio played an important part in the media mix and usually received about 40% of our ad dollars.

Because radio allowed us to produce commercials at a relatively low cost, we produced a large number of radio spots. Radio gave us the production flexibility that enabled us to react almost immediately to changing needs (and if you're selling in today's market, you know how often your needs change).

We simply didn't have the money to outshoot the big boys on the oil-company block. But we wanted effective use of what we did have to spend. Other media just didn't give us the frequency of message and the effective spot coverage that radio could and did give us for our money.

But the great success of our first three years of advertising Getty premium gasoline—selling more gas per station per month on an average monthly basis—ended abruptly in the spring of 1973. Literally, we had oversold ourselves; we didn't have the capacity to produce enough gasoline to supply the increasing demand. A year before the "energy crisis" we were allocating gasoline to our dealers.

Now, we found ourselves politely refusing new business. That was bad. It's tough to slow down sales and dampen the enthusiasm of your marketing people.



Lester J. Boyle has served Getty Oil and its predecessor company, Tidewater Oil (Flying A gasoline), for 16 years in various sales, sales promotion and advertising capacities. He was named to his present position, advertising manager, in 1973. Mr. Boyle received a BS in business administration from the University of Connecticut at Storrs in 1958. Earlier, he served with the U.S. Army in the intelligence division.

They had learned to win and this was a bitter pill to swallow. Little did they realize that the worst was yet to come.

Pressure from well-meaning environmental groups and political expediency ran the automotive industry into trying to develop engines that would meet federally mandated emission control requirements. Result: the catalytic converter, for which gasoline marketers were required to provide an unleaded gas.

Remember, Getty had been selling only one grade, a leaded premium. We had built a whole marketing plan around it. Now with the introduction of no-lead gas, we would have to revert to selling two grades of gas (for less than 5% of the cars on the road). Our unique sales approach was in trouble, to say the least.

We decided to make our no-lead gas a quality item a little better than almost all

other competitive brands. We would sell it at the same price as our premium. We would try to sell both on the same basis and at the same time maintain a quality image with consumers.

To add to these problems, we then had the energy crisis. Brand and product loyalty were fractured. The consumer did not really understand what had happened and, in the vernacular, got damn mad.

It happened and for the consumer, it happened the worst. But it happened to oil producers, too. We had to recognize that we were no longer operating in the same environment. We've found ourselves restricted in what we could do as marketers and, consequently, what we can say as advertisers. The amount of money we would spend in advertising became a very real problem.

To us, advertising has always been a serious investment made to generate a profitable return.

Now, the worst of the energy crisis has passed. Prices have gone up and sales have leveled off for everyone. The consumer is unhappy and negative towards oil companies in general. We in particular had a unique image as a single-product marketer that, in effect, we would have to modify.

Compounding all of our problems was the fact that previous attempts by other oil companies to sell an unleaded product had met with little success. Too often the consumer bought a tank of low-lead or no-lead gas, got poor results and swore off the stuff.

Obviously, we had to figure out a way to introduce Getty no-lead, stay within the new boundaries and do it in a reasonable economic framework. After a lot of analysis, searching of souls and wringing of hands, we decided this time to go all radio.

Among the main reasons: the opportunity to continue communicating our creative message—that Getty gasoline saves the consumer money; the chance to create memorability by continuing the use of the same music we had been using; the ability to pinpoint key markets with local radio and to target our message to our prime prospects—males 18 to 49.

The results of our newest broadcast effort? An excerpt from one of our commercials provides the answer:

"Like most oil companies, we at Getty expected our no-lead to account for only 5-15% of our sales. But we had a surprise. We're selling twice as much Getty no-lead as we thought. Maybe it's because Getty no-lead is a little better than a no-lead has to be."



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stations for
you.**

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WWDC AM AND FM
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BLAIR  RADIO
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Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust 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 (Cases 74-3599 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 in House will be carried live for first time some time in 1976. B.F. Sisk, (D-Calif.), chairman of special subcommittee of House Rules Committee that was set up to study matter, hopes to introduce resolution and hold hearings by third week in November. Subcommittee's staff has completed its study and concluded that, technically, "it can be done." Subcommittee is scheduled to meet Nov. 6 (see story, this issue). There already is resolution (H. Res. 269) by Jack Brooks (D-Tex.) that sparked activity. There is also S. Res. 39 by Lee Metcalf (D-Mont.) pending in Senate Rules Committee, but there has been no action on it.

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 U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13); 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 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

■ **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 was scheduled for commission discussion last week. 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 rulemaking (Docket 19816) for non-commercial stations has also been issued (BROADCASTING, Aug. 4); comments have been filed (BROADCASTING, Oct. 20). 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 scheduled to be completed with wrap-up testimony by Barbara Ringer, register of copyrights (BROADCASTING, Oct. 13) on Oct. 30.

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 (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but the commission denied them.

Crossownership (television-cable television). FCC has amended its rules so that

divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29). 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 have been filed (see story, this issue); replies are due Oct. 31. Commission is also considering EEO policy for cable ("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, and 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 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 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). Also, commission's fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Cases 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Several parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.). Briefs also have been filed in that case (BROADCASTING, Aug. 25). FCC has suspended collection of 1973, 1974

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Congratulations to the 109 writers of the top BMI Country songs most performed from April 1, 1974 to March 31, 1975. 80% of the Country songs on the trade paper charts in that period were licensed by BMI.

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Bill Anderson
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Hoyt Axton 2 Awards
Jeff Barry 2 Awards
Carl Belew
Chuck Berry
Rory Bourke
Don Bowman
Bobby Braddock 2 Awards
L. Russell Brown
Ed Bruce
Felice Bryant
Mickey Buckins
Jimmy Buffett
Larry Butler
Wayne Carson 2 Awards
Tommy Cash
Jerry Chesnut
Johnny Christopher
David Allan Coe
Jerry Crutchfield
Mac Davis
Harold Dorman
Don Earl
Donna Fargo 2 Awards
John Clifford Farrar (PRS)
Dick Feller
Jerry Foster
Wiley Gann
Larry Gatlin
Don Gibson 2 Awards
Gerry Goffin
Peter Gosling (PRS)
Earl Green
Merle Haggard 2 Awards

Tom T. Hall 2 Awards
Tim Hardin
Don Harris
George Harrison (PRS)
Freddie Hart
John Hartford
Alan Hawkshaw (PRS)
Ronald Hellard
Jerry House
Harlan Howard 2 Awards
Bob Jennings
Waylon Jennings
Vivian Keith
Carole King
Pee Wee King
Kris Kristofferson 4 Awards
Dickey Lee
Jerry Leiber
Irwin Levine
Sammy Lyons
Barry Mann
Layng Martine Jr. 2 Awards
Ronald E. McCown
Warner McPherson 2 Awards
Aileen Mnich
Chips Moman
Kenny O'Dell 2 Awards
Buck Owens
Dolly Parton 4 Awards
Gary S. Paxton
Ray Pennington
Jimmy Peppers
Ben Peters
Anita Pointer
Bonnie Pointer
Curly Putman 2 Awards

Eddie Rabbitt
Jerry Reed
Allen Reynolds
Bill Rice
Denzil Rice
George Richey 2 Awards
Betty Jean Robinson
John Rostill (PRS) 2 Awards
Troy Seals
James B. Shaw
Billy Sherrill 5 Awards
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Joe South
Joe Stampley
Ray Stevens
W.S. Stevenson
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Mike Stoller
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Billy Swan
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Carmol Taylor 2 Awards
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Dewey Terry
Mel Tillis
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Porter Wagoner
Daniel T. Walls
Don Wayne
Jim Webb
Cynthia Weil
Bobby (Red) West
Kent Westberry
Jerry Wexler
Marijohn Wilkin
Hank Williams
Norro Wilson 6 Awards



BROADCAST MUSIC INCORPORATED
The world's largest performing rights organization.

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 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. 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 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 in-

dicted 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-TV program, *Pensions: the Broken Promise*, violated fairness doctrine 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. 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 WMA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed (BROADCASTING, Sept. 29).

■ **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). Senate Communications Subcommittee has reported bill that matches House's in key respects. Committee leaders are inclined toward three-year appropriation, but with annual review before Appropriations Committees in both houses.

■ **Ratings.** Nielsen prime-time averages, season to date (first six weeks): NBC 18.6, CBS 18.1, ABC 17.9. Sixth week alone: NBC 23.7, ABC 17.0, CBS 16.7.

Section 315. FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29). 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 in-

Damn serious. And, if anyone else has ever offered a MONEY BACK GUARANTEE on a syndicated radio feature, it's a well-kept secret.

There's nothing "secret" about our offer, however. No "ifs," "ands" or "buts." Buy as few as 10 weeks, as many as 52 weeks of "LINK'S LITTLE ONES" starring Art Linkletter. When our programs arrive, listen to every single one of them. If you don't agree this is the most charming, humorous and commercial five-minute daily radio show you've ever bought, don't buy it! Send 'em back and we'll refund your money. Even pay the return postage.

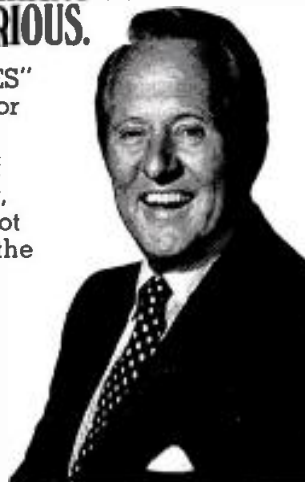
To our knowledge "LINK'S LITTLE ONES" has never failed to produce audience for a station; direct response for a sponsor.

So, try us. We've got 260 segments of "LINK'S LITTLE ONES" ready for airing, another 260 in production. And we've got a sample program tape that's yours for the asking. Ask by wire, by mail or call us collect at (213) 769-3500, but ask!



O'Connor Creative Services
Box 8888, Universal City
California 91606
(213) 769-3500

In Canada Contact: National Program Services
189 Church Street, Toronto, Ont. Phone 362-1091



"LINK'S LITTLE ONES"
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IS FUNNY.
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MONEY BACK
GUARANTEE
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The most dominant influence in the Minneapolis-St. Paul television A.D.I. is

WCCO Radio

More Than Meets the Eye.

For eight consecutive years, since 1967, ARB has consistently reported WCCO Radio delivers bigger audiences than every television station in the Minneapolis-St. Paul market. This unprecedented and unmatched story has been based on average quarter-hour (AQH) estimates for the radio and tv total service areas (TSA).

Now, for the very first time, ARB provides radio audience estimates in television's supposed Area of Dominant Influence (ADI). In the 38-county Minneapolis-St. Paul ADI, WCCO Radio once again upsets tv's applecart. This time, right on its home court.

That's right, WCCO Radio is bigger than tv in the ADI as well as

the TSA. Fact is, we beat the leading tv station on seven out of eight points of AQH comparison. And all the other stations on all eight. WCCO Radio also wins all 16 points of comparison with television in ARB Total Survey Area data.

Which certainly makes WCCO Radio the biggest thing in Twin Cities television-land.

For those who still think seeing is believing, take a peek at the chart¹. And then call your WCCO Radio or CBS Radio Spot Sales representative. He'll be able to tell you more about our story. Why there's more to broadcast advertising than meets the eye. At least in the Minneapolis-St. Paul ADI.

AQH, Monday through Sunday 6:00 am-Midnight

STATION	PERSONS 12+	ADULTS 18+	WOMEN 18+	MEN 18+
WCCO Radio	106,200	103,600	57,800	45,800
Tv station A	103,800	94,300	56,900	37,400
Tv station B	102,200	90,300	51,200	39,100
Tv station C	67,100	57,600	34,100	23,500
Tv station D	38,200	31,900	17,100	14,800

AQH, Monday-Friday, Prime Time — Radio 6:00-10:00 am TV 6:30-10:30 pm

STATION	PERSONS 12+	ADULTS 18+	WOMEN 18+	MEN 18+
WCCO Radio	231,800	225,800	131,000	94,800
Tv station A	220,200	197,100	111,900	85,200
Tv station B	237,800	206,600	111,900	94,700
Tv station C	149,700	124,800	69,200	55,600
Tv station D	67,500	64,000	37,900	26,100

WCCO RADIO
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

Sources: Based on ARB estimates. Radio: April-May, 1975. ADI survey area. TV: May 1975 ADI survey area. All data subject to qualifications which WCCO Radio will supply on request.

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 address by President.

■ **Sports antiblackout.** House Communications Subcommittee has begun hearings on bill to make sports antiblackout 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 playoff games in hockey, basketball and baseball. Last week, Senate Communications Subcommittee

Chairman John Pastore (D-R.I.) introduced bill to extend current law three years, but amend it to include 24-hour provision in Macdonald measure (see story, this issue).

■ **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 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. Comments are due Oct. 16.

■ **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®

■ indicates new or revised listing

This week

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 fall seminar. Morning will be devoted to sales clinic; afternoon panel will be on "The Law and the Broadcaster." Penn Harris Motor Inn, Harrisburg.

■ **Oct. 28**—Advertising Association of Baltimore luncheon meeting. Henry A. Hartwell Jr., Air Time Inc., New York, will be guest speaker. Cross Keys Inn, Village of Cross Keys, Md.

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. Biltmore 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 Com-

munications 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.

■ **Oct. 31**—FCC's new deadline for comments on rulemaking that would establish a new class of radio station to be used to transmit information to traveling public (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 khz. Deadline previously was extended from Aug. 18 to Oct. 17. Deadline for replies was further extended from Nov. 18 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 Schertz, Mobil Oil Corp. Atlanta Memorial Arts Center, Atlanta. Contact: ACT, 46 Austin Street, Newtonville, Mass. 02160.

■ **Nov. 3**—Meeting of industry advisory committee of FCC's steering committee for 1979 General World Administration Radio Conference. FCC, 2025 M Street, NW, Washington.

■ **Nov. 3-5**—Five group meetings and full meeting of joint industry/government committee on use of broadcasting satellites in 11.7 to 12.2 ghz band. Meetings

are in preparation for 1977 World Administrative Radio Conference. 1229 20th Street, 1919 M Street, and 1800 G Street, N.W., Washington.

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 "Communication 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 I-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. 9-11**—Advertising Research Foundation's 21st annual conference. Paul Harper, chairman, Needham, Harper & Steers, will be keynote speaker. New York Hilton, New York.

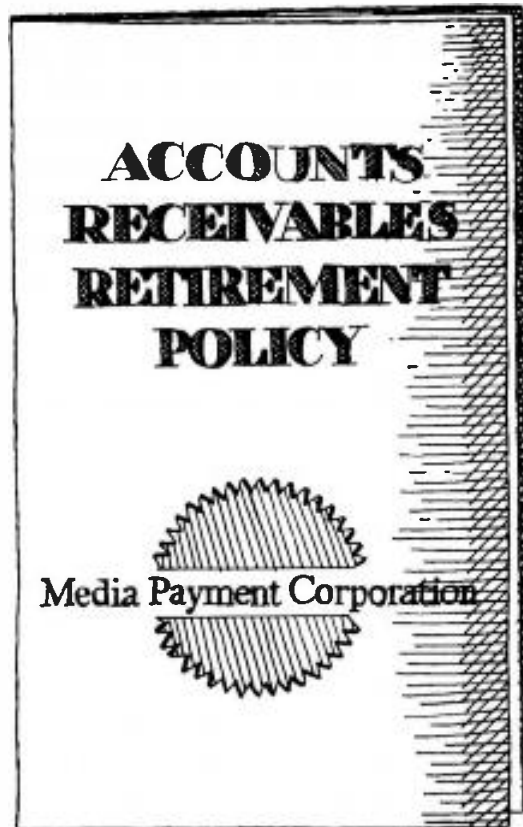
Nov. 10—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Deadline previously had been extended from Aug. 11 to Oct. 8. Deadline for replies was further extended from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

Now is the time to retire your aging receivables.



Media Payment Corporation services enable you to retire your aging accounts receivables balances—now. You can stop spending excessive time and money just trying to maintain a 75-80 day national spot receivables balance that loses value at a rate of 1% per month or 12% per year. With Media Payment Corporation, your sales dollars are converted to cash instead of a receivables inventory. You sell to get ahead not to stay even.

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come. MPC offers a comprehensive and computerized credit rating system for more than 2300 agencies and buying services. Credit Newsletters and Bulletins help protect your station from excessive bad-debt losses. Your credit decisions are based on broad, detailed actual payment experience not on spotty records, hearsay and rumors. You no longer need to face the frustrations of collecting sales dollars.

We're ready to begin working for your station. For more information about our "Receivables Retirement Program" call or write Dennis E. Robich, Media Payment Corporation, 380 Madison Avenue, New York, New York 10017. (212) 953-1504.



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Makes Dollars and Sense

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 Conference Center, Tarrytown, N.Y.

■ **Nov. 11**—Workshop on new product marketing sponsored by the Association of National Advertisers. Plaza hotel, New York.

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. 14-16**—Board of trustees meeting. Educational Foundation of American Women in Radio and Television. Hilton Head Inn, Hilton Head Islands, S.C.

■ **Nov. 14-16**—Alpha Epsilon Rho midwestern regional conference (Illinois, Indiana and Kentucky). Southern Illinois University, Carbondale.

■ **Nov. 15**—Alpha Epsilon Rho southeastern regional conference (Tennessee, Alabama and Georgia). Memphis State University, Memphis.

■ **Nov. 16-19**—National Association of Educational Broadcasters 51st annual convention. Keynote speaker will be Ben H. Bagdikian, reporter, author and media critic. 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. 19**—Hollywood Radio & Television Society

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, Fontainebleu 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.

luncheon. Speaker: FCC Chairman Richard E. Wiley. Century Plaza hotel, Beverly Hills, Calif.

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. 24**—FCC's new deadline for comments 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 (Docket 20588). Previous deadline was Oct. 22. Deadline for replies was extended from Nov. 3 to Dec. 19. FCC, Washington.

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-

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. 7-9**—1976 Winter Consumer Electronics Show, sponsored by Consumer Electronics Group, Electronic Industries Association. Conrad Hilton, Chicago.

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. Roweway Inn, Boise.

■ **Jan. 14**—New England Cable Television Association winter meeting. Sheraton-Wayfarer Motor Inn, Manchester-Bedford, N.H.

Jan. 17—Florida Association of Broadcasters midwinter conference. Daytona Hilton hotel, Daytona.

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

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

■ **Jan. 27-29**—Georgia Association of Broadcasters annual Radio-TV Institute. Speakers include FCC Commissioner Benjamin Hooks and Fred Silverman, ABC. Center for Continuing Education, University of Georgia, Athens.

February 1976

Feb. 5-6—Institute of Electrical and Electronics Engineers and Society of Cable Television Engineers seminar on CATV reliability. Holiday Inn, Philadelphia. Contact: James Herman, (215)674-4800.

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

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

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

Feb. 12-14—South Carolina Broadcasters Association winter convention. Holiday Inn, Florence.

Feb. 21-25—National Association of Television Program Executives 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Deak Zimmerman, WOTV(TV) Grand Rapids, Mich., is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

■ **Feb. 22-25**—Bicentennial combined conventions of the National Association of Evangelicals and the National Religious Broadcasters. Shoreham Americana hotel, Washington.

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

Open Mike®

Good show

EDITOR: It's not often that we have the opportunity to see the chairman of the FCC, a commissioner and key commission staff at work outside of Washington, so I looked forward to seeing Chairman Wiley, Commissioner Hooks and a group of staff members when they visited Boston for a NAB regional meeting and FCC "public forum."

If Chairman Wiley's performance here was representative of how he operates the commission, his reputation as a hard-working and dedicated chairman is well earned.

Chairman Wiley and Commissioner Hooks should especially be congratulated for their handling of the commission's meeting with the public. Although the forum created some difficult moments for the chairman and his staff, their presentation was always thoughtful and effective.—*Lloyd Simon, Media Resources Bureau, Boston.*

Holdout

EDITOR: Regarding the conflict between broadcast licensees and the FCC on the subject of annual fees, we thought your readers might be interested in our stance on the subject.

After we received our "bill" from the commission, we replied that if the commission could cite an independent legal opinion judging that the Supreme Court decision did not apply to broadcast fees we would pay our fee—and not until.

Thus far, we have not paid.—*Dick Palmquist, president, KDNO(FM) Delano, Calif.*

No handouts

EDITOR: Your Oct. 6 news story dealing with the recent decision of the National News Council in dismissing the complaint of the Indochina Resource Center against CBS News was inaccurate, incomplete and misleading.

Your account stated that the complaint "... took issue with CBS News reports on massacres in Vietnam and Cambodia, which were based on press handouts." The fact is we did two reports, one by Ike Pappas, our Pentagon correspondent, which indeed was based on Pentagon sources, the other by Peter Collins who interviewed refugees on the spot in South Vietnam. Mr. Pappas clearly stated his source was the Pentagon, stated and reiterated that the reports were unverified and stated we would try to check them on the scene. Mr. Collins's next-day report at the scene was

based solely upon and included interviews with refugees fleeing the oncoming Viet Cong forces; no handouts of any sort were involved.

Your story goes on to state that "the News Council ruled the network's decision to report as it did was a matter of its news judgment, adding that the press should have been skeptical of handouts, however."

What the story fails to point out is the News Council's finding that the Collins report "did tend to substantiate the substance of the previous evening's broadcast in reporting other similar eyewitness accounts and as such may have been the closest thing to 'verification' attainable at the time." Moreover, the council found that the accounts were "properly labelled."—*Robert Chandler, vice president, administration, and assistant to the president, CBS News, New York.*

Willing to talk

EDITOR: Your editorial, "Exhortation is not enough," in your Oct. 20 issue touches beautifully on the ultimate goal of this association: "... the disparate parts of broadcasting count themselves appropriately represented in both common causes and their own."

The "divisiveness" we keep hearing about is being generated by those whose insecurity or paranoia sees any deviation from the "one true faith" as divisive. We would welcome any study, any discussion, any cooperative activity which will result in "the disparate parts of the broadcasting business count(ing) themselves appropriately represented in both common causes and their own."—*Abe J. Voron, executive director, National Radio Broadcasters Association, New York.*

Peggy Stone

EDITOR: All of us who knew, worked with and loved Peggy Stone are deeply saddened by her death (BROADCASTING, Oct. 20).

Peggy was totally active right to the end both in her work and her activities on behalf of the International Radio and Television Society and other industry organizations. When others her age (69) would be content to sit in a rocking chair, Peggy worked to make broadcasting ever better and more professional.

As a station owner, station representative and tireless worker for the industry, she was the best. God bless.—*Peter M. Bardach, vice president, broadcasting, Foote, Cone & Belding, New York.*

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Broadcasting* magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932. Broadcast Reporter in 1933, Telecast* in 1953 and Television in 1961. Broadcasting-Teletesting* was introduced in 1946.



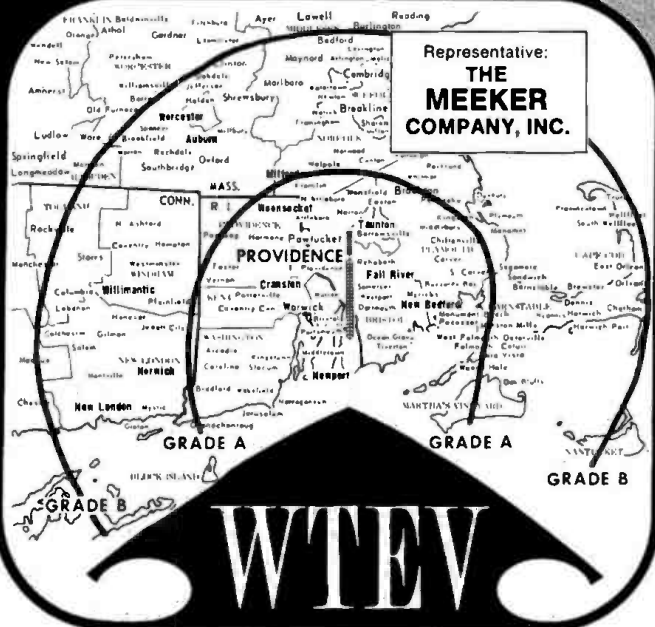
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STEINMAN TELEVISION STATIONS

Closed Circuit.

Insider report: behind the scene, before the fact

Futures

Though presidential election is year off, there's already speculation about chairmanship of FCC under next administration. It's presumed Richard E. Wiley would stay on at least for while if Gerald Ford retains Presidency. Mr. Wiley, however, has hinted lack of interest in remaining beyond expiration of his term, June 30, 1977, six months after next presidential inaugural. Both Illinois politics and law are in Wiley future, though he probably wouldn't reject higher call in new Republican administration.

If Democrat were elected President, notion is that Ben Hooks, ranking Democrat and only black on FCC, would stand good chance of getting chairmanship. Mr. Hooks's term runs to June 30, 1979, though he, too, has talked about departure for business or perhaps elective office.

Longer sweeps

Long-pending report of Advertising Research Foundation committee on controversial question of lengthening local TV rating sweeps to eight weeks is due out almost any day now. Though polling had not been completed late last week, general expectation was that committee would endorse longer sweep periods—but not unanimously. Two station-rep members, Steve Raffel of Harrington, Righter & Parsons and Martin Goldberg of Petry Television, submitted alternate proposal that methodology study should be conducted first. If it's not adopted, this would become minority report.

Crack in the door

First steps toward eventual admission of broadcasters to AP board of directors were taken by board last week. Though it deferred definitive action, board explored long-controversial issue—repeatedly urged by many broadcasters, opposed by many publishers—and mechanics by which breakthrough might be achieved. Action is expected to come at board's Jan. 7 meeting in Palm Beach, Fla., subject to ratification by AP membership at annual meeting May 3 in New York.

Space age

ABC is picking up support for its proposal that FCC initiate rulemaking aimed at setting up basic over-all design for development of domestic communications-satellite services (BROADCASTING, Oct. 20). National Association of Broadcasters, CBS and network affiliates concerned with such

matters—operating as Combined Satellite Transmission Committees of ABC, CBS and NBC—are expected to urge commission to grant ABC's request.

Meanwhile, plans are going forward for meeting on related subject to be held Friday (Oct. 31) under sponsorship of Office of Telecommunications Policy and CCIR, technical arm of International Telecommunication Union. Representatives of industry and government will discuss requirements for small earth-station terminals, usable for direct-to-home broadcasting, among other things, and proposals for their sharing satellite and spectrum space with larger earth terminals.

De-regulation

If FCC staff gets its way, commission will remove all restrictions on pay-cable systems' use of series-type programs. Not entirely satisfied with present rule, which prohibits pay cable from using series that have appeared on conventional TV, FCC asked for comments on another version. Staff says no convincing argument was made to retain any rule. FCC is scheduled to face issue this week.

Washington presence

There's more than new face in CBS's Washington future. Vice President Bill Leonard (see "Top of the Week") will move operation into new offices at 1800 M Street, N.W., next April. Legal and lobbying staffs once were co-located with Washington news bureau at 2020 M Street, moved to present 1990 M Street address (across from FCC) three years ago.

There'll be two corner offices in new space, one for Mr. Leonard, second for CBS President Arthur Taylor's use on his increasingly frequent Washington stopovers. Quarters will include private dining room and personal accommodations. It's recalled that late RCA-NBC chief, David Sarnoff, had Washington base in Shoreham hotel.

Recruits

National Association of Broadcasters will announce this week that all six Metromedia TV stations—five independents and one ABC affiliate—are joining NAB TV code Nov. 1. Association will also confirm that it has recruited RKO's two independent TV's into code. Never before members of code, Metromedia and RKO independents dropped resistance when NAB TV board amended TV code to apply Association of Independent TV Stations' more relaxed

commercial time standards to NAB independent-station members (BROADCASTING, June 23). Code amendment was intended to make more palatable board's ruling that all NAB TV members must also be code members. In wake of reaffirmation of mandatory code subscription ruling, NAB lost all of Westinghouse's TV stations, gained all of Taft's (BROADCASTING, July 7 and 14).

Six Metromedia stations are KTTV(TV) Los Angeles; WTTG(TV) Washington; WXIX-TV Newport, Ky.; WTCN-TV Minneapolis; KMBC-TV Kansas City, Mo. (affiliated with ABC); and WNEU-TV New York. RKO's two independents are WOR-TV New York and KHJ-TV Los Angeles. RKO's two network affiliates, WNAC-TV Boston (CBS) and WHBQ-TV Memphis (ABC), are already code subscribers.

Repercussions

Broadcasters who were dismayed to find bias against their position on cable de-regulation among White House staffers in talks fortnight ago (see page 32) are convinced President himself is unaware of his juniors' antibroadcasting sentiment. There'll be effort made to acquaint him with situation, and prediction is that when full understanding of OTP's pro-cable bill penetrates higher levels, project will be put on ice—at least until after elections year hence.

Trimming the bulge?

Huge ratings scored by NBC-TV in coverage of baseball playoffs and World Series are worrying affiliates of other networks who fear distortion in local ratings. At urging of stations and station reps, Nielsen is said to be making adjustments in October reports and Arbitron to be working on problem.

Remote on-off

New hardware to enable cable operators to disconnect and reconnect subscribers by flipping switch at one central location, such as headend office, without need to send out service crew, is coming on market. New devices (called addressable taps) will replace multitap units now in use. They'll sell in \$80-\$100 range. Most multitaps now in use cost under \$10. Computer-type control units will range widely in price, according to sophistication.

Delta-Benco-Cascade, Rexdale, Ont., and Procom Electronics, Poughkeepsie, N.Y., plan to show prototypes at Western Cable TV Show Nov. 12-15 in Anaheim, Calif. Magnavox is also developing "smart tap."

The Week in Brief

VIEWING PARADOX □ Nielsen rating books for current prime-time season indicate household viewing is down, but people viewing is up. **PAGE 25.**

WHO'S ON FIRST? □ It's NBC-TV, which captures first place in ratings during the sixth week, thanks to its coverage of a torrid World Series. **PAGE 25.**

POINTS WITH WHITE HOUSE □ Both broadcasters and cable representatives think they gained ground in talks with Ford aides on CATV de-regulation. **PAGE 32.**

FCC'S TRAVELING TROUPE □ Three stops in the West are next for the FCC contingent that is meeting with broadcasters and the public. Hectic, but fruitful, session in Boston sets the stage. **PAGE 34.**

CHAFING □ Representative Macdonald demands FCC give him documents on equal time without further delay. **PAGE 35.**

FCC ON THE GRILL □ Commission has a date next week at Senate oversight hearing. Pastore is expected to dig into Section 315, fairness doctrine, EEO and ascertainment exemptions. **PAGE 35.**

EEO PROPOSALS □ More comments filed at FCC on proposed rulemaking reflect dissatisfaction of broadcasters and citizen groups. **PAGE 40.**

SPLIT IN JACKSON □ One of the five applicants involved in WLBT(TV) channel 3 agreement withdraws, points a finger at the United Church of Christ. **PAGE 42.**

IN STEP WITH HOUSE □ Pastore drafts new Senate bill for funding of Corporation for Public Broadcasting. It's compatible with House's feelings against long-range budgeting. **PAGE 42.**

MORE UNDERSTANDING □ CBS's Taylor says business and press don't appreciate each other's problems. He urges a little give-and-take. **PAGE 43.**

BAZELON BACKS FCC □ Appeals court rejects Accuracy in Media appeal that sought to compel commission to act as monitor over two CPB-funded programs. **PAGE 44.**

THREE MORE YEARS □ Pastore bill seeks to have sports antiblackout law extended through 1978. **PAGE 44.**

CABLE EXCLUSIVITY □ Comments continue to flood FCC on proposed adjustment that would allow "significantly viewed" signals to be picked up in CATV communities. **PAGE 45.**

NOW IT'S OFFICIAL □ Alan Torbet and H. Peter Lasker put a really big radio representation firm together with the merger of Alan Torbet Associates and Avco Radio Sales. **PAGE 49.**

MORE PAY, DIFFERENT WAY □ Talks about payments for performers in commercials get under way in New York. Unions want sharp increase and revision in methods for figuring fees. **PAGE 50.**

CABLE CROOKS □ Operators are taking action to combat illegal hook-ups to systems. **PAGE 50.**

SMOKE RINGS □ Justice Department is seeking court order requiring major cigarette firms to finance anticigarette advertising in broadcasting and other media. **PAGE 50.**

DRAW PLAY □ Buffalo-area cable system darts between two apparently conflicting FCC rules to pierce a blackout of the Monday night football telecast. **PAGE 51.**

HBO'S BIG BUY □ Newly acquired BBC series will be put on pay TV for a year before being offered to on-air television networks. **PAGE 51.**

HI-LO SET TO GO □ AT&T will start its new rates Nov. 19 and expects it to mean about \$6 million more in revenues. **PAGE 52.**

LIVE HOUSE COVERAGE □ Hill staff study recommending one-year test goes to subcommittee meeting Nov. 6. **PAGE 54.**

BIG VOICE FOR THE SMALL □ Kyle Moore, president of the Community Antenna Television Association, got out of farming because he disliked federal controls over farmers. That attitude still prevails now that he is in cable TV. **PAGE 73.**

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Portrait of an exceptional family group in the State of North Carolina

This is a group of North Carolina children with learning disabilities, re-enacting a family life situation in an attempt to give themselves insight into their own problems.

It was part of an unusual WXII-TV Public Affairs documentary production entitled "High Risk--High Hope" which focused not only on the problems of these "exceptional" children, but on the extraordinary range of solutions being offered by North Carolina educators.

The documentary, produced in the public interest in cooperation with the four Kiwanis Clubs of Forsyth County and the Winston-Salem Junior League, is one of a continuing series of films, videotapes and special programs dealing with the problems and accomplishments of the people served by WXII-TV.



Multimedia Stations are: WXII-TV, Winston-Salem, N.C.; WFBC-AM-FM-TV, Greenville, S.C.; WMAZ-AM-FM-TV, Macon, Ga.; WBIR-AM-FM-TV, Knoxville, Tenn.; WWNC-AM, Asheville, N.C.; KAAY-AM, Little Rock, Ark.; KEEL-AM, Shreveport, La.; KMBQ-FM, Shreveport, La. WAKY-AM, Louisville, Ky. Represented by KATZ.

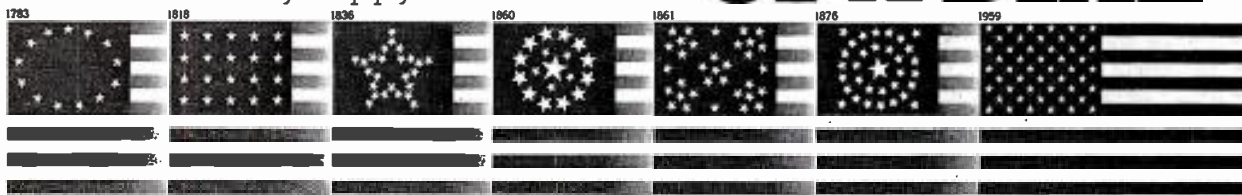
America's past has always had trouble competing for attention with its present. But Bicentennial celebration over-the-air enables more Americans to re-live and reflect on their history, on more occasions, than during any earlier commemoration.

A Bicentennial pageant, richly conceived and staged, has passed midpoint in its two-year progress on the CBS Television and Radio Networks. It's a pageant of great events, crucial issues, and extraordinary people—amid the everyday life of two centuries. It's framed in settings that suit both subject and audience—from 60-second episodes to a six-hour, four-part drama. They include: "The American Parade," prime-time television specials that take a long look back at women's rights, the Presidency, the growth of cities ... "Bicentennial Minutes," televised narrations of events that occurred two hundred years before, to the day ... "Bicentennial Weekend Specials" on CBS Radio—thirty or more reports on each of twelve weekends, re-visiting America during the Revolution and recalling the nation's heritage and beliefs. The country's foremost philosopher-statesman is the subject of a full-length biography, "Benjamin Franklin," on television, and a twenty-six-week presentation of "Poor Richard's Almanac" on radio.

All without flag-waving, chest-pounding, or self-righteous pointing of morals. All with the finest writing and performing talent and insistent concern for the authentic. And with clear awareness that along with founding fathers there were founding mothers.

CBS chronicles two centuries with a leadership record in reporting the daily present. For past good and future promise, it's a story that evokes a nation's memory and will. The telling of it for the birthday of the world's oldest republic is best assurance for many happy returns.

**LIGHT
TWO
HUNDRED
CANDLES
WITH
THE TURN
OF A DIAL**



**CBS TELEVISION AND
RADIO NETWORKS**

Top of the Week

Are they watching TV less?

Nobody's sure; the numbers for households are way off, but they're up for persons; some say there is a drop-off and it's the result of family hour

The Nielsen rating books for the 1975-76 prime-time season are giving out a contradictory message: Household TV viewing is down, but people viewing is up.

Total household viewing is off by a statistically significant 6% for the Sept. 8-Oct. 19 period, causing one highly placed network source to say, "The family-hour pap is turning off adults. And there's a lack of prime-time diversity right across the board."

On the other hand, ABC researchers, while plumbing the latest two-week Nielsen pocketpiece (Sept. 15-28), discovered that the number of viewers per household has increased 4%, from 1.96 in 1974 to 2.03 in 1975. This increase offsets the decline in household viewing so that the total-persons numbers were up 2% for this year's Sept. 15-28 period compared to the same period in 1974.

But even if this total-persons figure continues to hold up for subsequent pocketpieces, network programmers and statisticians are concerned over the household nosedive. And most of the speculations about the drop-off are centering on the controversial family-hour rule, which industry observers such as Richard McHugh, a senior vice president and the corporate director of network relations and programming at Needham, Harper & Steers, say has led to blandness in the programming from 8 to 9 p.m., NYT (7 to 9 p.m. on Sunday) and an overabundance of cop shows and doctor shows after 9 o'clock.

One example of this change for the worse is cited by a top network programmer. Last year, he said, both ABC and NBC scheduled made-for-TV-movie anthologies, which tend to attract a greater proportion of young adults, on Tuesday and Wednesday. This season, he said, there are no movies on Tuesday and Wednesday, only regular series featuring the same characters week-in-and-week-out. On Tuesdays at 9, for instance, the viewer is

confronted with a Hobson's choice: ABC's cop show, *The Rookies*, NBC's cop show, *Police Story* (which swaps time periods with another cop show, *Police Woman*, as of Nov. 4), and CBS's *Switch* (which is about an ex-cop-turned-private investigator).

Sameness of programming, the network official concluded; could be a major factor in the low 54.7 Nielsen three-network composite rating for the first six weeks of 1975, compared to the 57.8 rating the three networks chalked up for the first six weeks a year ago—a drop of 5%. Applied against the appropriate total TV homes base, the ratings show a decline of 1.52 million homes, or 3.8%.

Another possible reason for the household decline, which CBS and NBC are asking the A.C. Nielsen Co. to explore, has to do with the stability of the Nielsen sample, which is presumed to be an accurate microcosm of all U.S. households that contain a TV set. For example, how significant is it that 55.4% of the Nielsen sample for the latest pocketpiece constitutes adults-only households when, by contrast, only 51.6% of the sample from last year's pocketpiece for the same period was made up of adults-only households?

And, as Stu Gray, vice president, research, NBC, points out, there's about a 20% turnover in the Nielsen sample each year. This year's new 20% could include more households that don't watch TV as often as the 20% they're replacing, which might account for at least part of the overall 6% drop.

But since the cost-per-thousand rate-card prices are predicated on people numbers and on the demographic breakdowns within the people numbers, ABC's statisticians were pointing to that 2% increase in total viewers for the Sept. 15-28

Irony compounded. Topsy-turvy state of TV's prime-time ratings has networks in "who's to blame?" quandary. ABC's schedule, most conspicuously improved over last year's, is generally credited to former ABC Entertainment President Martin Starger, who was handed his hat for last year's losses. CBS's, which has cost network its former dominance, is handiwork of programming superstar Fred Silverman, hired away by ABC to succeed Mr. Starger. Situation prompted one CBS programming executive to remark last week: "We're No. 3 with Silverman's (expletive deleted) schedule and he's over there taking bows for Marty Starger."

period. However, one troublesome category within that 2% increase is women 18 to 49—the most important demographic slice of the total-audience pie, as far as advertisers are concerned. There was a decrease in viewing by women 18 to 49 in each prime-time half-hour by an average of 3%. The 3% decline was across the board, though, not just in the 8-to-9 family hour. By contrast, the men 18-to-49 category showed a huge 10% increase in prime time this year over last year, with, surprisingly, the biggest gains occurring within the family hour.

But, as expected, about 8% more children 2 to 11 years of age were watching television from 8 to 9 this year than in 1974, and about 8% fewer children were in front of their TV sets from 9 to 11.

World Series routs ratings competition, puts NBC in first place for first time this season

CBS, in third place two weeks in row, sends its programming first team—including Chairman Bill Paley—on West Coast rescue mission; ABC thinks its hold on second place is secure for fall

NBC's prime-time coverage of the World Series propelled it into first place for Week Six (Oct. 13-19) of the 1975-76 season—as expected. That network averaged a 23.6 Nielsen rating for the week, ABC came in second with 17.0 and CBS finished third with 16.7.

What was unexpected, however, was that the momentum of NBC's sixth-week victory (in which it won six of the seven nights, falling down only on Monday, when CBS schedules the most potent comedy line-up on the air) carried it from third place to first in the six-week season-to-dates (Sept. 8 to Oct. 13, 1975), with an 18.6 rating (compared to CBS's 18.2 and ABC's 17.9).

Taking stock, NBC's programming chief, Marvin Antonowsky, says NBC's first-place position, season-to-date, is not

simply a fluke caused by the bloated World Series numbers. ABC's head of programming, Fred Silverman, says now that the Series is out of the way the prime-time rating pattern will sort itself back into the mold of CBS first, ABC second and NBC third, at least until the end of the fourth quarter. But CBS programmers, contemplating a schedule that's down 11% from last year's lineup for the comparable period, and retreated to the West Coast last week, reportedly to hash out an extensive shakeup of the network's prime-time schedule.

"The big story of this season is CBS's decline," said Mr. Antonowsky. "When is the last time you can remember CBS finishing third two weeks in a row?" CBS's 11% ratings drop from last season compares to a 10% slump for NBC and a 7% increase for ABC.

CBS's concern was evident in the exodus to the West Coast last week of Chairman William S. Paley, Broadcast Group President John A. Schneider, CBS-TV President Robert D. Wood, programming vice president Lee Currilin, and business affairs VP Robert Daly, along with New York programming VP Oscar Katz, and ratings expert Jay Eliasberg, among other members of the hierarchy.

They were reportedly discussing a wholesale realignment of the CBS prime-time schedule involving either cancellation or time-slot shifting of eight shows: *Three for the Road*, *Beacon Hill*, *Bronk*, *Barnaby Jones*, *Joe and Sons*, *Switch*, *Doc* and *Cher*. All of these series have been performing well below expectations. (CBS has already canceled *Kate McShane* and *Big Eddie*.) The first fruits—or prunings—of that Western venture emerged by week's end, with announcements that *Three for the Road* and *Beacon Hill* will join the ranks of the canceled.

NBC also had a contingent of New York-based heavy-hitters on the Coast last week, including Mr. Antonowsky, NBC's executive vice president, Mike Weinblatt, and the vice president for research and corporate planning, William Rubens. NBC has canceled its four biggest bombs—*The Montefuscos*, *Fay*, *The Family Holvak* and *The Invisible Man*. But replacements still haven't been firmed up for *The Family Holvak* and *The Invisible Man* and decisions will probably have to be made by early November on six NBC shows that have eked out only marginal ratings so far: *Ellery Queen*, *Medical Story*, *Movin' On*, *Doctors Hospital* and two rotating elements of the *Sunday Mystery Movie*, *McCoy* and *McMillan and Wife*.

ABC, which hasn't canceled any of its series yet, will wait a week or two to see how viewers react to the time-slot shift of two of its turkeys, *Mobile One* (now Monday, 8-9 p.m., NYT) and *Barbary Coast* (now Friday, 8-9 p.m.), according to network sources. Five other series that ABC will probably either scrap or shuttle to new time periods when the second season rolls around are: *Matt Helm*, *Saturday Night Live With Howard Cosell*, *That's My Mama*, *S.W.A.T.* and *When Things Were Rotten*.

No one's sure yet whether the networks will be granting more make-goods for this season or not

All admit that if big advertisers are not getting the audiences they thought they would, some arrangements will be worked out

The closeness of the network race this year could bring the networks' make-good practices into play more extensively than usual, particularly if the currently apparent decline in TV audiences proves real?

Agencies and advertisers speak freely of "guaranteed" cost-per-thousands, but network officials—in their public discussions at least—avoid the word "guarantee" like the plague. They agree, however, that if a long-term major advertiser gets substantially less of his target audience than he'd had reason to expect, it's only good business to make some adjustments in his behalf.

As Frank Smith, CBS-TV sales vice president, put it, "you don't just leave him sitting there all year getting his brains beaten out."

Mr. Smith emphasized that at CBS "we do not guarantee cost-per-thousands." But he said that with big up-front advertisers—those buying early and usually buying for 52 weeks—"if we are substantially off the mark [on target audience delivery] we try to make some adjustments" in terms of additional spots, move to a new show or some similar concession satisfactory to both sides.

Mike Weinblatt, NBC-TV executive vice president, said that "NBC does not want to see anybody get badly hurt," but that he thought the subject of so-called guarantees has been somewhat over-

Deadline. Broadcasters planning to cover the 1976 Democratic and Republican national conventions should submit their space requirements to the executive committee of the congressional radio-TV correspondents' galleries no later than Nov. 14. As in years past the congressional radio-TV galleries will handle accreditation for broadcasters covering the conventions. The executive committee has requested that application, to be made on company stationary only, include the following information: (1) which conventions the station or network will be staffing, (2) the estimated number of personnel requiring credentials and (3) the estimated work space requirements (in square feet) for both the headquarters hotel and the convention hall. Applications should be addressed to William Greenwood, Chairman, House Radio-Television Gallery, Room H-320, U.S. Capitol, Washington, D.C. 20515.

worked and exaggerated.

James Shaw, ABC-TV sales vice president, and officials of other networks said such adjustments usually are made for 52-week or other long-term advertisers, not merely because these buyers are spending a lot of money but because a lot of things can happen to affect ratings over the term of long contracts. Short-term scatter-plan buys, on the other hand, are made closer to start date and are less apt to fall significantly short of target-audience expectations.

Messrs. Smith, Weinblatt and Shaw all said it's too early to judge whether they'll be called on to make more "adjustments" this year, or less or about the same as usual. Observers tended to agree that if current trends continue, CBS and NBC stand to need more make-goods than usual because, on average, they're running below their year-ago rating levels. ABC on the other hand is running ahead and thus should need fewer.

But adjustments or make-goods are based on the performance of the specific shows or packages involved, not the overall network averages. And even though some programs may be delivering more than expected, make-good policies don't work both ways: the advertisers in those cases can enjoy their bonus.

Schneider reinforces CBS determination on family viewing in open letter to editors

John A. Schneider, president of the CBS/Broadcast Group, sent a letter to editors last week reviewing the controversy over the family viewing hour and declaring that "it has begun to win over some people who originally expressed doubts about its feasibility."

With his letter Mr. Schneider sent copies of the telegram in which West Coast talent unions threatened to sue to have the family viewing rule set aside, and CBS-TV President Robert D. Wood's assertion in reply—subsequently echoed by other networks—that the rule must be maintained (BROADCASTING, Oct. 20).

Mr. Schneider said the rule's critics fall into two groups: the Hollywood producers and performers and others who attack it as "censorship," and the "self-appointed censors and critics who have declared family viewing to be meaningless" and who call for government probing of TV program content—"despite the fact that, as the FCC chairman has stated, there is no legal basis for government action."

"No one maintains that the family viewing concept is a substitute for parental guidance," Mr. Schneider continued. "But it represents a major and difficult advance in self-regulation by a mature and responsible industry. And for all their complaints, none of the critics and negativists who attacked family viewing have advanced any workable alternative."

"Unfortunately, it is the nature of most people to speak up when dissatisfied and



Dialogue. Pilot for what might become a series of occasional news specials on CBS-TV—in which CBS News correspondents and executives would confront the public in town hall fashion and answer questions about news handling—will be broadcast on WFSB-TV, Hartford, Conn., at 10-11 tonight (Oct. 27). Dan Gold, senior vice president and general manager of the Post-Newsweek station, arranged this session after recalling that Richard S. Salant, CBS News president, had told him some time ago he'd like to find a format in which news people could answer questions from the public face to face.

WFSB assembled about 100 labor, business, religious, minority group and other leaders in the former Connecticut State House on Oct. 21 and for an hour and 40 minutes the CBS News panel answered their questions about news handling, ranging from censorship and sensationalism to Walter Cronkite's "that's the way it is." In the course of one answer, Mr. Salant restated his wish for a one-hour evening newscast but said he didn't know where the extra half-hour would come from. He also said he and anchorman Cronkite would really like to end evening newscasts by telling viewers "for details see your morning newspaper."

CBS News panelists (l to r) were Bill Small, senior vice president, director of news; correspondent Mike Wallace; Mr. Salant; Pat Sheehan, WFSB's anchorman and moderator; Mr. Cronkite, and Bill Leonard, news vice president who shifts to Washington next month (see "Headliners," page 32). The program was produced by Dick Ahles, WFSB vice president for public affairs.

Afterward, Mr. Salant explained that he'd been bothered for a long time because "people can't get at us and have us answer their questions in a way that can be shared by the audience." He said he considered the WFSB program a sort of pilot for a series of perhaps three or four such programs a year that might be done before different groups in different parts of the country and put on network in edited form. He said he'd learned several things from the Hartford program, to be broadcast as *Town Meeting Tonight: Talking Back to CBS*. For one thing, the questioners ought to include a general cross-section of viewers as well as leaders of special interest groups. For another: "I talked too much."

remain silent when they approve a course of events. Despite strong indications that family viewing has won public approval, the voices of the great majority of Americans have not been heard. This will change, no doubt, as the voices of the detractors become more shrill."

Lee comes on strong for equal employment

In AWRT speech, he urges women and minorities to push together for their rights, and criticizes networks for their hiring practices

FCC Commissioner Robert E. Lee, who in his 22 years on the commission has been known as the agency's principal champion

of UHF, last week stepped forth as a champion in another cause—equal employment opportunity.

He showed his new colors in a speech in Louisville, Ky., to the local chapter of American Women in Radio and Television, and his focus was principally on women. He said that although the number of women employed in broadcasting is on the rise, true equality of men and women will not come until women receive the same status and pay as men for the doing the same jobs. But the talk dealt with minorities, too.

Indeed, he called for united action on the part of women and minority groups in advancing the cause of EEO. Don't let yourselves be used by broadcasters who would pit women against minorities for jobs, he said, adding that he had heard of employers who had told women job appli-

cants they "need a black" or black applicants that they "need a white female." Such a practice, he said, "is wrong and is merely a quota system."

AWRT should work with black groups and other minorities "so that there can be a united effort for equal employment opportunity," he said. "We cannot have all of these groups going down separate paths. Divide and conquer is still applicable."

He talked, also, of women in minorities occupying key positions in broadcasting—news directors, program directors, producers, directors and editorial writers. The time has come to assume such positions, he said. These jobs represent "the real power."

And he was talking not only of jobs as the station level, but at the networks and the motion picture studios and production companies as well. The FCC does not regulate those elements of the broadcasting business, but, he said, they have their responsibilities.

He said that "only" the employment of women and minorities in writing, producing and directing will end "some of the stereotyped programming and casting that is clearly evident" in some TV shows. And, he added, the networks, studios and production companies "must not continue to be the closed shops that they apparently are for women and minorities in their executive suites."

EEO hangs up several renewals as FCC attacks pile of petitions

Commission deals with 21 cases, gives conditional licenses to some stations pending filing of information on minority employment

The FCC passed another petition-to-deny day last week, acting on 21 petitions directed against a total of 31 stations. As has become customary, most of the denials issued by the commission were directed at the petitioners opposing renewal, not the renewal applications. But as has also become customary, some of the renewals were conditioned on the stations providing additional information on efforts to hire minority group members and women.

In the case of WNYC-AM-FM-TV New York, in fact, action was deferred on the renewal application until the city-owned licensee submitted information on the stations' equal-employment opportunity program. The commission found that women were underrepresented on the stations' payrolls when compared to their presence in the metropolitan area's population.

Stations whose renewals were conditioned on their providing additional information on efforts to strengthen their EEO program are WRFM(FM) New York, KOLD-



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New York



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New York



BROCK PETERSEN
New York



JERRY GLYNN
New York



PETER MOORE
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JACK LEVINS
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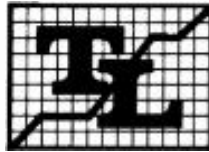
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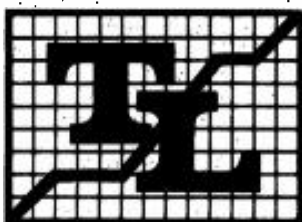
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In Brief

■ **Toyota** Motor Co., Torrance, Calif., has chosen **Dancer-Fitzgerald-Sample**, New York, as agency, with estimated \$32 million in billings, said to represent largest account switch in past 10 years. Toyota spends 75% of budget in broadcast. Agency had been Clinton E. Frank, Los Angeles. ■ CBS-TV's controversial **Guns of Autumn** and **Echoes of the Guns of Autumn** are subject of **\$300 million slander and libel suit** filed in Lansing, Mich., circuit court by Michigan United Conservation Clubs. Charge is that documentaries embarrassed million or so Michigan hunters and held them up to ridicule. Hearing is scheduled Nov. 24 before Judge Raymond Hotchkiss, who said equal time demand might also be involved. "That's the silliest, most ludicrous thing I've ever heard of," said one CBS source. "How can you slander a million hunters?" ■ **ABC-TV** will sound out affiliate sentiment before deciding to sign new two-year contract with **National Collegiate Athletic Association** for 1976-77 football. Network has carried games since 1966, paid average \$2 million more each time two-year contract was renewed, up to annual \$16 million now. ABC says it lost \$2 million last year; NCAA says CBS is in wings if ABC opts out. ■ Threatened with loss of credentials to cover Republican national convention in 1976, **CBS News turned back** some 700 rooms it had reserved in five Kansas City hotels without going through arrangements committee. CBS will hold rooms until two or three weeks prior to convention, then relocate outside city, compromise that will cost network "close to six figures." ■ **Richard D. Dudley**, president of Forward Communications Corp., Wausau, Wis., is newly elected chairman of Television and Radio Political Action Committee, political contributions committee affiliated with National Association of Broadcasters. He succeeds **Jack Rosenthal** of Harsco Radio Broadcasting, Los Angeles, and in turn is replaced as TARPAC vice chairman by **James Caldwell** of WAVE(AM) Louisville, Ky. ■ **Illinois Governor** Daniel Walker has filed complaint with FCC against network-owned WBBM-TV, WLS-TV and WMAQ-TV Chicago for refusing to air political spots on either paid or free basis. ■ Former President **Richard M. Nixon** has yet to be radio commentator, says Harry O'Connor, Los Angeles-based producer of Ronald Reagan's **Viewpoint** series, who discussed subject with him in San Clemente few weeks ago. Mr. Nixon was impressed with success of Reagan commentaries, said he would like to use radio as forum to present his views. Similar Nixon interest has been reported by another Los Angeles producer, Wally George. ■ Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and committee member Adlai Stevenson (D-Ill.) have introduced bill to put U.S. on **daylight savings time** for nine months—from second Sunday in February to second in November. They cited report saying lengthened DST in last two years saved electrical energy, cut down on auto fatalities, helped reduce crime and had no adverse impact on children going to school. Committee will hold hearings Nov. 13. Nation went back on standard time yesterday (Oct. 26). ■ **William B. Maillefort**, 63, VP in charge of radio for Edward Petry & Co., New York, until 1959, died in Plainfield, N.J., of massive stroke Oct. 20. ■ **Boston Globe** reported Oct. 24 that its parent, Affiliated Publications Inc., had reached agreement in principle to purchase **KEEN(AM)-KBAY(FM)** San Jose, Calif., from United Broadcasting Co. (George Mardikian, B. Floyd Farr and George D. Snell)—but announcement may have been premature. KBAY faces competing application from San Jose-based Public Communicators and under FCC rules cannot be sold. Price is reported \$3.4-3.6 million; broker: John Grandy/Western Business Brokers. **Globe** also reported agreement to purchase **WFAS(AM)-WWYD(FM)** White Plains, N.Y., from Courtland Broadcasting Corp. (Harry H. and Lucille Stone, principals). Price is reported \$2.4 million; broker: Chapman Associates. ■ Representative John Murphy (D-N.Y.), member of House Communications Subcommittee, last week called **family viewing** period "a meaningless exercise in the orchestrated drive for higher ratings during prime-time." Attack was sidebar in speech Mr. Murphy made on House floor seeking support for his resolution to halt ABC broadcast of attempt by motorcycle daredevil Evel Knievel to leap 14 buses; he thinks example endangers children. ■ Confirming earlier reports (BROADCASTING, Oct. 13), CBS will put **60 Minutes** into 7-8 p.m. prime-time period being vacated by **Three for the Road** Dec. 7. ■ New two-story public hearing room with built-in TV lights and glass booths for broadcast anchormen is part of plan for \$85 million extension of Dirksen Senate Office Building, across street from Capitol. Facilities are designed to alleviate clutter caused by TV cameras and associated gear. Construction begins Jan. 1, 1976; target for completion is late 1978 or early 1979. ■ Senator (and former broadcaster) **Jesse Helms** (R-N.C.), in speech to North Carolina Association of Broadcasters in Winston-Salem, criticized network and other national news media for "sensationalizing and glamorizing the very worst examples of American life."

TV Tucson, Ariz.; and WVUE(TV) New Orleans. In addition, the renewal of two licenses—those of KNBC(TV) Los Angeles and KTVU(TV) Oakland, both California—are conditioned on the disposition of complaints that have been filed with the U.S. Equal Employment Opportunity Commission and the state Fair Employment Practices Commission.

One unusual petition aimed at a station—WXYZ-TV Detroit—because of an agreement into which it entered with the National Organization for Women, was denied. It was filed by the Center for the Public Interest, and alleged that the agreement was in "total derogation of the station's duty to operate in the public interest." However, the commission said the agreement did not bind the licensee to fixed or unchangeable programs or policies, and, therefore, was consistent with commission policy on such agreements.

The commission also approved agreements between WABG-AM-TV Greenwood, Miss., and the Delta Coalition for Better Broadcasting. One agreement dealt with the stations' plans to strengthen their minority employment and to introduce more minority-oriented programming; the other, with the stations' reimbursement of the coalition of \$3,432 for its expenses in prosecuting its license renewal challenge.

However, one agreement the commission found inconsistent with its policy involved KOA(AM), KOAQ(FM) and KOA-TV, all Denver, and the Colorado Committee on Mass Media and Spanish Surnamed Inc. The commission said an agreement provision requiring both parties to accept commission arbitration of disputes was unduly binding on the licensee. Accordingly, since withdrawal of the petition to deny hinged on approval of the agreement, the petition remains in effect.

Petitions directed at a number of network-owned television stations also were denied, but the licenses were renewed subject to the outcome of antitrust suits that have been filed against the networks. The stations are WCBS-TV and WABC-TV, both New York (1972 renewals) and KABC-TV Los Angeles. The same condition was attached to the grants of Metromedia Inc.'s 1972 application for renewal of license for WNEW-TV New York and NBC's application for KNBC(TV).

Other stations whose licenses were renewed during the petition-to-deny day are WDSU-TV New Orleans, KDKA(AM) Pittsburgh; KITE(AM) Terrell Hills, Tex.; KCBS(AM) San Francisco; WPRS(AM) and WACF(FM), both Paris, Ill.; WBET-FM Brockton, Mass., and WDUQ-FM Pittsburgh.

The commission also denied petitions to deny directed at KGO-TV San Francisco, KNXT(TV) Los Angeles and WWL-TV New Orleans, but action on the applications was deferred because of other unresolved matters.

And in two other items, the commission denied petitions for reconsideration of its renewal of the licenses of KSFY(FM) San Francisco and WHYY-TV Wilmington, Del.

Annual convention for radio only under study by RAB board

There's also talk of bigger role for radio in broadcast federation; former FM association begins expansion into all-radio group

Moves to establish "a greater separate identity" for radio were authorized last Friday (Oct. 24) by the Radio Advertising Bureau's board of directors, who specified among the possibilities a full-scale national convention for radio broadcasters.

The prospects for a federation of broadcast trade associations—or perhaps a "divisionalization" of the National Association of Broadcasters, with RAB and the National Radio Broadcasters Association under the radio umbrella—reportedly were also discussed, although the board's formal resolution mentioned only the convention as a specific possibility to be explored.

The exploration is to be conducted by a task force of board members headed by Dwight Case, president of RKO Radio. The task force was authorized to consider "ways to increase radio's separate identity and increase its visibility within activities of the broadcast industry toward the end of more completely fulfilling the needs of radio broadcasters in all facets of the industry, including strengthening services made available to broadcasters and avoiding duplication of effort."

Although RAB did not mention NAB or the criticism that some radio broadcasters have directed at NAB, it appeared clear that many of the areas specified in the resolution are currently within NAB's jurisdiction. And there seemed no doubt that the radio convention possibility that the board had in mind would rival NAB's annual meeting for radio and television, for it described a convention centered on programming and management as well as sales,

NRBA seeks to downplay unity threat

"The National Radio Broadcasters Association looks only to improve the system, not to destroy it," NRBA Chairman Robert Herpe of WPLR(FM) New Haven, Conn. declared in "an open letter to all radio broadcasters and those concerned with future of the radio industry."

Mr. Herpe said that since NRBA changed its name from the National Association of FM Broadcasters and opened its doors to AM members, some in the industry have voiced fears that NRBA might undermine the regulatory and legislative efforts of the industry's premier trade association, the National Association of Broadcasters (BROADCASTING, Sept. 22 and 29). Indeed it is apparent that NAB President Vincent Wasilewski had those

with exhibit space available for suppliers.

The resolution was adopted on the closing day of a three-day board meeting at Palm Springs, Calif., where in earlier actions—among others—the board set \$3 billion as the goal to be surpassed by radio sales by 1980. Sales this year are approaching \$2 billion. The board, headed by Harold L. Neal Jr. of ABC Radio, also agreed that RAB should undertake a new on-air campaign built around the "Radio: Adflation Fighter" theme that some 2,000 radio stations carried this year, and approved a new sales plan for 1976.

While the RAB board was meeting at Palm Springs, the bylaws and goals committee of the reconstituted National Radio Broadcasters Association was restructuring that organization from its former FM-only status at a Wednesday-Thursday meeting at Chicago. The committee, headed by NRBA President James Gabbert of KIOI-AM-FM San Francisco, voted to install a part-time if not a full-time NRBA representative in Washington, agreed to expand the organization's members services and reaffirmed its intention to "be a collective cooperative grassroots organization," according to Abe Voron, executive director. The dues structure was changed only to admit AM broadcasters on the same basis as FM—at rates ranging from \$15 a month for stations with monthly billings of \$1,000 or less, to \$45 a month on billings of \$40,000 or more.

Allbritton gets the groups off his back in Star deal

He promises minorities and women help in raising \$10 million to finance their station buys

Washington Star Publisher Joe L. Allbritton's effort to acquire the parent Washington Star Communications Inc. took a new and surprising turn last week. If the FCC

concerns in mind in his recent calls for industry unity (BROADCASTING, Oct. 13).

"Let me state that the goals and concerns of the NRBA are only to promote a stronger and more effective radio industry," Mr. Herpe wrote. "Our action in Atlanta was in no way meant to be divisive, nor will such future decisions give cause to work against what is best for radio . . . We seek to cooperate with the NAB, or any other organization, in any and all efforts that may be beneficial to radio."

Mr. Herpe went on to say that NRBA, rather than take a "shotgun approach to radio issues, will 'rifle in on specific target needs that are not receiving proper attention."

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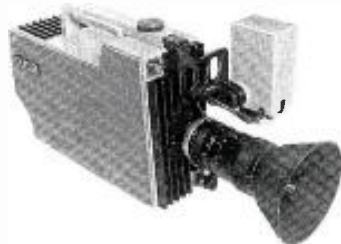
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RCA

approves his purchase of WSCI, he will commit his knowledge of banking and business to help arrange up to \$10 million in financing for minority groups and women seeking ownership of broadcast properties.

The commitment is part of an agreement Mr. Allbritton's wholly owned Perpetual Co. reached with three Washington groups that had been opposing his application to acquire the *Star* and the commonly owned Washington stations, WMAL-AM-FM-TV. The groups—a local chapter of the National Organization for Women, the Adams Morgan Organization and the Media Task Force—will withdraw their opposition and urge the FCC to approve Mr. Allbritton's deal.

Mr. Allbritton's proposed plan to acquire WSCI calls for the purchase of 99% of the stock in the company, which also owns WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C. Then, to comply with the FCC's media crossownership rules, he would sell off the Washington stations and one of the Lynchburg stations within two or three years, depending on whether certificates permitting deferral of tax payments are obtained from the FCC. He intends to retain the newspaper.

Under one of the other provisions of the agreement reached last week, Allbritton would make "good faith" and diligent efforts to negotiate with minority or women prospects for purchase of the Washington stations when they are sold to comply with the commission's rules, "with such negotiations to be conducted on the same basis as with other bidders."

A joint news release issued by him and the groups said that Mr. Allbritton, a banker and businessman, "committed his

best efforts and experience in banking to assist minority purchases of WMAL-AM-FM-TV as well as prospective minority and women purchasers of stations in other locations to obtain financing."

The agreement also covers employment and programing matters. Under one provision, WMAL-TV will broadcast "free speech messages" (30-second and one-minute spots taped by members of the public expressing a point of view on matters of public concern), the first to be aired in television in Washington.

Another provision calls for partial reimbursement of the groups' bona fide costs, to the extent approved by the commission to a maximum of \$15,000.

Although Mr. Allbritton's differences with the three local groups are settled, the purchase still faces the joint opposition of Michigan publisher, John McGoff, who wants to acquire the *Star* but not the related stations, and another local group, Concerned Citizens for Balance in News Media. They say Mr. Allbritton's revised proposal for acquiring the *Star* does not eliminate the need for a hearing, as it was designed to do. The petition contends there is still a need to determine whether the WSCI management made an effort to sell the newspaper alone and thus avoid a conflict with the crossownership rules. It also contends a financial qualification issue specified in the original hearing order has not yet been resolved.

The commission's Broadcast Bureau takes a middle position. It says that the commission should defer action on the application pending further documentation on the seriousness of the *Star's* alleged financial difficulty.

Who's ahead in making case on de-regulation of cable?

Broadcasters think they gained some ground in session dominated by strong talk from CBS's Taylor, but cable leaders say White House is giving them attentive ear

A group of White House aides charged with advancing President Ford's policy of de-regulating business appear to have pulled off a remarkable feat in connection with the de-regulation of cable television: persuading contending industry groups they are at least open-minded on the issue.

It wasn't easy. In fact, a session with a delegation of broadcasters (BROADCASTING, Oct. 20) was shot through with tension after CBS President Arthur Taylor accused Paul MacAvoy, a member of the Council of Economic Advisers' staff, of reflecting an antibroadcast bias reminiscent of the Nixon administration. However, broadcasters who attended the meeting thought that, on balance, the meeting had been profitable.

The Taylor episode provided grist for considerable gossip and speculation in Washington and New York, not all of it favorable to the CBS president. ("Bull in a china shop," "temper tantrum," and "arrogant" were some of the terms used in discussing the incident.) But by Wednesday, Mr. Taylor's performance was being praised by some broadcasters as having effectively advanced their cause.

The major figures in the White House group, who constitute the Domestic Council's unit on regulatory reform, are Mr. MacAvoy; F. Lynn May, of the Domestic Council staff; John Rose of the Justice Department's antitrust division, and John Eger, acting director of the Office of Telecommunications Policy.

For Mr. Eger, there probably was not much new in the presentations. But the others were finding out how many different faces the public interest wears when the issue is de-regulation of cable television.

Cable television representatives, in their meeting with the group three weeks ago, said the regulatory wraps should be taken off (BROADCASTING, Oct. 13). Broadcasters two weeks ago wanted them kept on.

Last week, it was the turn of the motion picture producers, led by Jack Valenti, president of the Motion Picture Association of America. They want restrictions on pay cable lifted so that cable can become a new market for movie producers. But Mr. Valenti said regulation of the importation of distant signals is necessary; movie producers fear that unlimited importation of signals would affect broad-

Headliners



Leonard

Sharnik

Chandler

Pompadur

■ **William A. (Bill) Leonard**, 59, senior vice president of CBS News, New York, will become CBS Inc. vice president-Washington, effective Nov. 17. He succeeds **Richard W. Jencks**, 54, whose plans for early retirement, effective in April 1976, became known last month (BROADCASTING, Sept. 22). Mr. Leonard will be succeeded by **John Sharnik**, executive producer of CBS News' responsible for specials and *Magazine* series since January, who assumes duties as VP-director of public affairs broadcast, while **Robert Chandler**, VP-assistant to president of CBS News, assumes Leonard responsibilities for primaries, conventions and election coverage. ■ **I. Martin Pompadur**, president, ABC Leisure Group I, New York, named to newly created position of VP and assistant to president of ABC Inc., Elton Rule. "I'll be working with Elton as sort of a troubleshooter in all the operational and administrative parts of the corporation," said Mr. Pompadur, adding that his former title will evaporate, with heads of various leisure group divisions reporting directly to Mr. Rule.

casters so adversely that their ability to purchase Hollywood product would be weakened.

But his first point, as it has been throughout the debate over the copyright bill now pending in Congress, is that the measure, which would impose a compulsory license on cable systems, must be adopted. "Without it, there is no sense to de-regulation," he said.

Mr. Valenti appeared with Herbert Stern, of MCA-Universal; Bernar Sorkin, Warner Bros.; Gerald Philips, counsel to United Artists; Arthur Scheiner, counsel to MCA-Universal; Ben Begun, Columbia Pictures; Peter Kuyper, Paramount; Frank Merklein, Twentieth Century-Fox; Laurence Monaco, vice president of MPA, and Jeri Baker, a member of the MPA staff.

Mr. Valenti seemed reasonably pleased with the reception his group received. Speaking specifically of Mr. MacAvoy, he said, "I think he's an honest, sincere man, trying to figure out how de-regulation could be done for the country's business."

The cable contingent was similarly pleased. One cable official also talked of the "sincerity" of the White House officials, and said the meeting indicated the administration would take "a fresh look" at cable regulation. Robert Schmidt, president of the National Cable Television Association, said he was pleased that the cable industry had arrived at the position where it was able to express its views at the White House and he heard. And in an obvious reference to the gossip circulating about the Taylor incident, the NCTA head added, "I think we can be adults and discuss the things with emotions aside."

The broadcasters were not as enthusiastic. Many felt that the meeting

provided a hostile environment for them, that the administration figures, with the exception of Mr. Eger, knew little of their business and were prepared to accept an antibroadcasting, pro-cable view. But by time they departed, many felt, with National Association of Broadcasters President Vincent Wasilewski, that the officials had "a better understanding of this industry." And, indeed, members of the regulatory reform group said the meeting, like the others they have had, was a valuable learning experience.

The major argument they felt they had to contend with was that broadcasting—like other regulated industries, rail, for instance—was concerned that de-regulation would mean competition with which it could not cope. Many broadcasters made the rebuttal they have always made to that argument—that they do not regard cable as representing fair competition when it builds its business on the programs broadcasters provide.

Mr. MacAvoy clearly disturbed the broadcasters the most. He quoted from several studies of the cable-broadcasting problem that broadcasters felt were one-sided in favor of cable. So they felt somewhat better when he acknowledged that he did not have "a great knowledge" of the broadcasting industry.

And the broadcasters were encouraged when he invited them to submit language for copyright legislation they felt would provide effective protection from cable. Some felt, too, they had made the point that their concern about cable's impact on small-market broadcasting stations was realistic.

But it was the exchange between Mr. Taylor and Mr. MacAvoy early in the meeting that seemed to cause the most

Ear-bending. David C. Adams, vice chairman of the board of NBC, has suggested to the White House, in its present search for an approach to the de-regulation of cable television, that de-regulation follow the imposition of "full copyright responsibility" on cable operators. That, he says, is how to achieve the White House's designed goal of allowing free marketplace forces to work.

The letter was one of several developments in the White House cable-de-regulation story that occurred late last week. Representatives of professional sports leagues met with the administration group on Thursday, and representatives of motion-picture theater owners on Friday. And it was learned that the regulatory reform group would close out its meetings on cable de-regulation in a session with some 220 representatives of public-interest groups and state and local government.

Mr. Adams's letter, a follow-up to the meeting that broadcasters held with the Domestic Council's regulatory reform group two weeks ago, expressed agreement with President Ford's de-regulatory philosophy as a means of fostering the operation of competitive forces in the market place. And the first step toward implementing that objective, Mr. Adams said, is the adoption of legislation applying full copyright liability to cable.

But a suggestion offered at the meeting by Paul MacAvoy, of the Council of Economic Advisers, that legislation coupling copyright liability of cablevision with broad de-regulation be proposed, would not be wise, Mr. Adams said. There is no assurance, he said, that "the coupling would survive." Thus, while competitive dealings under copyright law would not develop, he said, the regulatory safeguards created to fill that gap would be dismantled.

Accordingly, he said, the cable television industry should first be subjected to full copyright liability. Then, he added, when cable "is operating in a normal economic environment, we would expect the FCC to take this new situation into account and consider which elements of cable regulation could be terminated."

The meetings on Thursday and Friday, like those that preceded them, retraced much of the ground that the interests involved covered before the FCC. Representatives of the professional sports leagues urged lifting of restrictions on pay cable. They expressed concern, however, about the impact of the cable importation of distant sports events into markets with professional teams of their own. The theater owners fear the impact of pay cable operations on their business.

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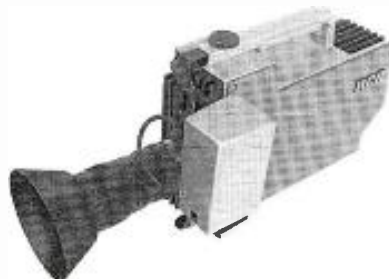
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talk later on. Mr. MacAvoy, who arrived late, after Wilson Wearn, of Multimedia Broadcasting, chairman of the NAB, read a statement expressing the group's unanimous view on cable, began lashing out at the broadcasters' position—even before he was introduced to them ("Closed Circuit," Oct. 20).

He said all of the industries with which he had dealt in the de-regulation program had simply sought to restrain competition, that they had not impressed him and that the broadcasters had not, either. Mr. Taylor responded sharply, accusing Mr. MacAvoy of bias and saying it seemed that he was reviving the Nixon administration's anti-media campaign.

To that Mr. Eger replied that it was "ludicrous" to compare the Ford administration to Richard Nixon's. Then a number of broadcasters, including Everett Erlick of ABC, David Adams of NBC and Mr. Wasilewski sought to end the exchange and redirect the conversation to the business at hand.

The significance of the incident was a matter of some debate last week. Some broadcasters, not necessarily those who were in the meeting, thought Mr. Taylor had made a mistake, witness the "bull in the china shop" type comments. One broadcaster who was present said last week that although most of his colleagues probably felt as Mr. Taylor did about the "hostile" vibrations Mr. MacAvoy was giving off—"I felt the hair on the back of my neck rising"—Mr. Taylor "probably went a little higher up the scale of forcefulness in returning advocacy and hostility than maybe was necessary."

However, several broadcasters who were at the meeting said they felt the incident was of little consequence. C. Wrede Petersmeyer, of Corinthian, on Wednesday said he felt the heat of Mr. Taylor's comment was a plus. It "lets people know the strong feelings of responsible people in broadcasting" about the cable issue, he said.

And that line was echoed later by the NAB. On Tuesday, Mr. Wasilewski had said Mr. Taylor's comment "didn't bother" him, that it was "matter of personalities." But on Wednesday, an NAB spokesman said network executives usually make calm, cool, "bloodless" appearances at government meetings. "But Taylor was an awakening," he said. "He made points. He was emotionally involved. Our feeling was that it was a good contribution." Because of the display of emotion, he said, "people at the White House realize there are strong feelings on the part of broadcasting."

CBS, too, was saying that Mr. Taylor had sought to make a point. A spokesman said Mr. Taylor felt it important to "show the government people this is a subject about which he and the industry feel strongly. He felt he had to get the point across, and he did."

If it was Mr. Taylor's strategy, it made an impression on at least one important member of the cable industry. He said the Taylor episode will inform the White House that if it proceeds with a cable de-

regulation bill, it will do so in the face of a "hornet's nest" of opposition from the broadcasting industry.

The Domestic Council is considering legislation based on an OTP draft that would remove cable largely from FCC jurisdiction and on Justice Department proposals to eliminate FCC-imposed restrictions on pay-cable operations and on cable importation of distant signals.

Mr. Taylor's impact on the staff at the meeting apparently varied according to the individual. One said he was "appalled," and thought the demonstration was "contrived" and "arrogant." Another, however, was more philosophical. "It was a little sharp," he said of Mr. Taylor's remarks. "He was expressing his feelings in a strong way. But that's the game. We are there to take a little heat, and we take a little."

Road show from the FCC plays the West next month

Despite rowdy session in Boston, Wiley is set to meet other publics in Denver, L.A., San Francisco—last in a TV phone-in program

The FCC traveling troupe, fresh from a lively engagement in Boston, last week announced plans for a three-city tour of the West next month—Denver on the 18th, Los Angeles on the 19th and San Francisco on the 20th and 21st.

The new regional meetings will be the fifth, sixth and seventh since the commission started going out to meet the people, in Atlanta, in May 1974. The commissioners in attendance will be the same as those in Boston—Chairman Richard E. Wiley and Benjamin L. Hooks—and they will be accompanied by seven members of the commission's staff. But the San Francisco meeting—for broadcasters and members of the public from Washington, Oregon, Arizona, Nevada and northern California—will feature something new.

The commission will take advantage of an offer by Cox Broadcasting Corp. to use the Oakland, Calif., studios of Cox's KTVU(TV) for its meeting with the public. The KTVU audience will be invited to phone in questions to the FCC delegation from 8 to 10 p.m., Nov. 20. The meeting with the broadcasters will be held in the Fairmont hotel, from 1:30 to 5:15 p.m. on Nov. 21.

Chairman Wiley last week rejected suggestions that the use of television reflected the commission's reluctance to meet the public head-on in what could be a boisterous session, given San Francisco's reputation for activist citizen groups. "Television gives us more of an opportunity to reach more people, especially in prime time," he said. Besides, he added, he would meet personally with citizen

groups from the area. He said he was attempting to arrange for meetings in the afternoon of Nov. 20.

The decision to fit Los Angeles into an open date between Denver and San Francisco was reached only last week. (The Denver and San Francisco meetings, which are being held in conjunction with National Association of Broadcasters regional meetings, have been set for some time.) There will be only a session for the public, from 6:30 to 10:30 p.m., at the University of Southern California's Bovard auditorium.

The Denver sessions will be for broadcasters and members of the public from six states—Colorado, Utah, Montana, Wyoming, Utah and New Mexico. Broadcasters will meet with the commission representatives from 1:30 to 5:15 p.m., in the Grand Ballroom of the Brown hotel. The public session will be held in the same place, from 6:30 p.m. to 10:30 p.m.

If the public sessions in Denver and Los Angeles are like the one in Boston on Oct. 17, they may start at 6:30, but they will last well beyond the designated 10:30. And they will be lively—even rowdy.

Commissioners and staff members who made the Boston trip were unanimous in describing the session with several hundred broadcasters—who participated in workshops on license renewals, equal employment problems, and technical and operational rules—as "excellent." But the reviews of the public session were mixed.

Some 500 persons, including some who, in the words of one commission staffer, "wanted to raise hell," crowded into a room in the New England Life Insurance Hall for a meeting with Chairman Wiley, Commissioner Hooks and eight staff members. It was "pretty wild," said one staff member, "close to Chicago"—the public session that stands as a landmark for noise and turmoil in such affairs. "Some people just grabbed the mike and screamed at us," one official said.

There was impatience with William Ray, chief of the Complaints and Compliance Division, when, in answer to a question, he was explaining the fairness doctrine. A member of the audience stood up to accuse him of filibustering. There was also a mind set to overcome: A black woman complained about there being only "white" faces on the commission's side of the table, until Chairman Wiley pointed to the presence of Commissioner Hooks and Lionel Monagas, chief of the commission's Industry Equal Employment Opportunity Unit.

And there were the usual complaints about programing, some from specific groups. Gay liberationists were concerned about the treatment of homosexuals, National Rifle Association members about television's treatment of the handgun-control issue. There were also those opposed to busing of school children and to abortion. And there were the usual complaints about sex and violence in children's programing.

But despite the heat, the representatives from Washington felt some light had been

Bellotti meets the FCC. The FCC officials who traveled to Boston Oct. 17 for the regional meeting with broadcasters and the public also met with state officials. Members of the staff of Massachusetts Attorney General Francis X. Bellotti, who has spearheaded a drive by a number of state attorneys general to persuade the commission to issue a rulemaking banning the advertising of over-the-counter drugs before 9 p.m., met privately with Chairman Richard E. Wiley and members of the commission staff before the public meeting. The commission officials reportedly provided Mr. Bellotti's representatives a status report on the processing of the petition.

shed. "Some people use the sessions as a vehicle to perform, but some benefit," Chairman Wiley said last week. He and others talked of the "good questions" that were asked. Commissioner Hooks, who called Boston "basically a good meeting," said even those with complaints about which, they were told, the commission could do nothing, felt better for having discussed matters with commission officials. He also said it was "good" for broadcasters who sat in on the public session to have experienced the "vehemence and violence" of the comments.

Not only did the meeting last an hour beyond the scheduled 10:30 p.m., as the commission officials stayed to answer the last question of the last person who had one, but some members of the audience tagged after Chairman Wiley as he walked out to his car.

After the regional meetings in Atlanta, Chicago, Washington and Boston, Chairman Wiley said of them, "I think they have a role." He sees them as part of what he calls the commission's "outreach program." And after the Western swing next month, he plans two more regional meetings in 1976 to complete the circuit, one in the Southwest, the other in the upper Midwest.

Macdonald wants FCC to give him documents on equal time—now

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) last week demanded that the FCC comply "immediately" with his request for all the documents that figured in its decision to exempt bona-fide news conferences and candidate debates from equal-time requirements of the Communications Act.

In a letter to FCC Chairman Richard Wiley, Mr. Macdonald said he has heard no formal response from the commission to his original request, made more than two weeks ago (BROADCASTING, Oct. 13). "I am hereby reaffirming the importance of the immediate delivery of the papers or memoranda involved so that this subcom-

mittee will not be further frustrated in carrying out its oversight responsibilities," Mr. Macdonald wrote. He added, "The legal basis for this request should not be in doubt, and therefore I cannot tolerate any additional delay by the commission."

In the original request, Mr. Macdonald indicated that the FCC may have "usurped the power of the legislative branch" in taking the action it did. For that reason, he wants to review the FCC's documents.

The commission staff has acknowledged that Mr. Macdonald has a legal right to the documents, but there is concern about turning them over before filing briefs and oral argument in a case challenging the commission's reinterpretation of the equal-time law. One of those appealing the commission decision is Representative Shirley Chisholm (D-N.Y.), who, as a member of Congress, would also be legally entitled to the documents given to Representative Macdonald.

FCC in for grilling at oversight hearing set for next week

Pastore plans to take up decision on 315, plans for fairness doctrine, EEO and ascertainment exemptions

The Senate Communications Subcommittee plans oversight hearings Nov. 5 and 6 during which it will examine a half-dozen controversial FCC rules and proposed rules. Topping the list is the FCC's decision to exempt candidate debates and news conferences from the equal-time requirements of the Communications Act, a decision that drew vehement criticism from Subcommittee Chairman John Pastore (D-R.I.).

Fearing that the commission decision might be the "key to the elimination of the fairness doctrine," Mr. Pastore has challenged the FCC's authority to take the action it did. According to an aide, Senator Pastore is generally "concerned about the extent to which the FCC arbitrarily assumes to itself jurisdiction he thinks belongs in Congress."

Other issues to be taken up during the planned hearings include: FCC Chairman Richard Wiley's proposal for a test suspension of the fairness doctrine for large-market radio stations; the proposed rulemaking to exempt stations with fewer than 10 or 15 employees from having to file employment reports under the FCC's equal employment opportunity program; the proposed rulemaking exempting stations in markets with populations of 10,000 or less from having to follow formal procedures for community ascertainment.

Senator Pastore has been urged to undertake the hearings by a number of individuals and pressure groups. An aide said the senator has received calls in recent weeks from Democratic National Committee Chairman Robert Strauss and Repre-

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sentative Shirley Chisholm (D-N.Y.), both of whom are involved in appeals against the FCC's Section 315 ruling.

Senator Pastore has also been pressured, as has House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), by several religious organizations that are protesting a trend they see at the FCC toward weakening of broadcast regulation, and with that a weakening of the public's access to radio and TV.

The religious groups include the United Church of Christ, the National Council of Churches, and UNDA, U.S.A., the communications society of the Catholic Church.

Minorities still get short shrift—McKee

"It is abundantly clear that black males are under-utilized as officials and managers (in broadcasting), and over-utilized as laborers and service workers," said Clarence V. McKee, FCC deputy chief of equal employment opportunity. Black females are not getting "all the jobs"—contrary to the misleading myth, he added, and are not even getting enough clerical jobs.

In a speech to the Urban League Guild of Madison-St. Clair county, Ill., Mr. McKee declared that the situation is even worse for Spanish Americans, American Indians and Asian Americans. What in-

creases have been achieved, he attributed to the FCC's EEO policy and remedial action required of "recalcitrant licensees."

Despite the fact that more on-camera personalities tend to be minorities, Mr. McKee warned, the real power in broadcasting lies behind the scenes with producers and news editors, where minority representation is much lower.

A solution to under-representation of minority views on network and local broadcast stations cannot be corrected entirely by government, Mr. McKee cautioned. Minorities—not the government—should take up the "torch of leadership" by supporting local media groups and minority broadcasters who are helping others gain access to broadcasting, he said.

Changing Hands

Announced

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

■ **KLAK-AM-FM Lakewood (Denver), Colo.:** Sold by Lakewood Broadcasting Service to KLAK Inc. for \$2.5 million. Edward S. Scott owns 97.5% of Lakewood which received FCC approval to sell its only other broadcast property, **KAYQ(AM) Kansas City, Mo.,** to Coleman American Companies (James F. Coleman, principal) for \$550,000 plus 20,000 shares (expected value: \$200,000) in Coleman (BROAD-

CASTING, Sept. 8). Buyer is subsidiary of McCoy Broadcasting Co. (Arthur H. McCoy, 85%) which owns **KHON-TV Honolulu** and its satellites, **KHAW-TV Hilo** and **KAITV Wailuku**, both Hawaii, and **KYXI(AM) Oregon City-KGON(FM) Portland**, both Oregon. **KLAK** is full time on 1600 khz with 5 kw. **KLAK-FM** is on 107.5 mhz with 86 kw and antenna 950 feet above average terrain.

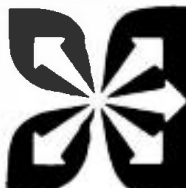
■ **WNCN(FM)** (formerly **WQIV(FM)**) New York: Application tendered for approval of sale of station by Starr **WQIV Inc.** to **GAF Broadcasting Co.** for \$2.2 million. Sale results from agreement with competing applicant and citizen groups which petitioned for return of station's classical format (BROADCASTING, Aug. 25). **WNCN** is on 104.3 mhz with 5.4 kw horizontal, 3.8 kw vertical and antenna 1,220 feet above average terrain.

■ **KGMQ(FM) Honolulu:** Sold by Heftel Broadcasting Corp. to **Dick McKee** and **Thomas K. Reed** for \$500,000. Principal in seller is **Cecil Heftel** who controls **WHYI(FM) Fort Lauderdale, Fla.;** **KPUA-TV Hilo, KGMB-AM-TV Honolulu** and **KMAU-TV Wailuku, all Hawaii;** **KEZK(FM) St. Louis** and **WKTQ(AM)-WSHH(FM) Pittsburgh.** He also has sold **KPAU(AM) Hilo** to Mr. McKee, who is **KOB-AM-FM Albuquerque, N.M.,** general manager, and Mr. Reed, Albuquerque investor. **KGMQ** is on 93.1 mhz with 100 kw and antenna 125 feet below average terrain. Broker: **Blackburn & Co.**

■ **KBTA(AM) Batesville, Ark.:** **White River Broadcasters Inc.** sold by **James F. Higginbottom family** to **Roy A. Henderson (40%), Thomas G. Vinson (20%)** and son, **Thomas (Andy) Vinson (40%)** for \$465,000. Higginbottom family has no other broadcast interests. Mr. Henderson manages **KBTA;** **Thomas Vinson** is executive VP and has small interest in **Batesville bank** and owns 25% of motel there, and **Andy Vinson** is former assistant cashier at **Batesville bank.** **KBTA** is daytimer on 1340 khz with 1 kw.

■ **WFON(FM) Fond du Lac, Wis.:** **Costa Enterprises** sold by **Loula Beckman (84%)** and daughters, **Kim E. Beckman** and **Pamela Beckman Kelly,** to **Donald Rabbitt** and **A. Miller Roskamp** and **Gresham M. Roskamp, brothers,** for \$240,000. In addition, buyers will pay **Mrs. Beckman \$150,000** for real estate associated with station and \$10,000 for covenant not to compete. Beckman family has no other broadcast interests. Mr. Rabbitt is general manager of **WFON.** Roskamps manage and build **Illinois nursing homes** and are partners in **Arlington Heights, Ill.,** automation equipment manufacturing firm. **WFON** is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WOHN(AM) Herndon, Va.:** Sold by **My Staff Inc.** to **United Communications Corp.** for \$180,000, assumption of \$130,000 in liabilities and \$35,000 covenant not to compete. Seller is **James S. Beattie** who owns 50% of **WSSA(AM) Morrow, Ga.,** and has bought **WEXY(AM) Oakland Park, Fla.,** from **Broward County**



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Broadcasting Co. (Albert Tedesco, 100%) for \$250,000, subject to FCC approval (BROADCASTING, Aug. 18). Principals in buyer are Michael S. Hollis, Crofton, Md., attorney and bank official, and Ronald Loewenthal, partner in Silver Spring, Md., advertising agency. WOHN is daytimer on 1440 khz with 1 kw.

■ WCSI(AM)-WRMI-FM Morris, Ill.: Sold by Grundy County Broadcasters Inc. to Grundy Communications Inc. for \$205,000 (includes assumption of \$67,948 in liabilities). Sellers, Milburn H. Stuckwisch (75%) and Robert D. Beadles (25%), have interests in applicant for new Decatur, Ill., FM station. Principals in buyer are Edward W. Boehm III (31.6%), associate general counsel for Chicago consulting firm and director of Chicago audio-visual equipment sales firm, and John W. Robinson (47.4%), manager and minority owner of Crivitz, Wis., agricultural ranch, and manager of electronic equipment company in Schaumburg, Ill. WCSI is daytimer on 1550 khz with 250 w. WRMI-FM is on 104.7 mhz with 3.4 kw and antenna 105 feet above average terrain.

■ WNCC(AM) Barnesboro, Pa.: Sold by WNCC Inc. to Bland Group Inc. for \$67,500. Seller is owned by J. Howard Bair and Eric M. Bauer who have no other broadcast interests. Principals in buyer are William C. Bland, former president of Heftel Mainland Properties, division of Heftel Broadcasting Corp. (see KGMQ(FM) item above), and his wife, Gail E. Bland (75% together). WNCC is daytimer on 950 khz with 5 kw. Broker: The Keith W. Horton Co.

■ Other sales reported at the FCC last week include: KZRK(AM) Ozark, Ark.; WBAR(AM) Bartow, Fla., and KVAC(AM) Forks, Wash. (see page 60).

Approved

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

■ WLAC-TV Nashville: Sold by American General Insurance Co. (50%), Thomas B. Baker Jr. and A.G. Beaman (25% each) to Channel Two Television Co. (Hobby family of Houston) for \$15,750,000 plus \$3 million for real estate associated with station. American General, traded on New York Stock Exchange, retains 100% ownership of WLAC-AM-FM Nashville. Messrs. Baker, president of WLAC-TV Inc., and Beaman have no other broadcast interests. Principals in buyer are Oveta Culp Hobby (39.6%) and her children, William P. Hobby Jr. and Jessica Hobby Catto (28% each). Remaining stock is held in trust for Mr. Hobby's and Mrs. Catto's children. Mrs. Hobby votes all stock of Channel Two Television, which is licensee of KPRC-TV Houston. Hobby family also owns KPRC(AM) Houston as well as *Houston Post*. Mrs. Hobby is director of General Foods Corp. and of Mutual of New York insurance company, was head of WACs in World War II and later secretary of health, education and welfare. Her son, lieutenant governor of Texas, also has interest in Los Angeles freight container service and,

with his sister, Mrs. Catto, has interest in Houston land development firm. WLAC-TV is CBS affiliate on channel 5 with 100 kw visual, 10 kw aural and antenna 1,370 feet above average terrain.

■ KEST(AM) San Francisco: KEST Inc. sold by John F. Malloy and wife, Georgiene A., Delmor A. Courtney and Alan P. Schultz to KEST Radio Inc. for \$1,187,252. Sellers have no other broadcast interests. Buyer is owned by Marvin Kosofsky (33-1/3%), his sister and brother-in-law, Miriam and Howard Warshaw, and Lawrence and Carol Brandon (16-2/3% each). Messrs. Kosofsky, Warshaw and Brandon own WYLO(AM) Jackson, Wis.; WARO(AM) Canonsburg, Pa.; KUXL(AM) Golden Valley, Minn.; Universal Broadcasting Corp., New York-based station representation and management consulting firm, and have interests in WTAE(AM) Mineola, N.Y. Messrs. Kosofsky and Warshaw and Mrs. Warshaw own KPCC(AM) Pasadena, Calif. Mr. Kosofsky and Mrs. Warshaw have interests in KMAX(AM) Arcadia, Calif., and Mrs. Brandon has interests in WYAM(AM) Bessemer, Ala., and KERN(AM) Bakersfield, Calif. KEST is on 1450 khz with 1 kw day and 250 w night.

■ Other sales approved by the FCC last week include: KLEW-TV Lewiston, Idaho, KEPR-TV Pasco and KIMA-TV Yakima, both Washington; KBUG(AM) Springfield, Mo., and KEED(AM) Eugene, Ore. (see page 60).

10-station licensee signs SEC consent order

Commission had charged Christian Broadcasting Network with violations of securities law; FCC investigating

The Christian Broadcasting Network, which owns 10 radio and television stations, has consented to a judgment barring it from violating sections of the federal securities laws prohibiting the sale of securities without adequate information as to their soundness.

The judgment was entered by U.S. Judge Albert V. Bryan Jr. of the Eastern District of Virginia, in Alexandria, at the request of the Securities and Exchange Commission. The SEC said that CBN had violated the law in connection with the sale of more than \$7 million in securities to at least 1,436 investors in 27 states between 1968 and 1974.

CBN, while consenting to the judgment without admitting or denying the allegations of the complaint, said it was not now engaging in any of the alleged acts.

The SEC said that CBN had sold the securities without disclosing CBN's deteriorating financial condition in the four years in question. SEC said CBN losses in those years ranged from \$86,911 to \$1,704,979.

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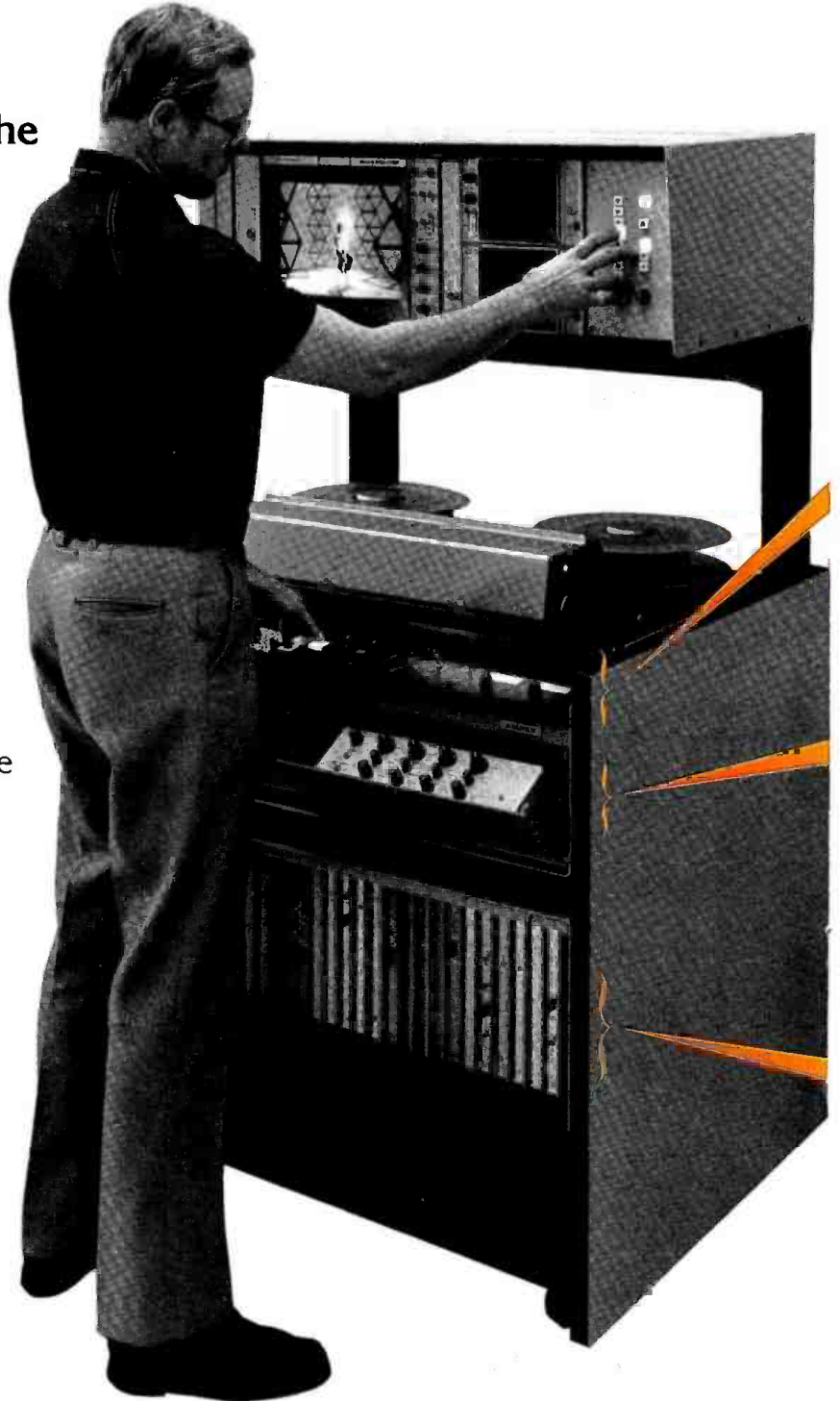
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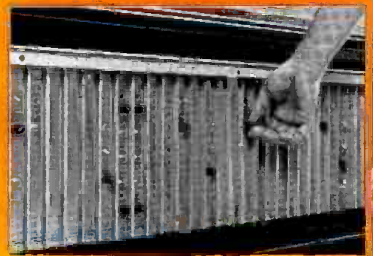
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You can operate most AVR-2 set-up controls in unity (fixed position) with the door closed, for normal operation or inexperienced operators.



—or open the door and quickly switch into variable operation to adjust for any unusual condition. Switches are locking type toggles, so a knee-bump can't change their position. And don't worry about air circulation, either. AVR-2 is air-cooled whether the door is open or not.

and WYAH-TV Portsmouth, both Virginia; WHAE-TV Atlanta; WXNE-TV Boston; KXTX-TV Dallas; and WEIV(FM) Ithaca; WBIV(FM) Wethersfield, WMIV(FM) South Bristol, WQIV(FM) DeRuyter and WJIV(FM), all New York.

The entering of the consent judgment may not be the end of CBN's problems. An FCC official said the commission would review the SEC's public documents in the case. "We'll see what the record is, since it's a licensee that is involved," he said.

Broadcasters and citizen groups continue to express dissatisfaction with EEO proposals

As the deadline passed for comments on the FCC's proposed revision of equal employment opportunity guidelines, broadcasters and citizen groups gave the commission a common message—opposition.

The comments were consistent with those that had been filed earlier (BROADCASTING, Sept. 22). Citizen groups demanded that the commission not exempt stations with 10 or 15 or fewer employees from filing affirmative action programs, and they urged the commission to tighten up its proposed policy on goals and timetables for EEO implementation.

Most broadcasters, however, fought for the exemption but claimed other EEO proposals were unrealistic and overly burdensome.

The Office of Communication of the United Church of Christ sounded a theme common among citizen groups when it said "the FCC has offered arbitrary and irrational proposals designed to destroy the progress that has been made by minorities and women."

UCC claimed that the revised guidelines would require only 7% of the broadcast industry to develop meaningful EEO programs. UCC said it arrived at this figure by calculating the 15-employee cut-off, along with another proposal to exempt stations with fewer than 50 employees from report-

ing job titles and categories of employees by sex and race.

The United States Commission on Civil Rights opposed the exemption and said affirmative action should be required from stations with five full-time or five to 10 full- or part-time employees, whichever is more inclusive. The National Black Media Coalition, Alabama Media Project and others asked the commission to revoke its present five-employee cut-off. The exemption of those licensees "gives the commission no data about licensees' practices in communities where the impact of their practices is greatest," the project said.

The National Association of Broadcasters supported the exemption and said that only 18% of the total broadcasting industry workforce would be affected by a 15-employee cut-off.

NAB expressed the belief of many broadcasters that the current rules are sufficient and that great strides have been taken and will continue in increasing minority and female employment. It also feared that new proposals could eventually lead to the formation of a separate equal employment opportunity commission within the FCC—"a result that was surely not envisioned by Congress."

Southern Broadcasting Co. and several other licensees filing jointly urged special treatment for "smaller, less affluent and less sophisticated broadcasters." They said the exemption should be 20 or 25 and added that licensees with 25 or more employees, who come through an entire license term without a challenge or EEO complaint, should also be exempt.

On the noncommercial side, the Association of Public Radio Stations supported the exemption for public broadcasters. It said that most noncommercial stations are licensed to universities and other groups which are subject to other EEO provisions. To have separate programs for these stations would be a duplication of effort, APRS said.

The Corporation for Public Broadcasting, however, opposed any exemption. CPB said a 10-employee cut-off would mean that 93% of noncommercial radio and 36% of noncommercial television stations would be exempt.

Broadcasters generally opposed the use of goals and timetables for licensees whose affirmative action programs are

judged inadequate by the commission. Boston Broadcasters Inc., licensee of WCVB-TV Boston—which opposed the increased exemption—said a statement of intent would be more appropriate.

Many feared, as did the Louisiana Association of Broadcasters, that a specific quota system would be established.

Metromedia Broadcasting Inc. said it is imperative for the commission to emphasize that reverse discrimination is illegal. It said broadcasters should not have to fire employees or hire unnecessary personnel.

Mullins & Marion Broadcasting Co., licensee of WJAY(AM)-WCIG(FM) Mullins, S.C., while agreeing with the concept of goals and timetables, said the commission should be flexible since situations vary from station to station. Border Broadcasters Inc., licensee of KVOZ(AM)-KOYE(FM) Laredo, Tex.—which said its staff is 35% Hispanic—claimed the proposals would "introduce a form of discrimination and surely require a number of Texas radio stations to establish a policy of hiring no Anglos for years to come."

According to CBS, "such goals and timetables are particularly ill-adapted to the special nature of broadcasting with its high emphasis on creativity and unique job categories." ABC agreed and said that broadcasting categories do not relate to "generalized job categories" used by the FCC, Equal Employment Opportunity Commission and other agencies.

The Pennsylvania Association of Broadcasters urged the commission not to "impose further administrative and operational burdens" on small licensees.

However the NAACP Legal Defense and Educational Fund claimed that "the administrative costs of preparing, updating and filing EEO programs is clearly outweighed by the broadcasters' obligation and the national commitment to eliminate discrimination . . ."

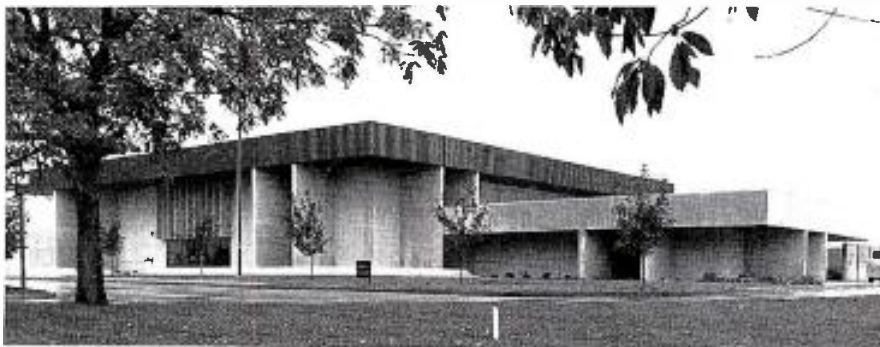
The National Black Media Coalition held that goals and timetables should be used for all licensees whose employment record is not up to par with the community. NBMC offered detailed EEO proposals of its own and said a zone of reasonableness in employment should come within 20% of the workforce composition.

NAB, Tar Heels oppose roadside radio flivvers

The National Association of Broadcasters and the North Carolina Association of Broadcasters have added their names to the list of opponents of the FCC's proposed Travelers Information Service.

At issue is a commission proposal to establish government-operated 10-w stations on either 1606, 1612 or 530 khz to provide emergency, traffic and tourist information.

NAB and NCAB expressed the common objections of broadcasters—among them that the stations would duplicate service already provided by commercial broadcasters and that it would waste tax-



Moved. KSTW-TV Tacoma-Seattle, Wash., has moved into a new \$3.5-million broadcast complex at South 19th and Trafton in Tacoma. Offices, film and video-tape storage and two production studios are housed in the 33,850-square-foot building designed by Dudley Watkins in conjunction with Harris Reed & Litzenberger of Tacoma. KSTW is a Gaylord Broadcasting station.



The news: Her 4th-grade teacher's 100th birthday party!

**Other news: Tension eases in Africa
Tax-cut chances seen dim
Stocks move irregularly higher
Etc, etc**

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Look into this further with a call to Bob Scott at 716-724-4835. Or just drop him a note at Dept. 55W, Kodak, Rochester, N.Y. 14650.



This is all you need to take color and sound from super 8 film and feed it to your transmitter.

payers' money. Service groups, however, have argued that the stations would improve public safety (BROADCASTING, Oct. 20).

The associations especially feared, as NCAB put it, the "potential for politicization of the TIS system" and the difficulty of government agency licensees and public officials "to refrain from self-serving programming." NAB raised the possibility of unfair trade practices stemming from the choice of what tourist information would be presented.

NAB also said the stations may have the potential for interference to commercial stations already operating. However, if TIS is established, the stations should be limited to 5 kw maximum power, adjustable downward, the NAB contended.

The FCC has extended the deadline for comments from Oct. 17 to Oct. 31. Replies are due Dec. 1.

WLBT agreement falls apart

One of five applicants involved in settlement withdraws, saying United Church of Christ fight will make it impossible anyway

Efforts to settle the six-year-old comparative hearing case involving channel 3 Jackson, Miss., on which WLBT(TV) now operates, have failed. And the United Church of Christ, a principal factor in the frequency becoming available to new applicants, is now a factor in the failure of the efforts to settle on one.

Channel 3 Inc., one of the five parties to the proposed agreement that would have resulted in the formation of a new corporation from among the principals of two of the applicants to operate the station, has now withdrawn from the settlement.

And James R. Searer, general manager and executive vice president of Channel 3, in disclosing that decision to two applicants whose members would have wound up in control of the new licensee—Dixie National Broadcasting Co. and Jackson Television Inc.—cited concern over United Church, among other factors.

"It is obvious that the United Church of Christ is going to battle a settlement with your two groups to the point that it will not be possible to bring about a successful merged operation," he said.

The church on Sept. 8, more than a month after the parties said an agreement was being prepared (BROADCASTING, July 28) petitioned the commission to enlarge issues in the hearing to investigate charges that a principal of Dixie National, William D. Mounger, was associated with a private school that discriminated against blacks and might have been engaged in fraud in the distribution of federal home loans.

In addition, an administrative law judge's decision, issued in April 1973, favoring Dixie National, had been remanded to the judge by the commission to consider charges that another Dixie Na-

tional principal, Rubel Phillips, had failed to report his interest in a modular housing concern which had filed for bankruptcy and whose activities had been investigated by the Securities and Exchange Commission. The remand was based on petitions filed by one of the other applicants, Civic Communications Corp., and by the church.

Mr. Searer referred to the church's petition to enlarge issues, the apparent inability of Dixie National and Jackson Television to "negotiate a purchase agreement for the physical assets of WLBT" and their failure "to supply a suitable document by which to consummate a binding agreement."

"Further," he said, "we do not feel that it would be prudent business practice to enter into a contract with associates that have serious charges of racial discrimination and possible fraud pending against them." Channel 3 is almost 40% black-owned. He also referred to the charges against Mr. Phillips, and then to his feeling as to church's intentions.

Accordingly, he said, continued discussion can only delay "the objective being sought by the community, the FCC and the applicants, which is the awarding of the permanent license to the best group."

The comparative hearing in which the license to operate on channel 3 is the prize has been underway since 1969, when the commission invited applications for the facility. The fight over the channel began five years earlier, when the church and several local residents petitioned the FCC to deny the renewal application of WLBT, then licensed to Lamar Life Broadcasting Co., on the ground it ignored the needs of the local black population. After two appeals to the U.S. Court of Appeals went against it, the commission did as the church requested.

Lamar Life, however, was permitted to reapply for the channel, and did. Other local groups substantially owned by blacks did, too—Civic Communications Corp., as well as Channel 3, Jackson Television and Dixie National.

Under the proposed settlement, the new corporation would have been capitalized at \$1,500,000, which would have been used to reimburse the five applicants their expenses in prosecuting their respective cases.

The agreement also was being designed to head off opposition based on Mr. Phillips's participation in the new corporation. Mr. Phillips, who is chairman of the board and 6% owner of Dixie National, was to retain his position as general counsel of Dixie National Life Insurance Co., which owns 40% of the applicant, and would not acquire any interest in the successor corporation.

However, that apparently was not enough to ease Channel 3 concerns.

Activist sues KGO producer

Black media advocate Edwin Terry has filed a \$55,000 damage suit against Agar Jaikes, a KGO(AM) San Francisco producer,

as well as a number of John Does at the station. The suit, filed in state superior court in San Francisco, alleges that after the defendants had invited him to the station to engage in "peaceful and meaningful conversation and dialogue," Mr. Jaikes "violently assaulted and battered" him without provocation. Mr. Jaikes told BROADCASTING last week that, although a "very heated discussion" occurred on the day in question, Sept. 24, 1974, he had not assaulted Mr. Terry. Mr. Terry last year was involved in the filing of a similar suit against KRE-AM-FM Berkeley, after a visit there (BROADCASTING, April 8, 1974).

CPB's hopes for long-range funding slip further down drain

Pastore offers new bill that is more restrictive and in tune with thinking of House committee

The House Appropriations Committee, which promised to block a five-year appropriation for the Corporation for Public Broadcasting, apparently will get no fight from the Senate. Last week Senate Communications Subcommittee Chairman John Pastore (D-R.I.) drafted a new version of the CPB funding bill that had already cleared the Senate Commerce Committee, this one without provision for a long-range appropriation.

The bill now pending in the Senate has provision for both a five-year appropriation and a five-year authorization. The two are different. An authorization comes from a legislative committee, signals Congress's intent to spend money on a particular program and gives the Appropriations Committee a cue about how much to spend. An appropriation represents the actual allocation of funds and originates in the Appropriations Committee.

In his new bill, Senator Pastore has cut out the appropriation provision altogether, leaving the authorization. All other particulars remain the same as in the bill now pending before the Senate Appropriations Committee (S. 893). The original bill has been suspended and will probably be scrapped altogether, a Pastore aide said.

Senator Pastore redesigned the CPB funding bill as an accommodation to the objections raised by the House Appropriations Committee in its "adverse" report on the House Commerce Committee's version of the CPB funding bill (H.R. 6461). It objected because the bill contains both an appropriation and an authorization, because five years are considered too long for an appropriation and because the bill would not require CPB to go before the Appropriations Committee for an annual appropriation hearing (BROADCASTING, July 28). The committee said it would ap-

prove instead a separate measure providing for a three-year appropriation for CPB with a requirement that CPB return to the Appropriations Committee every year for another year of advance funding.

Senator Pastore has indicated he thinks a three-year appropriation is a reasonable compromise. His primary concern is that CPB be assured of financial support from the government for more than a year in advance to enable it to develop and execute long-range programming plans. Accordingly, he has cut the five-year appropriations provision from his bill and will await the introduction of a separate appropriations measure. The same is expected to happen to the House bill when it reaches the floor. The House bill is now awaiting a ruling by the House Rules Committee.

Assuming the appropriations provisions are stricken from both the House and Senate bills, there will still be differences between the two versions that will have to be worked out in a conference. Both bills authorize federal expenditure for CPB under a matching scheme for the next five years. The dollar ceilings are the same, rising in annual steps from \$88 million in 1976 to \$160 million by 1980. But the matching formulas differ. Under the Senate plan, CPB would collect \$1 for every \$2.50 it raises from private sources, for all five years. Under the House bill, the same formula would be in effect for the first three years, but in the next two years, CPB would have to raise \$3 for every federal dollar.

The House bill also directs CPB to spend a "significant portion" of the federal funds on "instructional programming," a provision not in the Senate bill.

CBS's Taylor urges 'I'm OK—you're OK' relationship between business and press

Barriers of misunderstanding must come down if industry is to communicate effectively with public, he says; but personal experience tells him executives must learn to deal with criticism by media

The role of business "is pathetically misunderstood by the public," and to a great extent it's business's fault, though the press must share the blame. To help solve the problem, business should give a higher priority to its relations with the press, and the press should try to provide better, more informed and less superficial coverage of business.

Those views were offered by Arthur R. Taylor, president of CBS Inc., in a speech delivered at an Oct. 21 session of the Financial Executives Institute's 44th international conference at New Orleans.

"The crux of the problem, I believe, lies in the sad fact that business and the press have too little mutual respect and too little understanding for each other's vital role

within the American system," he said. "It is the role of the press to report fairly and objectively on the events around it. It is the role of business to produce and sell goods and services of quality—hopefully for a legitimate profit. And it is the role and duty of both to serve the public to the best of their abilities."

Mr. Taylor said "too many business executives remain hidden from and fearful of the press" and don't know how to deal with it. Much of the lack of confidence in business is due to "the failure of business to explain to the public the benefits of capitalism and the role of profits in our society," he said, but a great deal is traceable, too, to superficial and sometimes

sloppy press reporting. But he said he saw hopeful signs—in intensified efforts on the part of news media to improve and deepen their business and economic coverage and in a growing awareness among business executives that "getting their message across to the public is a serious and major part of their jobs."

He warned, however, that "business executives will have to grow a thick skin." It may be a good week's work if "you came out of it with 51% favorable press coverage and only 49% unfavorable," he suggested, and added: "Like many of you, I have felt the sting of unfair press criticism and I have not liked it. But I have tried to accept it as part of the cost of doing business."

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Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

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Public Relations Department
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STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

(No P. O. Box Numbers, Please)

Court says CPB is outside FCC regulation

Bazelon rules that FCC control pertains to noncommercial stations but not to their funding source

The U.S. Court of Appeals in Washington has upheld the FCC in its view that it has no jurisdiction over the Corporation for Public Broadcasting and could not enforce the statutory mandate that public broadcasting stations maintain "strict adherence to objectivity and balance."

The ruling, by Chief Judge David Bazelon, came on an appeal by Accuracy in Media. AIM had sought to have the commission enforce the "objectivity and balance" requirement against CPB in connection with two programs distributed by the CPB-funded Public Broadcasting Service. One dealt with sex education and the other with the American system of criminal justice.

The commission, following an inquiry into the issue in which it sought comments from interested parties, concluded that it lacked the necessary jurisdiction. And the court agreed. The court said that although the commission has the

authority to enforce the fairness doctrine against noncommercial stations, Congress reserved to itself the responsibility for overseeing the operations of CPB, which, the court noted, was established to serve as a buffer between the government and the stations it finances.

Indeed, the decision was also significant in declaring that the law does not even require CPB to provide programs with "objectivity and balance." The language of the section involved, Judge Bazelon notes, says the corporation is authorized to "facilitate the full development of educational broadcasting in which programs ... will be made available. . ."

"We leave the interpretation of this hortatory language to the directors of the corporation and to Congress in its supervisory capacity," Judge Bazelon added. "We hold today only that the FCC has no function in this scheme of accountability established" by the act establishing the Corporation for Public Broadcasting.

Pastore bill would extend antiblackout law for three years

A bill to extend the experimental sports antiblackout law for another three years was introduced in the Senate last week by Communications Subcommittee Chair-

man John Pastore (D-R.I.). The law in effect now, which prohibits the blackout of local commercial TV of home games of professional football, baseball, basketball and hockey if they are sold out 72 hours in advance, expires Dec. 31.

Mr. Pastore's counterpart in the House, Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), has introduced legislation to make the antiblackout law permanent (H.R. 9566). But Senator Pastore chose not to go that route, he said, because many have argued that "several factors—the National Football League's players' strike, the general decline in the state of the economy and competitive threats from newly established sports leagues—have precluded a full and certain evaluation of the effect of the law." His bill would require the FCC to continue its monitoring and annual reports on the effects of the legislation.

In his statement accompanying the introduction of the bill, Senator Pastore said "the burden of proof is now squarely upon the professional sports interests to substantiate" any future claims of injury from the law. He noted that according to the FCC's reports thus far, "there is no evidence that the sports clubs have sustained economic injury."

As does the Macdonald bill, Mr. Pastore's bill would make one change in the law. It provides that a 24-hour sellout cutoff rather than the 72-hour cutoff would be in effect for postseason games.

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Most TV's turn thumbs down on adjusting exclusivity rules

Small-market UHF affiliates say they would be hit hardest, with ABC supporting that view; Westinghouse wants less restriction; some broadcasters do see benefits in proposed change

Misgivings about loss of protection was voiced by most of the television stations filing comments on the FCC's proposed rule change that would enable cable systems to carry "significantly viewed" signals regardless of mileage consideration.

The stations' comments, as well as those from ABC, cable systems and other groups, were submitted to the FCC at the same time that the large trade associations, including the National Association of Broadcasters, the National Cable Television Association and the Association of Maximum Service Telecasters, filed their views (BROADCASTING, Oct. 20).

Though filings by individual broadcast

licensees far outnumbered cable comments, not all station owners are opposed to the proposal.

The larger number were. They claimed the change would further "erode" the commission's nonduplication rules. Small market UHF stations—like WJET-TV Erie, Pa.; WYEA-TV Columbus, Ga.; WHAG-TV Hagerstown, Md., and WHIZ-TV Zanesville, Ohio—claimed they would be hardest hit if the FCC took away network nonduplication protection on the basis of the significantly viewed status of other nearby affiliates.

ABC joined in that view, declaring that UHF affiliates would be hardest hit if the proposal is adopted. There would be no offsetting gain to the public, said ABC, only to the cable operator. After all, what value is there to affording CATV subscribers the right to view identical network programs at the same time on two different channels? ABC asked.

Not all broadcasters, including UHF network affiliates, saw the issue in the same light. Rocket City TV Inc., licensee of WAAY-TV (channel 31) Huntsville, Ala., supported the proposed rule change. As the present rules work, WAAY-TV argued, the closer station has an advantage in reaching cable homes that it does not have in reaching noncable households. The mileage contour rules, that form the basis of network nonduplication rules, presently keep WAAY-TV off adjacent cable systems because although the station is

significantly viewed, the systems are beyond the 35-mile zone of Huntsville and within the zone of another network affiliate.

Westinghouse Broadcasting Co. urged "fair treatment" of significantly viewed stations under network exclusivity rules. According to Westinghouse, the criterion should not be allowing carriage of signals that are the most viewed in the community, as the FCC proposes, but rather there should be pick-up of all the signals that are significantly viewed in that community.

Scripps-Howard Broadcasting Co., licensee of WEWS(TV) Cleveland, also favored the FCC's proposal. Current rules have blacked out WEWS in Stark county (two counties distant) and, according to Scripps-Howard, have changed the stations' "solid competitive position" in off-air reception to a "noncompetitive position" in cable homes. Lower priority signals that are significantly viewed should not be blacked out on cable, said Scripps-Howard, to protect "theoretically" higher priority signals.

But for every broadcaster that agreed with the proposal, many more did not. State Telecasting Co. and Palmer Broadcasting, both group licensees, claimed the cost of conducting surveys to show the level of significant viewing, especially in areas with several cable systems, would be prohibitive. Both urged that if the FCC goes ahead with its plan, it at least should

GET IN THE SPIRIT TO MAKE AMERICA BETTER! SPIRIT OF HEALTH

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Our affluent society has caused too many people to become "soft." The strength of our nation is reflected in the health and well-being of its citizens. There is no better time than America's Bicentennial to re-emphasize the importance of keeping physically fit and healthy.



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Please send me your new series of produced public service spots titled "Spirit of Health" for:

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I understand the spots will be sent without cost or obligation.

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 Station _____
 Street Address _____
 City _____ State _____ Zip _____

adopt some standard criteria for demonstrating significantly viewed status. Arbitron's county-wide surveys and ADI and IMA statistics should be appropriate, they said. Only in special cases where the figures do not cover the area in question, special surveys might be needed, according to State and Palmer.

WATR Inc., licensee of WATR-TV Waterbury, Conn., said CATV carriage had helped it overcome part of the station's coverage deficiency where signals had been affected by terrain factors. If the proposed rules are adopted, WATR-TV said, then such benefits would be wiped out since the station then would have to share cable audiences with other NBC affiliates on the system.

As expected, cable operators favored the rule change. They too were concerned with the expense in conducting individual surveys and suggested that standard ARB figures might be used. The burden of justifying significantly viewed status, the cable operators said, should be on the closer network affiliates.

Welch (W. Va.) Antenna Co. emphasized the difference between mountain area reception and flatlands. In its particular case, WSAZ-TV Huntington, W. Va., is outside the 55-mile contour but is significantly viewed in communities served by Welch. The priority NBC affiliate—WHIS-TV Bluefield, W. Va., which is 25 miles away—is not able to get into the valley areas of Welch and McDowell coun-



Quarter-century. One of commercial television's most prestigious shows, the *Hallmark Hall of Fame*, celebrates the start of its 25th year this Christmas, with a history that dates back to the first showing on Christmas 1951 with "Amahl and the Night Visitors." Last Monday (Oct. 20) the Hollywood chapter of the National Academy of Television Arts & Sciences had a luncheon to honor Hallmark Cards Inc. and Joyce C. Hall, founder of Hallmark and now chairman of the board. Mr. Hall, responding to the presentation of a plaque by Larry Stewart, president of the academy chapter, remarked that he expects the next 25 years to be "much better for television and for the *Hallmark Hall of Fame*." At the luncheon (l-r): Donald J. Hall, president, Hallmark Cards; Joyce C. Hall; Herbert S. Schlosser, NBC president, and Mr. Stewart.

ties where the CATV system serves subscribers, Welch claimed. If a station does not deliver its signal into an area with a certain quality, said Welch, then it should not be entitled to nonduplication protection.

Video Probe Index Inc., New York based rating firm, suggested that the commission abandon its two-tiered approach in establishing first whether a station is significantly viewed and then if it is viewed by an equal or greater share of the audience than the priority station. A single standard of "substantially viewed" status, such as 6% of the total noncable audience, should be adopted, the firm said.

New comedy-music show set for prime access

A new half-hour comedy-musical variety series, tentatively titled *The Muppet Show*, will be offered for the 7:30-8 p.m. slot starting in September 1976.

The series of 24 episodes will be produced by Independent Television Corp., New York, and Jim Henson Associates, New York, in association with the CBS Television Stations Division. *The Muppet Show* will be carried by the five CBS-owned TV stations in prime-access time. ITC will distribute the series elsewhere.

Jim Henson and The Muppets are known for their appearances on *Sesame Street*, television specials and on various talk and variety shows. A major entertainer will be featured on each segment of *The Muppet Show*.

D. Thomas Miller, president of the CBS Television Stations Division, said that "producing this unique series was suggested by our program development unit in New York." Abe Mandell, president of ITC, commented that "this network-budgeted, high-quality series is designed as the perfect all-family vehicle." Production begins in January.

The advantages and disadvantages of tape for TV production

Hollywood producer cites savings, but notes there are times when film is the more appropriate

Hollywood producer-director Fielder Cook last week told the Videotape Productions Association that video tape saves money indeed, but there are times when film is the better vehicle.

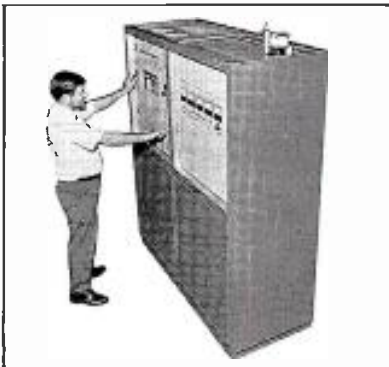
Mr. Cook emphasized the production-costs savings of tape. He said he recently completed production of "Valley Forge" for *Hallmark Hall of Fame* at \$500,000, half what it would have cost on film. Earlier, he did "The Rivalry" (the Lincoln-Douglas debates) for *Hallmark* on tape, again at half the cost of film. And there's no question that the day will come when all TV production will be done on tape, he said.

But, he noted, where there is cause for discretion, he would use film cameras—as he will in the forthcoming production of "The Scottsboro Trial" for *Hallmark*. The story deals with the 1930's trial of nine black youths for the rape of two white women. Electronic cameras, with the massive gear and yards of cable required, would only be disruptive.

There is another aspect to taping that "isn't often discussed," he said. There is a reluctance on the part of the networks to tape programs, he said, because it places much of the editing control in the hands of the director, who must choose among three cameras for only one shot. In film, an editor may have three different shots of one scene from which to choose. The networks and the studios, he said, aren't willing "to commit that much money into the hands of only one person."

QUALITY TALKS FOR CJAT

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CBS-TV will battle on for per-use music rights despite court decision

CBS-TV plans to appeal the setback handed its bid for a per-use music license by U.S. District Judge Morris E. Lasker (BROADCASTING, Sept. 29). It filed a three-line notice of appeal from Judge Lasker's decision, which dismissed its suit against the American Society of Composers, Authors and Publishers and Broadcast Music Inc., in the U.S. Second Circuit Court of Appeals in New York. The suit sought to compel ASCAP and BMI to issue a new form of license, under which CBS would pay only for the music it actually uses. Judge Lasker held that CBS had failed to show it couldn't get per-use licenses by dealing directly with the individual copyright owners.

Back to antiblackout

Hearings before the House Communications Subcommittee on Chairman Torbert Macdonald's (D-Mass.) bill to make the sports antiblackout law permanent resume



Growth industry. It was all upbeat for radio at the ABC Radio affiliates advisory boards' annual meetings in New York. Harold L. Neal Jr., president of ABC Radio, told the Oct. 21 opening session that 1975 will be a record revenue year for his division. Edward F. McLaughlin, president of ABC Radio Network, said this will probably be the network's best year, "possibly even including pre-television years." He said major networks are up more than 20% in sales and that spot sales are up 8%-9%. And when Mr. Neal asked the approximately 30 affiliate representatives attending how many were doing better in local sales this year than last, all hands went up. "All told," Mr. Neal summarized, "this year has been one of phenomenal growth for us and for the industry. We are really seeing the results of hard work and planning on every level." Here Mr. Neal is shown (l) with Elton H. Rule (c), president of ABC Inc., and Roy Morgan of WILKIAM Wilkes-Barre, Pa., chairman of affiliates of ABC Radio's American Contemporary network.

Wednesday and continues through Friday this week. The hearings began Sept. 22 with testimony from FCC Chairman Richard Wiley and John Schneider, president of the CBS Broadcast Group, but were cut off when Mr. Macdonald was hospitalized for bronchitis (BROADCASTING, Sept. 29).

The schedule of witnesses has been revised and will run as follows: On Wednesday, Don Ruck, vice president of the National Hockey League, and Simon-Gourdine, deputy commissioner of the National Basketball Association, will appear. Thursday's session will be given over entirely to Pete Rozelle, commissioner of the National Football League. On Friday the list will include Representative L.A. Bafalis (R-Fla.); Bowie Kuhn, commissioner of baseball; Robert T. Howard, president of the NBC Television Network, and Alvin Rush, senior vice president, NBC program and sports administration.

Program Briefs

Air mail. WINN(AM) Louisville, Ky., invited listeners to submit views, pro or con, about current school busing controversy. Result was torrent of mail—20,142 against, only 30 for—that General Manager Max Rein took to Washington late last week for presentation to state's congressmen.

Napoleon next on menu. Napoleon is going to follow Jennie (Churchill) on U.S. television. Thames Television, London, which brought *Jennie* to Public Broadcasting Service this season with creditable ratings resulting, has produced nine one-hours of *Napoleon* to be released for syndication next spring via D.L. Taffner Ltd., New York.

Identity crisis. Creative Radio Shows, Los Angeles, has announced availability of *UFO Report*, new five-minute syndicated radio program that explores sightings background, mystery and actualities. Program is produced with the help of Aerial Phenomena Research Organization, and will contain on-spot immediate report when major sighting or event involving UFO's occurs.

Animal welfare. Latham Foundation, Oakland, Calif., has available new, 26-episode TV program on animals, *Withit*. Show is free and has been signed by 20 TV stations and 80 cable systems. Latham Foundation is devoted to promotion of humane treatment of animals.

Sky hop. Robert Wold Co., Los Angeles-based broadcast transmission service firm, reports growing use of satellites for coming basketball and hockey season, with 50 such relays already arranged. Wold was responsible for first satellite transmission of live sports event last August, bringing Texas Rangers-Milwaukee Brewers baseball game from Milwaukee to Dallas. Second satellite feed was hockey telecast on Oct. 8 from Montreal to Los Angeles' KTLA(TV) of Los Angeles Kings vs. Montreal Canadiens game. Audio of this



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Show-stopper. An Illinois minister is proposing public execution of convicted murderers on prime-time television. "Nothing much else has helped stop crime," says the Rev. Paul B. Tinlin, 41-year-old pastor of the Evangelical Assembly of God Church in Hoffman Estates, Ill., "and I think public executions of convicted killers would be an unbeatable shock method." The Associated Press quotes Mr. Tinlin as saying he's "no religious quack" but that "people need to be shocked and sobered like they were by the assassinations of the Kennedys, which were shown and reshown on television ... I don't want any bizarre or circus-like attraction, but we've got to let society see life for real for its shock value."

game went to KRLA(AM) Los Angeles-Pasadena. Basketball first via satellite was scheduled for Oct. 23 when Los Angeles Lakers-New York Knicks game at Madison Square Garden was bounced to Los Angeles, again for KTLA with audio portion to KABC(AM) there.

Dance to it. *Soul Disco*, new music-dance series of 13 half-hour TV shows is being offered for cash or barter via video tape or line feed from Brotherhood Productions Ltd., Detroit, (313) 581-0683.

Big hearts. Two television programs are among five Howard W. Blakeslee awards winners voted by American Heart Association for outstanding reporting on heart and blood-vessel disease. CBS's *Good Times* won for episode titled "The Check Up." Program was cited for dramatizing "the necessity for the hypertension-prone black male to have medical check-ups." Andy Guthrie of WKYC-TV Cleveland won for five-part news report, "The Ambulance Crisis: Who Will Come for You?"

MGM wins. Metro-Goldwyn-Mayer was awarded \$120,000 in breach-of-contract suit settled in Manhattan state supreme court, against actor Roy Scheider. Amount, plus interest for three years, will compensate MGM's costs to replace Mr. Scheider (with Robert Conrad) in ABC-TV series, *Assignment: Vienna*. Mr. Scheider's alleged failure to follow through on episodes for 1971 pilot film, "The Munich Project," for MGM, was basis for suit.

Pop countdown. Century 21 Productions, Dallas, is making available its end-of-year top-100 singles special, *Opus '75*. Special includes interviews with recording artists and features eight-hour countdown of year's biggest hits. Also with package are customized jingles, celebrity promos and production aids.

TV and 200 years. Fall edition of Television Information Office's "Teacher's Guide to Television" provides semester schedule and lesson plans geared to Bicentennial programs offered on commercial and non-commercial networks. *TIO*, Box 564, Lenox Hill station, New York 10021.

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Avco Radio and Torbet join to become Torbet-Lasker

Rep firms merge, expect upwards of \$15 million in billings next year, clients in 65 of top-100 markets

Alan Torbet Associates and Avco Radio Sales will merge to form Torbet-Lasker Inc., one of the country's three or four largest radio station rep firms, effective Nov. 1.

The new firm name represents Alan Torbet, founder-president of the Torbet firm, who will also be president of Torbet-Lasker, and H. Peter Lasker, founder-president of Avco Television Radio Sales, which he is acquiring from Avco Corp. Mr. Lasker will be vice president, 20% stockholder and a member of the board of Torbet-Lasker, and will also head and operate Avco Television Sales—presumably under a new name—as a totally separate rep firm.

The merger of the radio operations, under negotiation for several months ("Closed Circuit," Aug. 4; BROADCASTING, Sept. 29), is one of the major events in the radio rep field in recent years.

The new company's billings are expected to total \$15 million to \$16 million next year, according to Messrs. Torbet and Lasker. This reportedly would make the firm one of the largest in radio. The generally acknowledged billings leaders are Katz Radio and Blair Radio.

Torbet-Lasker starts with stations in 65 of the top-100 markets (35 are in the top 50), plus other stations available as affiliates of its nonwired network. Stations in 13 markets are joining from Avco Radio's list of 37 markets (those in 24 were spun off to other reps to avoid conflicts with Torbet stations, while the Torbet firm has terminated representation of stations in 19 of its approximately 70 markets).

A number of Avco sales and administrative people, led by Jerry Glynn, general manager of the radio division, will join all current Torbet personnel in the new company, whose headquarters will be in enlarged offices of the Torbet firm at 555 Fifth Avenue, New York 10017.

The result, according to Messrs. Torbet and Lasker, will be one of the largest sales and research staffs in the radio rep field, with 12 salesmen in New York, four in Chicago, three each in Detroit and Los Angeles, two each in San Francisco and Atlanta-Memphis and one in Dallas, plus a four-member research staff and 25 people in administration and sales support.

Avco Radio's Jerry Glynn will be a vice president along with Torbet vice presidents Brock Petersen, Ralph Conner, Len Sable, Lee Bell and Paulie Landon. Mr. Glynn and Torbet's Ed O'Halloran will head the new firm's new-business



Torbet



Lasker

development activities. In the research department Avco's Sandy Kennedy joins Torbet's Peter Moore, Laura LaRosa and Francine Hurwitz.

Stations represented by Avco Radio that are moving into the Torbet-Lasker operation are WRFM(FM) New York; WCLR(FM) Skokie, Ill. (Chicago); KBRT(AM) and KBIG(FM) Avalon-Los Angeles; WLW(AM) Cincinnati; WWEL-AM-FM Medford, Mass. (Boston); KSL-AM-FM Salt Lake City; WLKW-AM-FM Providence, R.I.; KEBC(FM) Oklahoma City; KLNG(AM) Omaha; WGBI-AM-FM Scranton, Pa.; WJBO-AM-FM Baton Rouge; WDXB(AM) Chattanooga, and KKNU(FM) Fresno, Calif.

vertising Division of Council of Better Business Bureaus. Off air are commercials for Bristol-Myers' Datril and Hertz Corp.'s car rentals. Kenner Products has agreed to change audio portion of ad for one of its toy products. Reviewed and found acceptable were spots for Seven-Up soft drink.

New JWT division. Corporate communications unit of J. Walter Thompson Co., New York, has been established. Separate operating division, with Joseph Brouillard as its president, will include corporate advertising and public relations, corporate identity, investor relations, internal communications and community relations. Mr. Brouillard has been with JWT since 1965 in various capacities.

Arbitron move. New quarters for Arbitron's Atlanta office are 3330 Peachtree Road, N.E., Atlanta 30326. (404) 233-4183.

Unions ask substantial hike for performers in commercials

Labor negotiations got under way last week in New York in the crucial area involving the payments to performers in TV commercials. The unions are principally seeking an approximate 58% increase in basic rates and a change in the re-

Advertising Briefs

NAD in September. Two national TV spots have been discontinued, one has been altered and one continues as is as result of decisions in September by National Ad-

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use formula embodying the concept of play-for-pay.

Convening last Monday and Tuesday (Oct. 20-21) were the Joint Policy Committee of the American Association of Advertising Agencies and the Association of National Advertisers on one side, and on the other, representatives of the American Federation of Television and Radio Artists and the Screen Actors Guild. The unions negotiate jointly in the TV commercials sector. The talks were recessed until today (Oct. 27) to give advertiser and agency officials an opportunity to study and evaluate the unions' demands.

The unions asked for a jump in the minimum fee for appearing in a commercial (on-camera) from the present \$158 to \$250. For off-camera work, the unions sought a rise in the minimum fee from \$118 to \$186. It sought comparable increases for group singers, both off- and on-camera.

In the vital use area, the unions have proposed a revolutionary change from the current practice of paying performers on a formula tied to the 13-week use of a commercial and the number and type of cities carrying the spot. The unions are pushing for a play-for-pay concept under which performers would be paid for the number of uses over a 13-week cycle.

Another key demand by the unions would reduce the maximum period during which a commercial could be used from 21 months to 18 months, with animated commercials permitted to run for 19 months. An AFTRA official said that commercials now may be run beyond the 21 months only with the consent of the performers.

Cigarette makers back on the air with a twist?

Government wants court order forcing tobacco companies to buy time for antismoking messages

Broadcasters, who feel victimized by government policy on cigarette advertising, would benefit from a new government

plan. The Department of Justice is seeking a court order requiring six major cigarette companies to finance anticigarette advertising on radio and television and in other media.

The department requested the order in suits it has filed in federal district court in Washington against the six companies for allegedly violating a Federal Trade Commission order, issued in 1972, requiring them to include "clear and conspicuous" health-hazard warnings in all printed advertising appearing in newspapers, magazines and on signs.

Cigarette companies are barred by a 1970 law from advertising on radio or television, a law that cost the broadcasting industry hundreds of millions of dollars in revenues. Broadcasters' complaints that it was unfair to permit other media to continue carrying cigarette advertising failed to move Congress. But the FTC did win the cigarette companies' agreement to carry on cigarette packages and in advertising the warning: "The surgeon general has determined that cigarette smoking is dangerous to your health."

The companies involved in the Justice Department suit are Lorillard, a division of Loew's Theatres; Philip Morris; American Brands; Brown & Williamson Tobacco Corp.; R.J. Reynolds Tobacco Co.; and Liggett & Myers.

The Justice Department suit, filed in behalf of the FTC, says the companies failed to display the warning at such points of sale as vending machines and counter racks, to give sufficient prominence to the warning in some newspapers and magazine advertising, and to print the warning in the same language as that of the foreign-language publication in which the advertisement appeared.

But more than that, they would require the companies to establish trust funds—in amounts to be determined by the court—to finance the preparation and dissemination of "broadcast, print or other" advertising to compensate for the companies' alleged failure "to disclose a clear and conspicuous warning of the dangers to health that the surgeon general has determined exist with cigarette smoking." The anti-smoking advertising campaign would be supervised by a master appointed by the court.

Cable crooks: What's being done to stop theft of service

No one knows how much money is being lost to illegal tappers, but it's enough for laws to be passed and tactics to be devised to prevent it

No one in the cable industry can estimate the dollar loss caused by individuals who illegally hook up to cable TV systems or tap into pay services or connect multiple sets without paying additional fees.

Industry sources say in the New York City area—where the theft situation is considered the worst because of the number of apartment dwellers—illegal hookups number around 40,000. That's against 140,000 paying subscribers.

New York, like nearly a dozen other states, will soon have a law to prosecute those who steal cable services. The New York law, which goes into effect today (Oct. 27), is expected to be used by both Teleprompter Manhattan and Manhattan Cable TV Inc. to prosecute a handful of cases in the hope that publicity will prevent others from stealing services.

The biggest problem, according to William J. Bresnan, senior vice president of Teleprompter, is in low-rise apartment buildings with a central cable connection wired from the rooftop. The equipment is accessible and without constant policing or installing locked boxes over the connection, it is difficult to stop theft. High-rises are more secure, said Mr. Bresnan, because on each floor a monitor panel is locked behind a closet door or in a utility room where individual connections are made. Older buildings that previously had master antenna operations are also prime theft areas because each connection is within the individual apartment unit and there is nothing to prevent a tenant from hooking up on his own.

Charlotte Jones of Manhattan Cable wouldn't speculate on numbers but said the problem is "too big to live with." As far as she knows, no one is stealing Manhattan's pay service (Home Box Office) because there is tight inventory control over special converters needed to receive the service. Many who illegally tapped the cable, said Mrs. Jones, are probably not aware they are committing a crime. She hopes the new law will help clear up that misunderstanding.

Anthony Ceracche, owner of Ceracche TV Corp., Ithaca, N.Y., feels the same way. Many people, he said, think that once they pay for basic service they are entitled to the rest. Multiple hookups and pay-service theft are the result. Mr. Ceracche hopes that "trapping out" non-pay-cable users on the telephone pole will dis-

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courage all but the most determined thief. It's one thing to tamper with a set-top converter and another to climb a pole to remove a filter trap, he said.

The majority of cable operators are using the outdoor filter trap, said John Barrington of Home Box Office. It is cheaper and easier to install and monitor, he said, than an in-home converter.

A problem in some areas has been TV repairmen who for a fee will unscramble an in-home converter. Berks TV Cable Co., Reading, Pa., realized this and has worked closely with local TV repair services to discourage such practices.

California has also passed a new cable theft-of-service law, which will become effective the first of next year. John Atwood, president of Theta Cable of Los Angeles, has just completed trapping out non-pay-cable subscribers and found "very few cases" of illegal bypassing. Mr. Atwood, like other cable operators, noted the problem often rested more with a small number of employees and outsiders who marketed devices to tap illegally into the pay service.

Cox Cable's Mission Cable System in San Diego, the largest system in the country with over 100,000 subscribers of which nearly 20,000 are pay subscribers, has just completed a major audit that showed "substantial numbers" in the "thousands" stealing service. Worst hit was Mission's 26-channel service that requires in-home converters. Mission plans to install converters and prosecute under the new California law as well as use lock-in terminators to combat the situation.

Lewis Davenport of Cox Cable Communications indicated that experience in Cox's other systems shows theft ranging from 1% to 10%. The larger the system and the more turnover in personnel, he said, the higher the rate of illegal hookups.

States with cable theft-of-service laws on the books include Virginia, Pennsylvania, Maryland, Vermont, Washington, North Carolina, Maine, Indiana, and Montana. Penalties range from fines to prison sentences to both.

Canadian cablemen aren't happy with ad deletion either

John O. Graham, chairman of the Canadian Cable Television Association, told the Toronto Board of Trade last week that most Canadian cable operators are "strongly against" the Canadian Radio and Television Commission's ad-deletion policy for carriage of U.S. broadcast signals (BROADCASTING, Oct. 20).

There are some 480 30-second commercial spots broadcast from four Buffalo, N.Y., stations every night between six and midnight and many Canadians can pick up those signals over the air, Mr. Graham said.

"If you delete even 10 announcements," said Mr. Graham, "it means that over 97% of the commercial amounts are still getting through. The percentage in-

creases even higher when you realize that approximately 35% of homes in southern Ontario don't subscribe to cable and are capable of receiving 100% of all American commercials broadcast."

To substitute repeated Canadian public service announcements in their place would disturb Canadian viewers, said Mr. Graham.

A better solution to the problem would be the amendment currently under consideration by the Canadian government that would change income tax law to disallow the purchase of advertising on an American station as a deductible business expense. The income tax change could repatriate Canadian dollars spent on U.S. stations and forego and "electronic gimmicks," suggested Mr. Graham.

HBO buys BBC series for pay-cable showing

After year's box-office run, 26-episode drama will be offered to on-air television networks

For the first time, series-type programming will be shown on pay television before it is available over commercial or public broadcasting stations. Home Box Office Inc., already in the news with its satellite pay cable network, has purchased rights to *The Pallisers* and two other British Broadcasting Corp. productions from Time Life Films for \$660,000. *The Pallisers*, a 26-episode dramatic one-hour series, was reportedly offered to the commercial networks and the Public Broadcasting Service first but was turned down.

As distributor of the series, Time Life hopes the pay TV exposure will enhance the series' value to commercial or public broadcasters to whom the series will be offered after the one-year HBO run. HBO will show each episode four times a week and repeat it once the following week when a new episode is shown.

The BBC package includes a six-hour *David Copperfield* and a three-hour *Heidi*. *Copperfield* will be shown in four 90-minute segments and *Heidi* will be shown in three one-hour installments.

If pay television could be developed as a new market without a negative impact on a program's acceptance on conventional television, suggested Time Life, it would help producers amortize costs. Time Life, which like HBO is a wholly owned subsidiary of Time Inc., invested in the production of *The Pallisers* along with the BBC.

The series deals with an aristocratic English family and is based on the novels of Victorian author Anthony Trollope. Susan Hampshire, from the *Forsyte Saga* (shown on the Public Broadcasting Service in the U.S.), Philip Latham, Roland Culver, Anne Massey, Roger Livesey and Barbara Murray head the cast.

FCC rules currently permit the showing of series-type programming on pay television if it has not been shown previously on conventional TV. Proposals to relax that restriction are pending (BROADCASTING, June 2).

Buffalo-area cable plays one FCC rule against another

Result is pickup of NFL game blacked out on local TV

There is an apparent loophole in the FCC's cable sports rules that might permit a cable system to carry a hometown game even though it has been blacked out on local broadcast stations. In any case, International Cable of West Seneca, N.Y., did just that last Monday night (Oct. 20), when it brought in the blacked-out Buffalo Bills-New York Giants football game to its 27,000 subscribers in the Buffalo area.

International Cable is permitted to bring in two distant signals, which in its case are usually CBLT(TV) and CFTO(TV), both Toronto. However, in accordance with FCC import substitution rules, the CATV system elected to substitute WNYS-TV Syracuse, N.Y., for CBLT last Monday night. The import substitution rules allow a cable system to bring in another available distant signal, subject to exclusivity provisions, if its regular distant station is programming material of strictly local interest. At 10 p.m. Monday, CBLT was broadcasting its *Canadian News Magazine* show, featuring Canadian election results. International Cable therefore deemed the programming to have no interest to Buffalo area residents and instead brought in the



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AT&T expects new hi-lo rates to hike revenues about \$6 million

New charges to newswires, effective Nov. 19, could wind up as unwanted lateral to broadcasters

AT&T has responded to an FCC order with a proposed revision in its rates for use of its Telpak end links which will result in additional charges for newswire services, among other customers. And those costs, broadcasters fear, will be passed on to them, as well as to newspapers.

AT&T said the new rates, which would take effect Nov. 19 and affect principally multipoint users, would produce increases in revenue of about \$6 million.

Customers, like newswire services, that feed information to a number of locations have been able to use AT&T's Telpak end links at a favorable rate that resulted from a nationwide averaging of rates. However, the commission last month ordered the company to end the "unlawful discrimination" between hi-lo rates and the rates for Telpak end links as used by large multipoint customers.

Telpak enables a large communications

National Football League's Monday night football game carried on WNYS-TV beginning at 10, after the game had been in progress for one hour.

Although the game was 98% sold out, Ralph Wilson owner of the Buffalo Bills, elected to black out the game on local TV, since it was not 100% sold out 72 hours before game time as stipulated in the sports antiblackout law.

The FCC's cable sports rules forbid cable systems within the 35-mile contour of local blacked-out stations to carry such games—which would cover International Cable's situation.

The apparent discrepancy between the sports rule and the import substitution rule created the Monday night situation. And the NFL, ABC and the network's Buffalo affiliate, WKBW-TV, have sent a telegram to the commission requesting clarification of the issue.

Robert Cochran, NFL broadcast coordinator, said there will be "plenty of action from our side," although he will first wait for the FCC's reply.

FCC spokesman contacted last week were not certain whether the cable system was right or wrong. One assumed the sports rule would supersede the import-substitution rules, but explained he had never encountered the problem before. The commission is currently reconsidering its cable sports rule at the request of broadcasters and professional sports groups (BROADCASTING, Sept. 1).

customer to buy 60 to 240 circuits at a time. The Telpak end links are single channels which extend the service to customer stations outside the Telpak network—to newspapers and broadcast stations, in the case of newswire-service customers.

The tariff revision filed last week would eliminate the favorable price newswire services have received. The new rates would be priced with hi-lo rates, which are higher in low-density areas and lower in high-density areas.

The American Newspaper Publishers Association with three other news organizations and the National Association of Broadcasters have petitioned the FCC to stay the effectiveness of its order requiring the modification of the Telpak end link rates (BROADCASTING, Oct. 20). The commission is expected to act on the petition this week.

Besides filing its proposed modification of rates, AT&T urged the commission to reconsider its order reopening its hearing on the hi-lo private line rate structure. The commission had said it lacked sufficient information on which to make a decision.

But AT&T expressed concern that delay concluding the proceeding—already under way for two years—might embroil the company's "initial and relatively modest effort to establish more cost-related rates" in an "interminable regulatory process antithetical to any presupposed notion of the public interest benefits of competition."

AT&T adopted the hi-lo structure as an answer to competitors who were underpricing its service along heavily used routes. That new structure, which is now in effect, was protested by newswire services that said their costs would be increased sharply. The use of Telpak end links, however, had provided some relief.

Technical Briefs

Earth station focus. Office of Telecommunications Policy is sponsoring open meeting of International Radio Advisory Committee to discuss technical problems with small earth stations, looking towards 1979 World Administrative Radio Conference. Washington meeting, scheduled Oct. 31, will address possible satellite orbital-spacing problems and terrestrial-interference potential resulting from small earth stations that require wider beam transmissions. Rush for such earth stations is beginning in business and industrial field and could spill over to broadcast and cable TV as well. Long-term decisions as to spectrum allocation will be made at 1979 WARC conference.

Color monitor. Unimedia Corp., Auburn, Calif., has made available SMT-12 studio color monitor with features such as full-view tally identification, A-B electronic video selection, internal-external sync selector and variable aperture control. Set allows user to set color threshold and grey-scale tracking. Front panel doors conceal secondary controls which include RGB background adjustments and variable aperture control on right side. Options such as pulse cross and underscan are accessible from behind left side.

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The Broadcasting Playlist™ Oct 27

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 its 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	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
2	1	Bad Blood (3:12) Neil Sedaka—Rocket	2	1	1	1
1	2	Dance With Me (2:59) Orleans—Asylum	1	2	2	3
6	3	Lyn' Eyes (3:58) Eagles—Asylum	3	3	4	4
3	4	Fame (3:30) David Bowie—RCA	6	5	3	2
4	5	Games People Play (3:29) Spinners—Atlantic	4	4	6	6
11	6	Miracles (3:25) Jefferson Starship—Grunt	7	8	5	5
15	7	Who Loves You (4:04) Four Seasons—Curb/Warner	5	6	10	11
14	8	Feelings (3:27) Morris Alpert—ABC	11	9	8	12
12	9	Island Girl (3:48) Elton John—MCA	13	11	7	7
5	10	Get Down Tonight (3:06) K.C. & Sunshine Band—TK records	12	7	11	8
10	11	It Only Takes a Minute (3:13) Tavares—Capitol	8	15	9	9
7	12	I'm Sorry (3:29) John Denver—RCA	9	10	12	10
8	13	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	10	12	14	13
13	14	Brazil (3:14) Ritchie Family—20th Century	14	13	13	14
30	▲15	This Will Be (3:10) Natalie Cole—Capitol	18	14	20	16
27	▲16	Heat Wave (2:46) Linda Ronstadt—Asylum	20	16	15	19
9	17	Mr. Jaws (2:03) Dickie Goodman—Private Stock	16	22	16	15
24	18	Fly Robin Fly (3:06) Silver Convention—Midland Int'l.	15	21	17	17
18	19	Ain't No Way to Treat a Lady (3:26) Helen Reddy—Capitol	19	17	19	18
28	20	The Way I Want to Touch You (2:35) Captain & Tennille—A&M	17	18	25	28
16	21	Rocky (3:34) Austin Roberts—Private Stock	22	19	22	23
17	22	Ballroom Blitz (3:17) Sweet—Capitol	26	24	18	22
25	23	Lady Blue (3:28) Leon Russell—Shelter	21	20	24	26
23	24	S.O.S. (3:22) Abba—Atlantic	23	25	21	24
31	25	Low Rider (3:11) War—United Artists	27	23	23	20
26	26	Do It Any Way You Wanna (3:15) Peoples Choice—TSOP	28	27	26	25
20	27	At Seventeen (3:56) Janis Ian—Columbia	24	26	29	27
21	28	Run Joey Run (3:52) David Geddes—Big Tree	29	29	28	21
42	▲29	Calyпсо (2:38) John Denver—RCA	25	28	27	30
19	30	Could It Be Magic (3:37) Barry Manilow—Arista	30	30	30	33
29	31	Jive Talkin' (3:43) Bee Gees—RSO	35	33	31	32
33	32	Born to Run (4:25) Bruce Springsteen—Columbia	40	31	35	29
49	▲33	That's The Way I Like It (3:06) K.C. & Sunshine Band—TK. Records	34	35	36	31
47	▲34	Sky High (2:53) Jigsaw—Chelsea	33	37	32	34
40	35	You (3:40) George Harrison—Apple	38	38	33	35
39	36	I Only Have Eyes for You (3:30) Art Garfunkel—Columbia	32	32	40	36
45	37	Nights on Broadway (2:52) Bee Gees—RSO	41	36	34	38

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
32	38	Daisy Jane (3:07) America—Warner Bros.	37	41	38	41
44	39	My Little Town (3:52) Simon & Garfunkel—Columbia	36	44	39	39
35	40	Something Better To Do (3:16) Olivia Newton-John—MCA	31	34	44	46
22	41	Fallin' In Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	43	43	37	37
38	42	Wasted Days & Wasted Nights (2:41) Freddy Fender—ABC	39	39	43	44
—	43	I Want To Do Something Freaky to You (3:35) Leon Haywood—20th Century	42	40	41	43
37	44	Feel Like Making Love (3:03) Bad Co.—Swan Song	51	46	42	40
34	45	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	47	42	46	42
—	46	Operator (3:09) Manhattan Transfer—Atlantic	44	45	45	48
36	47	How Long (Bet You Got a Chick on the Side) (3:30) Pointer Sisters—ABC	45	49	47	50
46	48	There Goes Another Love Song (2:48) Outlaws—Arista	49	47	49	47
—	49	Dear Prudence (3:34) Kalfish—Big Tree	50	*	50	45
—	50	Let's Do It Again (3:28) Staple Singers—Curton	*	48	*	*

Country

1	1	San Antonio Stroll (2:45) Tanya Tucker—MCA	1	2	1	1
3	2	All Over Me (2:50) Charlie Rich—Epic	3	1	2	3
5	3	(Turn Out the Light and) Love Me Tonight (2:18) Don Williams—Dot	2	6	5	2
2	4	Are You Sure Hank Done It This Way (2:53) Waylon Jennings—RCA	4	3	4	4
6	5	I Like Beer (2:52) Tom T. Hall—Mercury	8	5	3	6
4	6	Rocky (3:38) Dickie Lee—RCA	7	4	7	8
8	7	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	5	8	11	9
12	8	What's Happened to Blue Eyes (2:17) Jessi Colter—Capitol	6	9	8	7
15	9	Don't Cry Joni (2:10) Conway Twitty—MCA	13	7	13	5
9	10	I'm Sorry (3:29) John Denver—RCA	9	10	9	10
13	11	Funny How Time Slips Away (3:02) Narvel Felts—ABC/Dot	12	11	6	13
14	12	I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	10	13	12	11
10	13	Daydreams About Night Things (2:21) Ronnie Milsap—RCA	11	12	17	18
—	▲14	Love is a Rose (2:44) Linda Ronstadt—Asylum	14	15	16	16
—	▲15	Billy Get Me a Woman (2:28) Joe Stampley—Epic	17	17	10	15
11	16	I Should Have Married You (3:10) Eddie Rabbitt—Elektra	15	16	14	17
21	17	Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Wagoner—RCA	19	14	18	12
19	18	If I Could Only Win Your Love (2:36) Emmylou Harris—Reprise	18	18	19	14
18	19	Another Woman (3:07) T.G. Shepard—Melodyland	16	22	15	21
22	20	Heart to Heart (2:45) Roy Clark—ABC/Dot	20	21	20	22
17	21	What in the World's Come over You (2:30) Sonny James—Columbia	*	19	25	20
25	22	Thanks (2:26) Bill Anderson—MCA	22	23	24	19
—	23	Tower of Strength (2:22) Sue Richards—ABC/Dot	21	*	21	23
24	24	Bringing It Back (3:07) Brenda Lee—MCA	24	25	23	*
—	25	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	23	24	*	*

Live coverage of House floor is recommended for year's test

Staff study will propose setup for full-time audio-visual feed, with broadcast pickups at will

Its homework nearly completed, the staff of a special House Rules subcommittee set up to study resolutions to test live broadcast coverage of House floor proceedings has concluded that technically, "it can be done." Its favorable report to the subcommittee, which meets Nov. 6, will move the idea of live broadcast coverage of Congress one step closer toward reality.

One of the members said last week the staff will make the following recommendations, most of which were suggested by a committee of commercial network and PBS bureau chiefs in town: that there be a one-year test of live coverage with equipment provided and operated by the networks and PBS; that an audio feed of the proceedings be piped to all congressmen's offices as well as to the offices of the House Speaker, the majority and minority leaders, and the parliamentarian; that the audio and video feed be made available for live pickup by stations and news services; that cameras be placed behind false doors in the visitors galleries in the House chamber where they will not be seen rather than on the House floor; that audio and video tapes be made for storage at the Library of Congress.

Lighting was at one time thought to be the biggest technical problem to overcome. Several members of the House had voiced fears that the TV cameras would need extra light that would raise the temperature in the chamber and disrupt the proceedings. But after a test run by the networks and PBS while the House was in recess during August, it was discovered an acceptable picture could be produced without extra lights. The chamber is dim now, but the architect of the Capitol is at work raising the regular lighting level.

The staff member said that, following the Nov. 6 meeting, the subcommittee will meet with various technical experts for further input, will draft a new resolution to introduce in the House detailing the plan for a one-year test, will hold formal hearings on that plan, then pass it back through the full Rules Committee to the floor. All of this, the subcommittee chairman, B.F. Sisk (D-Calif.), hopes, can be accomplished in November. With House passage in December, Mr. Sisk has said, the system can be set up to begin operation by Jan. 1, 1976.

That is if all goes well. There are other problems, not yet addressed, that might slow the process, not the least of which is

expense. A network spokesman guessed last week that installing the equipment could cost as much as \$750,000. He said the networks expect Congress to pick up "an element" of that cost. There is also the problem of unions. If the networks are to cooperate in installing the equipment, their engineering unions must also cooperate, and that could cause a problem, the spokesman said, because the networks have different engineering unions.

There is also the problem of the politics that surround the concept of broadcast coverage of the House floor. During recent years, some Republicans in the House have opposed the presence of TV cameras because they said coverage would favor the more numerous Democrats. Some have predicted that the cameras would turn the House into a circus of publicity-conscious members performing for the cameras. Some have argued that TV viewers, on seeing that the House chamber is nearly empty most of the time, will think none of their representatives are working. These and other arguments are expected to surface again as a resolution nears a vote.

The networks, however, are banking on Congress accepting the idea of broadcast coverage. They have begun already to make plans to order the necessary equipment, address the labor relations problems and map out staff assignments.

Journalism Briefs

WTVK was there. WTVK(TV) Knoxville, Tenn., reported that it originated coverage of President Ford's Mid-Appalachia White House Conference on Domestic and Economic Affairs in Knoxville (BROADCASTING, Oct. 20), feeding other stations and networks as well as local hotel closed-circuit system. Also, ch. 26 station was erroneously mentioned in crossreference on



Tragedy. Wicz-TV Binghamton, N.Y., received nationwide exposure on *NBC Nightly News* of its exclusive film of the drowning of two Binghamton firemen. Wicz's news crew was on assignment to shoot footage of the search and recovery mission around the Rockbottom dam for fireman John Russell, missing since his raft capsized the day before. As Binghamton Fire Chief John Cox and Captain Donald McGeever dragged the river bottom, their raft was swept over the dam. Both men drowned.

that issue's index page as being excluded from conference. WTVK(AM) Knoxville was uninvited station.

New name, new place. CBS Radio Private Line News Exchange moves its production center from New York to Washington, joining PLNX correspondents in new studio facilities at 2020 M Street, N.W. Also, name is now CBS Radio Stations News Services. Staff transferred: Joseph Durso Jr., director; Anna Mae Sokusky, executive producer and Silvia Gambardella, news assistant.

Goodman hammers on government intrusion

The Kentucky Broadcasters Association awarded Julian Goodman, chairman of NBC, the Distinguished Kentuckian Award last week in Bowling Green, and Mr. Goodman took the occasion to address the "wide-ranging and negative effects of government actions and interferences with broadcasting," which he said, "tend not only to inhibit broadcasting, but also to dilute the quality of the service the public receives."

The fairness doctrine, he said, opens the door to government intervention in broadcast journalism and makes broadcasters second-class citizens as far as First Amendment free-press guarantees. Cigarette advertising regulations, the prime-time access rule, and children's programming and advertising restrictions were similarly criticized.

"Another thing we have learned is that many people in authority are afraid that we have the power to shape issues and events," Mr. Goodman said. He borrowed from John Chancellor's commentary to note that "very little of real significance has happened in this country—including presidential elections, Watergate or the Vietnam war—that television had any direct influence on or real say in."

Outtakes given to defense in broadcast libel case

NBC has given over to the defendant in a four-year-old, \$7-million libel suit the outtakes of a documentary that is central to the case.

In late 1971, Don Widener, a documentary producer under exclusive contract to the network's KNBC(TV) Los Angeles, filed the claim against Pacific Gas & Electric Co. Mr. Widener said a PG&E employee called Mr. Widener's documentary, *Powers That Be*, a program "replete with half-truths, innuendos and worse." J.C. Carroll, the PG&E employee, was also said to have charged he was tricked into being filmed for the program and that his interview had not been broadcast in full. Mr. Carroll has filed a \$50,000 counterclaim against Mr. Widener.

An NBC spokesman said the network handed over the outtakes because it felt they were not station newsfilm, but the work of an outside producer.

Finance

ABC's profits dip, but not as low as had been expected

ABC Inc. reported third-quarter net earnings of \$384,000 or \$0.02 a share, as compared with \$11,380,000 or \$0.68 a share for the same period of 1974. Despite the drop, the results were slightly better than ABC forecast a few weeks ago when it said third-quarter profit would be zero (BROADCASTING, Oct. 6).

As ABC had indicated earlier, Chairman Leonard H. Goldenson and Elton H. Rule in a joint statement attributed the decline to a combination of factors. They said "a principle reason" was "the magnitude of charges incurred by our domestic record company," which is being restructured.

"Elsewhere in the company during the third quarter," they continued, "while the revenues of the ABC-TV network and

ABC-owned television stations were virtually flat in the period, profits declined as a result of softness in the general television advertising economy, higher costs and lower unit prices due to the network's disappointing ratings performance in the 1974-75 broadcast season. The company's radio operations again posted substantial revenue and profit gains over 1974 levels."

Revenues for the third quarter were put at \$234,657,000, as compared with \$225,796,000 for the 1974 quarter.

For the first nine months, earnings totaled \$21,049,000 or \$1.22 a share as against \$38,854,000 or \$2.31 a share in the first nine months last year. Nine-month revenues were \$742,896,000, up from \$687,587,000 last year.

revenues increased in both the third quarter and the first nine months of the year.

In the third quarter of the year, net income climbed to \$3,157,000, equal to 54 cents a share, from \$2,707,000, or 46 cents a share, in the comparable 1974 period. Operating revenues totaled \$26,670,000 in the quarter, up from \$24,533,000 a year ago.

Cox net income for the first nine months of 1975 was \$9,909,000 (\$1.70 per share) on revenues of \$79,787,000, up from net income of \$9,180,000 (\$1.57 per share) on revenues of \$74,092,000 in the corresponding period of 1974.

In a separate announcement, Cox Cable Communications Inc. reported record revenues and earnings for both the third quarter and the nine months ended Sept. 30. In the first nine months, net income was \$2,033,849 (57 cents a share) on revenues of \$21,113,888, compared with \$1,523,697 (43 cents a share) on revenues of \$16,949,758 in the comparable period.

Cox reports gains in broadcast, cable

Cox Broadcasting Corp., Atlanta, reported last week that net income and operating

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing		Net change in week	Change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
		Wed. Oct. 22	Wed. Oct. 15			High	Low				
Broadcasting											
ABC	N	21 1/2	22 3/8	- 7/8	- 3.91	28 3/8	12 3/8	8	17,187	369,520	
CAPITAL CITIES	N	42 1/2	40 7/8	+ 1 5/8	+ 3.97	43 1/2	19 1/2	14	7,208	306,340	
CBS	N	50	51 3/4	- 1 3/4	- 3.38	53 1/8	20 1/8	13	28,313	1,415,650	
CONCERT NETWORK*	O	1/4	1/4		.00	7/8	1/8		2,200	550	
COX	N	25	23 1/4	+ 1 3/4	+ 7.52	26 1/2	9 3/8	13	5,812	145,300	
GROSS TELECASTING	A	9 1/8	9 1/8		.00	13 5/8	6 3/8	6	800	7,300	
LIN	O	7 1/2	7 1/4	+ 1/4	+ 3.44	9 1/8	2	8	2,382	17,865	
MOONEY	O	1 7/8	1 7/8		.00	3 5/8	1	5	385	721	
RAHALL	O	5 1/2	5 5/8	- 1/8	- 2.22	6 1/4	1 3/4	11	1,297	7,133	
SCRIPPS-HOWARD	O	19 1/2	19	+ 1/2	+ 2.63	22	13 1/2	7	2,589	50,485	
STARR*	M	3 3/8	3 3/8		.00	9	3 1/4	3	1,091	3,682	
STORER	N	17 3/8	16 1/4	+ 1 1/8	+ 6.92	20 5/8	10 7/8	9	4,571	79,421	
TAFT	N	20 1/4	17 1/2	+ 2 3/4	+ 15.71	27 1/4	10 3/4	7	4,042	81,850	
WOODS COMM.*	O	1/2	1/2		.00	1 1/4	1/4	4	292	146	
TOTAL									78,169	2,485,963	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 7/8	2	- 1/8	- 6.25	2 1/2	3/4	11	1,248	2,340
AVCO	AV	N	6	5 3/4	+ 1/4	+ 4.34	8 7/8	2 1/8	2	11,481	68,886
BARTLELL MEDIA	BMC	A	3/4	3/4		.00	2 3/8	5/8	1	2,257	1,692
JOHN BLAIR	BJ	N	4 7/8	4 1/4	+ 5/8	+ 14.70	7 1/2	3 1/2	23	2,403	11,714
CAMPTOWN IND.*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 5/8	5 7/8	- 1/4	- 4.25	6 1/2	1 1/2	21	4,164	23,422
COMBINED COMM.	CCA	N	9 3/8	9 7/8	- 1/2	- 5.06	16 1/8	5 1/8	6	4,673	43,809
COWLES	CWL	N	7 1/4	7 3/8	- 1/8	- 1.69	8 7/8	3 7/8	6	3,969	28,775
DUN & BRADSTREET	DNB	N	28 5/8	27 3/4	+ 7/8	+ 3.15	36	14 5/8	19	26,520	759,135
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 1/2	4 3/4	- 1/4	- 5.26	10 3/4	3 1/8	8	8,086	36,387
GANNETT CO.	GCI	N	33 3/4	34 1/2	- 3/4	- 2.17	38 1/2	20 1/2	21	21,108	712,395
GENERAL TIRE	GY	N	17 3/8	16 5/8	+ 3/4	+ 4.51	18 1/4	10 1/4	5	21,523	373,962
GLOBETROTTER	GLRTA	O	1 1/4	1 5/8	- 3/8	- 23.07	4 3/4	7/8	6	2,783	3,478
GRAY COMMUN.	O		6 1/2	6 3/4	- 1/4	- 3.70	8 1/2	5	5	475	3,087
HARTE-HANKS	HHN	N	20 1/2	18 7/8	+ 1 5/8	+ 8.60	20 1/2	6	13	4,369	89,564
JEFFERSON-PILOT	JP	N	30 1/4	30 1/4		.00	38 1/4	20 1/2	13	24,066	727,996
KAISER INDUSTRIES	KI	A	8 1/4	8 1/8	+ 1/8	+ 1.53	11 3/8	4 1/4	5	27,575	227,493
KANSAS STATE NET.	KSN	O	3 5/8	3 5/8		.00	4 1/8	2 3/4	6	1,815	6,579
KINGSTIP	KTP	A	6 1/2	7	- 1/2	- 7.14	7	1 1/2	12	1,154	7,501
KNIGHT-RIDDER	KRN	N	28	25	+ 3	+ 12.00	32 3/4	9 1/4	18	8,305	232,540
LAMB COMMUN.*	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	18 3/4	18 1/4	+ 1/2	+ 2.73	19 3/8	10 3/4	10	3,352	62,850
LIBERTY	LC	N	10 1/8	10	+ 1/8	+ 1.25	15 5/8	7 1/8	5	6,762	68,465
MCGRAW-HILL	MHP	N	12 3/4	12 1/8	+ 5/8	+ 5.15	13 1/2	5 1/2	11	24,569	313,254
MEDIA GENERAL	MEG	A	15	14 7/8	+ 1/8	+ .84	32 3/4	13 1/2	5	3,604	54,060
MEREDITH	MDP	N	11 1/8	10 1/4	+ 7/8	+ 8.53	13 3/8	8	5	3,041	33,831
METROMEDIA	MET	N	15 1/4	15 1/8	+ 1/8	+ .82	15 1/4	4 1/2	12	6,553	99,933
MULTIMEDIA	MMED	O	12	12		.00	14 1/4	8 3/4	8	4,389	52,668
NEW YORK TIMES CO.	NYKA	A	11	12	- 1	- 8.33	14 1/2	6 3/4	7	10,938	120,318
OUTLET CO.	OTU	N	13 7/8	11 3/4	+ 2 1/8	+ 18.08	62	7	5	1,387	19,244
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	RRT	A	1 3/8	1 3/8		.00	3	5/8	6	2,376	3,267
ROLLINS	ROL	N	22 1/2	21 3/8	+ 1 1/8	+ 5.26	22 1/2	6 1/2	16	13,404	301,590

	Stock symbol	Exch.	Closing Wed. Oct. 22	Closing Wed. Oct. 15	Net change in week	% change in week	1974-75		PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
							High	Low						
RUST CRAFT	RUS	A	5 3/8	6	-	5/8	-	10.41	10 1/4	5 1/8	4	2,328	12,513	
SAN JUAN RACING	SJR	N	8 1/8	7 7/8	+	1/4	+	3.17	13 3/8	5 1/2	6	2,509	20,385	
SCHERING-PLOUGH	SGP	N	54 1/2	56	-	1 1/2	-	2.67	74 3/8	44 3/4	23	53,938	2,939,621	
SONDERLING	SDB	A	6 1/2	6 1/8	+	3/8	+	6.12	10	3 1/2	5	727	4,725	
TECHNICAL OPERATIONS	TO	A	2 7/8	3 1/8	-	1/4	-	8.00	6 3/4	2 3/8	3	1,344	3,864	
TIMES MIRROR CO.	TMC	N	17	16	+	1	+	6.25	19 1/2	9 1/4	10	33,814	574,838	
WASHINGTON POST CO.	WPO	A	21 1/2	22 1/8	-	5/8	-	2.82	28 3/4	14 3/4	7	4,751	102,146	
WOMETCO	WOM	N	13 3/4	13 3/8	+	3/8	+	2.80	16 7/8	6 1/4	9	5,775	79,406	
												TOTAL	373,749	8,276,204
Cablecasting														
AMECO**	ACO	O	1/4	1/4	-		-	.00	1 7/8	1/8		1,200	300	
AMER. ELECT. LABS	AELBA	O	7/8	1 1/8	-	1/4	-	22.22	2 1/8	1/2	7	1,672	1,463	
AMERICAN TV & COMM.	AMTV	O	14 1/4	14 1/2	-	1/4	-	1.72	19 1/4	5 1/2	25	3,304	47,082	
ATHENA COMM.** *		O	1/4	1/4	-		-	.00	3 1/2	1/8		2,125	531	
BURNUP & SIMS	BSIM	O	3 7/8	4 1/8	-	1/4	-	6.06	24 1/8	2 1/2	7	8,390	32,511	
CABLECOM-GENERAL	CCG	A	5 5/8	5 3/4	-	1/8	-	2.17	7 1/4	1 1/2	10	2,560	14,400	
CABLE FUNDING	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	2	1 3/4	+	1/4	+	14.28	3 1/4	3/4	8	1,708	3,416	
COMMUNICATIONS PROP.	COMU	O	2	2	-		-	.00	3 1/2	1	13	4,761	9,522	
COX CABLE	CXC	A	12 3/8	12	+	3/8	+	3.12	15 7/8	3 3/4	20	3,560	44,055	
ENTRON	ENT	O	3/4	3/4	-		-	.00	1 1/2	3/8	5	1,358	1,018	
GENERAL INSTRUMENT	GRL	N	8 3/4	9 1/2	-	3/4	-	7.89	17 1/8	5/8	6	7,201	63,008	
GENERAL TV		O	5/8	5/8	-		-	.00	1 1/2	1/4	31	1,000	625	
SCIENTIFIC-ATLANTA	SFA	A	18 1/2	18 1/4	+	1/4	+	1.36	18 1/2	4	16	966	17,871	
TELE-COMMUNICATION	TCOM	O	2 5/8	2 3/4	-	1/8	-	4.54	6 3/8	7/8	2	5,181	13,600	
TELEPROMPTER	TP	N	5 1/4	5 3/8	-	1/8	-	2.32	9	1 3/8	11	16,604	87,171	
TIME INC.	TL	N	57 1/2	54 1/4	+	3 1/4	+	5.99	59 1/4	24 7/8	12	9,960	572,700	
TOCOM	TOCM	O	2 1/4	2 1/2	-	1/4	-	10.00	4 7/8	1 3/4	5	634	1,426	
UA-COLUMBIA CABLE	UACC	O	8 1/2	9	-	1/2	-	5.55	12 3/4	3 3/4	12	1,714	14,569	
UNITED CABLE TV	UCTV	O	2 1/4	2 1/2	-	1/4	-	10.00	4 5/8	1/4	4	1,879	4,227	
VIACOM	VIA	N	8 7/8	8 1/2	+	3/8	+	4.41	9 1/4	2 5/8	12	3,665	32,526	
VIKOA**	VIK	A	1 1/4	1 3/8	-	1/8	-	9.09	4	1/2	1	2,534	3,167	
												TOTAL	83,760	971,290
Programming														
COLUMBIA PICTURES	CPS	N	5 3/4	6 1/8	-	3/8	-	6.12	9 1/2	1 5/8	22	6,748	38,801	
DISNEY	DIS	N	49 1/8	48	+	1 1/8	+	2.34	54 3/4	18 3/4	27	29,755	1,461,714	
FILMWAYS	FWY	A	5 1/8	6	-	7/8	-	14.58	6 1/8	2 1/8	7	1,792	9,184	
FOUR STAR			1/4	1/4	-		-	.00	1 3/8	1/8		666	166	
GULF + WESTERN	GW	N	20 5/8	21 5/8	-	1	-	4.62	42 1/2	18 3/8	3	14,470	298,443	
MCA	MCA	N	77	82 1/8	-	5 1/8	-	6.24	86 7/8	19 1/4	10	8,478	652,806	
MGM	MGM	N	14 7/8	15 3/8	-	1/2	-	3.25	32 1/2	9 1/4	6	12,180	181,177	
TELE-TAPE** *		O	1/4	1/4	-		-	.00	3/4	1/8		2,190	547	
TELETRONICS INTL.		O	4 1/8	4 1/2	-	3/8	-	8.33	5	1 1/4	9	943	3,889	
TRANSAMERICA	TA	N	8 3/4	8 3/8	+	3/8	+	4.47	10 3/8	5 1/2	13	64,945	568,268	
20TH CENTURY-FOX	TF	N	14 3/8	14 1/4	+	1/8	+	.87	14 7/8	4 1/2	14	7,547	108,488	
WALTER READE**	WALT	O	1/2	1/2	-		-	.00	1/2	1/8		4,296	2,148	
WARNER	WCI	N	20 3/4	20 1/2	+	1/4	+	1.21	20 7/8	6 7/8	8	16,718	346,898	
WRATHER	WCO	A	3 3/8	3 3/8	-		-	.00	8 1/8	1 1/4	6	2,229	7,522	
												TOTAL	172,957	3,680,051
Service														
BBDO INC.	BBDO	O	16 1/2	16 1/2	-		-	.00	17 1/2	9 7/8	7	2,513	41,464	
COMSAT	CO	N	37	38 1/2	-	1 1/2	-	3.89	46	23 3/4	8	10,000	370,000	
DOYLE DANE BERNBACH	DOYL	O	8 1/2	8 7/8	-	3/8	-	4.22	11 7/8	5 5/8	5	1,816	15,436	
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 1/4	16	+	1/4	+	1.56	19	8 1/8	5	2,249	36,546	
MARVIN JOSEPHSON	MRVN	O	8 1/8	8 1/4	-	1/8	-	1.51	9 3/4	3 1/4	6	2,030	16,493	
MCI COMMUNICATIONS	MCIC	O	2	2	-		-	.00	6 1/2	1		13,339	26,678	
MOVIELAB	MOV	A	1 1/8	1 1/8	-		-	.00	1 3/4	1/2	6	1,407	1,582	
MPD VIDEOTRONICS	MPO	A	3 1/8	3 1/2	-	3/8	-	10.71	4	1	17	537	1,678	
NEEDHAM, HARPER	NDHMA	O	5	5	-		-	.00	7 1/2	3 5/8	7	853	4,265	
A. C. NIELSEN	NIELB	O	20 1/2	20	+	1/2	+	2.50	28	7 3/8	19	10,598	217,259	
OGILVY & MATHER	OGIL	O	18	17 3/4	+	1/4	+	1.40	23 1/2	10	6	1,805	32,490	
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	55,742	810,730
Electronics/Manufacturing														
APX	APX	N	5 1/2	5 5/8	-	1/8	-	2.22	8 3/8	2 1/4	6	10,885	59,867	
CCA ELECTRONICS*	CCA	O	1/8	1/8	-		-	.00	1 1/8	1/8		881	110	
CETEC	CEC	A	1 5/8	1 1/2	+	1/8	+	8.33	2 1/8	1	8	2,319	3,768	
COHU, INC.	COH	A	2 3/8	2 1/2	-	1/8	-	5.00	3 7/8	1 1/4	26	1,617	3,840	
CONRAC	CAX	N	25 1/2	23 1/4	+	2 1/4	+	9.67	25 1/2	10	11	1,278	32,589	
EASTMAN KODAK	EASKD	N	102 3/4	100 1/4	+	2 1/2	+	2.49	108 3/4	63	26	161,347	16,578,404	
GENERAL ELECTRIC	GE	N	48 3/4	47 3/4	+	1	+	2.09	65	30	16	182,885	8,915,643	
HARRIS CORP.	HRS	N	28 1/4	26 1/4	+	2	+	7.61	33 1/2	13 1/8	19	6,160	174,020	
HARVEL INDUSTRIES*	HARV	O	5	5	-		-	.00	9	2 1/2	31	480	2,400	
INTERNATIONAL VIDEO	IVCP	O	1 7/8	1 7/8	-		-	.00	7 1/2	1 1/4	3	2,730	5,118	
MICROWAVE ASSOC. INC	MAI	N	16 1/4	16 7/8	-	5/8	-	3.70	26 7/8	9 3/4	8	1,320	21,450	
3M	MMM	N	59 1/4	58	+	1 1/4	+	2.15	80 1/2	7 5/8	30	114,240	6,768,720	
MOTOROLA	MOT	N	43 1/4	45 1/2	-	2 1/4	-	4.94	61 7/8	34 1/8	20	28,198	1,219,563	
N. AMERICAN PHILIPS	NPH	N	19 1/4	18 3/4	+	1/2	+	2.66	24 1/4	11 1/4	9	12,033	231,635	
OAK INDUSTRIES	OEN	N	7 1/2	7	+	1/2	+	7.14	12 7/8	5 1/4	3	1,639	12,292	
RCA	RCA	N	19	18 7/8	+	1/8	+	.66	21 1/2	9 7/8	15	74,547	1,416,393	

Stock symbol	Exch.	Closing Wed. Oct. 22	Closing Wed. Oct. 15	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		.00	28 3/8	18 3/8	7	30,913	680,086
RSC INDUSTRIES	RSC	A 1 5/8	1 1/2	+ 1/8	+ 8.33	2 1/4	1/2	6	3,440	5,590
SONY CORP.	SNE	N 7 7/8	9 1/2	+ 3/8	+ 3.94	29 7/8	4 3/4	26	172,500	1,703,437
TEKTRONIX	TEK	N 41	39 1/2	+ 1 1/2	+ 3.79	47 3/4	18 1/2	14	8,671	355,511
TELEVISION	TTMT	O 1	1 1/2	-	- 33.33	2 3/4	1	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N 15 3/8	14 1/2	+ 7/8	+ 6.03	17 3/4	6	14	6,838	105,134
WESTINGHOUSE	WX	N 13	13 3/8	- 3/8	- 2.80	25	8 1/2	36	87,024	1,131,312
ZENITH	ZE	N 24	22 7/8	+ 1 1/8	+ 4.91	31 5/8	10	100	18,797	451,128
TOTAL									.931,792	39,879,060
GRAND TOTAL									1,696,169	56,103,298

Standard & Poor's Industrial Average 101.6 99.9 +1.7

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

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Capital Cities Communications.....	9 mo. 9/30	125,394,000	+29.3%	17,467,000	+13.8%	2.26	96,949,000	15,346,000	1.99
Cohu Inc.....	9 mo. 9/30	11,529,998	- 6.2%	304,164	-11.2%	.19	12,302,936	342,787	.21
Communications Satellite Corp.....	9 mo. 9/30	106,181,000	+ 8.8%	30,747,000	+16.5%	3.62	97,542,000	26,379,000	3.26
Conrac Corp.....	9 mo. 9/30	64,729,000	+ 6.9%	2,453,000	+12.4%	1.82	60,508,000	2,181,000	1.63
Dan & Bradstreet.....	9 mo. 9/30	407,112,000	+1.1%	30,844,000	+ 4.8%	1.16	366,711,000	29,430,000	1.12
Four Star International.....	year 6/28	2,474,279	-12.6%	(596,445)		.10	2,832,150	(660,224)	.05
Gannett Co.....	9 mo. 9/30	254,189,428	+ 7.8%	26,392,323	+18.1%	1.25	235,730,299	22,346,570	1.06
Marvin Josephson Associates Inc.....	3 mo. 9/30	7,112,100	+96.5%	1,055,800	+200%	.52	3,618,100	351,400	.20
Lin Broadcasting.....	9 mo. 9/30	24,918,236	+5.1%	2,602,871	+6.1%	1.09	16,496,949	1,614,914	.70
Media General Inc.....	9 mo. 9/30	124,798,000	+17.8%	9,774,000	+53%	1.35	105,866,000	6,384,000	.89
Meredith Corp.....	3 mo. 9/30	40,448,000	+ 6.8%	5,234,000	+254%	1.72	37,861,000	1,477,000	.50
Metromedia Inc.....	9 mo. 9/28	147,181,877	+ 3.2%	8,047,030	+136%	1.23	142,554,856	3,403,144	.52
3M.....	9 mo. 9/30	2,346,000,000	+ 6.2%	184,700,000	-22.3%	1.62	2,208,000,000	237,800,000	2.10
Multimedia Inc.....	9 mo. 9/30	40,983,367	- 1%	4,723,581	- 3.9%	1.08	41,391,923	4,920,017	1.12
Scripps-Howard Broadcasting.....	9 mo. 9/30	25,744,267	+13.2%	5,408,051	+18.3%	2.09	22,722,500	4,571,449	1.77
Taft Broadcasting.....	6 mo. 9/30	59,226,606	+ 3.5%	7,013,728	-12.8%	1.74	57,172,579	8,042,437	2.01

1 Includes after tax profit of \$3.6 million from sale of WOW-TV Omaha.
*Change too great to be meaningful.

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Media



Warner

James C. Warner, general sales manager, Kaiser Broadcasting's WFLD-TV Chicago, named general manager, succeeding L. William White now VP-general manager of Kaiser's KBHK-TV, San Francisco (BROADCASTING, Oct. 13).

Richard B. Hull, director of Ohio State University Telecommunications Center, has retired due to ill health. Mr. Hull, 61, is currently hospitalized in Los Angeles. As director of center, for many years he headed noncommercial WOSU-AM-FM-TV Columbus and Institute for Education by Radio-Television plus other responsibilities and assign-

ments with OSU. **Mervin A. Durea**, assistant director of center, is serving as acting director.



Romberg

Roberta V. Romberg, assistant general counsel, Equal Employment Opportunity Commission, Washington, named to newly created post of VP-affirmative action programs, NBC, New York. **Alfred Jackson**, administrator, management development, NBC, New York, appointed manager, organization development there. **Sue-Ann Krakower**, manager, organization development, NBC, named manager, employment, NBC, New York.

Dan DiLoreto, general sales manager, WIOD(AM)-WAIJ(FM) Miami, named general manager, WLXF(FM), same city.

Don J. Weir, sales manager, WWTC(AM) Minneapolis-St. Paul, named general manager, KCBC(AM) Des Moines, Iowa.

Mike Edwards, news, public affairs director, WBBM-FM Chicago, becomes general manager of KORN(AM) Mitchell, S.D., which he partly owns.

Don Nutting, operations manager, WWOM(FM) Albany, N.Y., named to same position, WEZI(FM) Memphis.

David F. Ashton, media coordinator, Trend Systems Inc., Vancouver, Wash., (business colleges), named promotion director, KEX(AM) Portland, Ore. He succeeds **Gary Blair**, who resigned to become West Coast representative of Ralph Stachon & Associates, Dallas-based radio sales, marketing consultants.

Wilma Whitehead, administrative assistant, Summit Communications, radio and cable group owner based in Winston-Salem, N.C., named personnel director.

Dave Anthony, air personality, WNCI(FM) Col-



Meet the Spivak. Lawrence Spivak (at microphone), originator of *Meet The Press*, was on the receiving end of the questions at this National Press Club luncheon in Washington. He is retiring after the Nov. 9 NBC-TV show (a one-hour interview with President Ford) which will mark 28 years of *Meet The Press*—the longest running show on network TV. At the head table (l to r): David S. Broder, *Washington Post*; John Herling, NPC program chairman; William Broom, NPC president; Peter Lisagor, *Chicago Daily News*; and Richard Wilson, Des Moines Register and Tribune Syndicate (retired).

Joe Gunther, sales, KCMO(AM) Kansas City, Mo., named sales manager, WOKO(AM) Albany, N.Y.

Programing

Bob Boyett, director of prime-time series television, East Coast, ABC Entertainment, New York, named to newly created position of assistant to VP-program planning and development, and director of talent relations for ABC Entertainment, Los Angeles.

Richard Caffey, production manager, MGM Television, Culver City, Calif., named VP, TV production control.

Joe Scully, casting director, Universal TV Inc., named manager, casting and talent, West Coast, NBC Television.

Susan Brockman, East Coast story editor for feature and TV development, Paramount Pictures, named Eastern story editor of Lorimar Productions, Los Angeles.

Jeff Livingston, formerly with MGM and United Artists, Los Angeles, named national director of advertising, publicity, American International Pictures Inc., Los Angeles.

Norman K. Sarnick, assistant general counsel, Warner Communications Inc., New York, named industrial, labor relations director.

Ron Thompson, music director, WUBE(AM) Cincinnati, named program director, WVA(AM) Wheeling, W. Va.

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

Bob Hatfield, operations manager/technician, WCAU-FM Philadelphia, named program director, WAZE(AM) Clearwater-Tampa, Fla.

Dick Porath, sports director, KTTN(AM) Trenton, Mo., named to same position, KODE-AM-TV Joplin, Mo.

Gregory C. Lucas, sportscaster, KHVH(AM), KITV(TV) Honolulu, named sports director, WMBD-AM-FM-TV Peoria, Ill.

Aisha Karlmah, production assistant, WRC-TV Washington, named associate producer.

Michael Jackson Burnette, production director, KMAK(AM) Fresno, Calif., named to same position, KRAK(AM) Sacramento, Calif.

Jim DeMarco, air personality, WTHI(AM) Terre Haute, Ind., named music director.

Leonard Bell, commercial coordinator, KNBC(TV) Los Angeles, named traffic supervisor.

Broadcast Journalism

Dick Leonard, editor-reporter, KGO(AM) San Francisco, named news director.

Don Harrison, news anchor, WBAL-TV Baltimore, named to same position, KMSP-TV Minneapolis.

Stan Turner, reporter, KSTP-TV St. Paul, named associate news director.

Bob Jackson, reporter-producer, WCIX-TV Miami, named news cameraman/correspondent, WTVJ(TV), same city.

Kathryn Klefer, reporter, KOMO-TV Seattle, named to same position, WBBM-TV Chicago.

Frank Moeur, assignment desk, TVN, New

umbus, Ohio, named public relations director.

Ralph E. Butler, account executive, Kansas State network, Wichita, named administrative assistant to president.

Newly elected officers, Nebraska Broadcasters Association: **Joe Stavas**, KTTT-AM-FM Columbus, president; **Norman Williams**, KMTV(TV) Omaha, president-elect; **John Howard**, KGFV(AM) Kearney, VP; **Larry Walklin**, KRNU(FM) Lincoln, treasurer.

Newly elected officers, North Dakota Broadcasters Association: **John E. VonRueden**, KXMB-TV Bismarck, president; **Dave Beach**, KFJM(AM) Grand Forks, president-elect; **C.H. Logan**, KDSU(FM) Fargo, secretary-treasurer.

Broadcast Advertising

Roger A. Johnson, senior VP/account services director, James Neal Harvey Inc., New York, named executive VP/chief operating officer, Venet Advertising, same city.

Michael F. Pedone, VP, management supervisor, Warwick, Welsh & Miller, New York, named senior VP.

Thomas W. Watson, VP/associate director of internal operations, BBDO, New York, named director of internal operations. He succeeds **Bayard F. Pope Jr.**, who is retiring.

Thomas A. Tiedemann, media supervisor, Keenan & McLaughlin, New York, appointed associate media director.

Anne Powell, director of personnel, Kenyon & Eckhardt, New York, elected VP.

Michael P. Kalasunas, research director, CNA Insurance, Chicago, named associate research director, J. Walter Thompson, same city.

Susan D. Spindler, Martin Veim, creative supervisors, Compton Advertising, New York, named VP's.

F. Blythe Baebler, art director/production manager; **David C. Erich**, account executive, Batz-Hodgson-Neuwoehner, St. Louis agency, named VP's.

Michael Raymond, account executive, WKTU(FM) New York, named retail sales manager.

James L. McQuaide, manager, Detroit office, NBC Radio, named office manager, Radio Advertising Representatives, Detroit.

Jack Alix, local sales development manager, WRVQ-FM Richmond, Va., named Washington/northern Virginia regional sales manager.

Douglas L. Jones, marketing/public relations director, Dixie County State Bank, Cross City, Fla., named research/sales development director, WTVT(TV) Tampa-St. Petersburg, Fla.

David L. Hicks, account executive, WILS-AM-FM Lansing, Mich., named general sales manager, succeeding **E.L. Byrd** who continues as VP/general manager.

William J. Lynch, account executive, WNIC-AM-FM Dearborn, Mich., named local sales manager.

Raymond Mineo, sales manager, KDEN(AM) Denver, named to same position, KTLK(AM) Denver.

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York, named news assignment editor, WBNS-TV Columbus, Ohio.

Bill Jay, news director, KAIT-TV Jonesboro, Ark., named to same position, WFTL(AM) Fort Lauderdale, Fla.

Clark Edwards, news director, KOMU-TV Columbia, Mo., named to same position, WFSB-TV Montgomery, Ala., succeeding **Charles Caton**, who resigned to form film production company in Montgomery.

Paul Orlovsky, reporter, WSYE-TV Elmira, N.Y., named anchor, WICZ-TV Binghamton, N.Y.

Newly elected officers, North Carolina Associated Press Broadcasters: **Jon Mangum**, WRAL-TV Raleigh, president; **Lewis Brooks**, WSOC-TV Charlotte, television VP; **Dan Giddens**, WPTF(AM) Raleigh, radio VP.

Jules R. Coleman, news director, WOLF(AM) Syracuse, N.Y., named to same position, WHIM-AM-FM Providence, R.I.

Don Jackson, chief engineer, KOPO(AM) Tucson, Ariz., named weatherman, KGUN-TV Tucson.

Cable

James A. Monroe, district manager, American Cable Television's central Arizona systems, named firm's governmental/institutional relations director, ACT headquarters, Phoenix.

James S. Rice, president, Data Technology Corp., Santa Ana, Calif., named executive VP, operations, Warner Cable Corp., New York. Mr. Rice will have operating responsibility for

Warner's systems which serve approximately 525,000 subscribers in 30 states.

Terry Meyerling, general manager, Teleprompter's LaCrosse, Wis., system, named district manager, Teleprompter's 17 south Florida systems, headquartered in West Palm Beach.

Equipment & Engineering

Sterling Davis, operations manager, Vidtronics Inc., Los Angeles, named chief of engineering, Metrotape West, Los Angeles. Metrotape West is division of Metromedia Television.

Ed Reingold, formerly engineering, film operations manager, noncommercial WNET(TV) New York, named director of telecine operations, Compact Video Systems Inc., Los Angeles.

Gordon E. Halverson, CATV product manager, Anixter-Pruzan, Skokie, Ill., named CATV market manager.

Lloyd R. Morse, marketing manager, telecommunications department, General Electric, Lynchburg, Va., named national sales manager, Lynch Communication Systems, Reno.

Down Jones, engineering supervisor, KDKA(AM) Pittsburgh, named chief engineer, WZUU-AM-FM Milwaukee.

Allied Fields

Thomas J. Decker, formerly managing director of news, public affairs, WROC-AM-TV Rochester, N.Y., elected secretary, National Safety Council, Chicago.

David A. Permut, president, Diversified Artists

International, New York-Beverly Hills, Calif., named president, Theatrovision, production arm of Theatre Television Corp., Los Angeles, pay-TV and hotel television firm.

Deaths

Phillips H. Lord, 73, producer and creator of many leading network radio series in 1930's and 1940's, including *Gangbusters*, *Mr. District Attorney*, *Counterspy*, and *Sunday Evening With Seth Parker*, died Oct. 19 in Ellsworth, Me., where he had summer home. *Gangbusters* was on radio from 1936 to 1948 and later appeared as TV version. Mr. Lord retired in 1953. He is survived by three daughters—Mrs. Patricia MacMahon of Detroit; Mrs. Jean Mills of Tucson, Ariz., and Phillipa Lord, writer-producer for noncommercial WNET(TV) New York.

Art Mercier, 62, Chicago radio personality, died at his home there Oct. 1. Mr. Mercier joined WBBM(AM) Chicago in 1938 as staff announcer. At time of death he broadcast 55 programs per week on outdoor recreation. He is survived by his wife, Millie, one daughter and one son.

Roy Ambrose, 51, sales representative, WBEL(AM) Beloit, Wis., died Oct. 13 of cancer in Madison, Wis., hospital. He is survived by his wife, Arlene, and four stepchildren.

Roger Wayne, 66, music director, WHLI(AM) Hempstead, N.Y., died Oct. 12 in Long Island hospital after long illness. Mr. Wayne began his broadcasting career in 1924 and is credited with pioneering Italian music programming in 1927. He joined WHLI in 1947 where he remained until his retirement in 1971. He is survived by one brother and three sisters.

For the Record®

As compiled by BROADCASTING, Oct. 14 through Oct. 17 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 action

■ Whiteville, N.C.—Waccamaw Broadcasting Co. Broadcast Bureau granted 1540 khz, 1 kw-D. P.O. address: Box 427 Whiteville 28472. Estimated construction cost \$40,473; first-year operating cost \$57,800; revenue not given. Format: easy listening, top 40. Principals: Gregory H. (70%), J. Howard (10%) and James D. Singletary (20%). Gregory Singletary is salesman for WRQR(FM) Farmville, N.C. and is student at East Carolina University, Howard Singletary has interest in retail grocery stores in Whiteville and James Singletary is law student at North Carolina Central University (BP-19868). Action Oct. 9.

AM start

■ WCLN Clinton, N.C.—Authorized program operation on 1170 khz, 1 kw-D. Action Sept. 19.

FM applications

■ Kenai, Alaska—KSRM Inc. seeks 100.1 mhz, 3 kw., HAAT 193.75 ft. P.O. address: Box 950, Soldotna, Alaska 99669. Estimated construction cost \$48,385; first-year operating cost \$28,200; revenue \$25,000. Format: C&W. Principals: Walt Stephen (21.9%), Robert Clay (43.8%), Dave Goodwin (24.1%), et al., own KSRM(AM) Soldotna. Ann. Oct. 1.

■ Belleville, Ill.—Belleville Area College seeks 89.7 mhz, 10 w. P.O. address: 2500 Carlyle Rd., Belleville 62221. Estimated construction cost \$5,300; first-year operating cost \$1,500. Principal: W.C. Sutton, faculty

advisor. Ann. Oct. 15.

■ Morton, Ill.—Morton-Washington Broadcasting Co. seeks 102.3 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 3498, Peoria, Ill. 61614. Estimated construction cost \$90,108; first-year operating cost \$81,000; revenue not given. Format: MOR. Principal: Leroy S. and Helen M. Demanes (45% each) and Bud Carter (10%). The Demanes own management consulting firm, cemeteries in Illinois and Minnesota and with Bud Carter, own weekly newspaper in Peoria. Mr. Carter has been employed by various broadcast stations in Missouri, Kansas and Illinois. Ann. Oct. 10.

NOTE
NEW
ADDRESS

**EDWIN TORNERG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

**Washington—5530 Wisconsin Avenue,
Washington, D.C. 20015
301-652-3766**

■ Springfield, Ill.—Lincoln Douglas Communications seeks 98.7 mhz, 50 kw., HAAT 500 ft. P.O. address: 904-5 Myers Bldg., Springfield 62701. Estimated construction cost \$187,300; first-year operating cost \$72,000; revenue 84,000. Format: patriotic, band selections, jazz. Principals: Edward G. Pree (27.5%), Marlin D. Coleman (27.5%), James H. Donnewald (22.5%) and Cecil A. Partee (22.5%). Messrs. Donnewald and Partee are attorneys and members of Illinois State Senate. Mr. Pree is also attorney, Mr. Coleman is employed by Sangamon State University. Ann. Oct. 6.

■ Dodge City, Kan.—Seward County Broadcasting Co. seeks 93.9 mhz, 100 kw, HAAT 560 ft. P.O. address: Box 1206, Dodge City 67801. Estimated construction cost \$54,047; first-year operating cost \$5,000; revenue \$60,000. Format: Top-100, MOR. Principals: Seward County is part of Alf M. Landon group of stations, licensee of KEDD(AM) Dodge City, KIIIX(AM)-KTCL(FM) Fort Collins, Colo., KSCB(AM) Liberal and WREN(AM) Topeka, both Kansas. Ann. Oct. 6.

■ Bardstown, Ky.—Old Kentucky Home Broadcasters seeks 96.7 mhz, 3 kw. (H) 1.15 kw(V); HAAT 232 ft. P.O. address: Highway 49, Lovetto Rd., Bardstown 40004. Estimated construction cost \$44,054; first-year operating cost \$37,440; revenue \$90,000. Format: C&W, popular. Principals: William L. Malone (74%) Douglas Roach (25%), et al. Mr. Malone has interest in WIXC(AM) Fayetteville, Tenn., of which Mr. Roach is news director and announcer. Mr. Malone also owns farm and retail store. Ann. Oct. 6.

■ Alexandria, La.—United Communications seeks 93.1 mhz, 99.79 kw., HAAT 806 ft. P.O. address: 2529-A Third St., Alexandria 71301. Estimated construction cost \$189,060; first-year operating cost \$121,660; revenue not given. Format: popular, contemporary, gospel. Principals: P.A. Frazier Jr. (6.25%) et al. Mr. Frazier is employed by Avoyelles Parish School Board. Other stockholders are teachers, businessmen and doctor in Alexandria area. Ann. Oct. 9.

■ *Arnold, Md.—Anne Arundel Community College seeks 89.3 mhz, 10 w. P.O. address: 101 College Parkway, Arnold 21012. Estimated construction cost \$1,200; first-year operating cost \$500. Principal: Ted Dietz, manager. Ann. Oct. 15.

■ Beaverton, Ore.—Columbia Willamette Broadcasting Co. seeks 103.3 mhz, 100 kw., HAAT 940 ft. P.O. address: 1014 Franklin St., Vancouver, Wash. 98660. Estimated construction cost \$134,658; first-year operating cost \$99,636; revenue \$108,000. Format: all news, talk. Principals: Gordon A. Rogers, Lloyd K. Graham, Robert M. Schaefer and John F. Wynne. Mr. Rogers owns KGAR(AM) Vancouver. Mr. Graham is consultant for trucking and delivery companies. Mr. Schaefer and Mr. Wynne are partners in law firm. Ann. Oct. 3.

■ Sonora, Tex.—Sonora Broadcasting Co. seeks 92.1 mhz, 3 kw., HAAT 28 ft. P.O. address: 16-A East Beauregard, 2nd Floor, San Angelo, Tex. 76901. Estimated construction cost \$3,850; first-year operating cost \$27,525; revenue \$30,000. Format: C&W, Spanish, standard pop. Principals: Walton A. Foster (66.66%) has interest in KIXY-AM-FM San Angelo, Tex. Donald W. Griffis is attorney. Sonora Broadcasting has also applied for AM in Sonora. Ann. Oct. 9.

FM actions

■ Gainesville, Fla.—Application by Dae Broadcasting Co. for new FM on 100.9 khz dismissed at request of attorney (BPH-8659). Ann. Oct. 10.

■ Auburn, Me.—Application by Lewiston-Auburn Broadcasting Corp. for new FM on 100.1 mhz dismissed at request of attorney (BPH-8037). Ann. Oct. 10.

■ KUTI(AM) Yakima, Wash.—Broadcast Bureau denied motion by KUTI Communicators for dismissal of KALE Inc. application for new FM on 106.3 mhz, Richland, Wash. (BPH-9457). Action Oct. 8.

FM start

■ KTLB Twin Lakes, Iowa—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 3.

Ownership changes

Applications

■ KBTA(AM) Batesville, Ark. (1340 khz, 1 kw-D,

250 w-N)—Seeks transfer of control of White River Valley Broadcasters from J.F., Alice and J.F. Higginbottom Jr. (100% before; none after) to T.G. Vinson, Roy A. Henderson and T. Andrew Vinson (none before; 100% after). Consideration: \$465,000. Principals: Tom Vinson (20%) is executive vice president of bank in Batesville. He also has interest in other bank and motel. Mr. Henderson (40%) is station manager of KBTA. T. Andrew Vinson (40%) is employe of bank in Batesville. Ann. Oct. 15.

■ KZRK(AM) Ozark, Ark. (1540 khz, 500 w-D)—Seeks assignment of license from Ozark Broadcasting Co. to Valley Communications for \$75,000. Seller: Leo J. Wiederkehr, president, wishes to curtail business interests for health reasons. He has no other broadcast interests. Buyer: Dewey Johnson (100%) is president, general manager and stockholder of KSPR(AM)-KCIZ(FM) Springdale, Ark. Ann. Oct. 17.

■ WBAR(AM) Bartow, Fla. (1460 khz, 1 kw-D)—Seeks transfer of control of Polk County Broadcasters from Richard Albright and James K. Miles (50% before; none after) to Michael R. Freeland (25% before; 37½% after), Ron Lane (25% before; 37½% after) and Frank Ayers (none before, 25% after). Consideration not given. Principals: Mr. Freeland owns WFWL(AM) Camden, Tenn. and 50% of WFWA(FM) Sullivan, Ill. Mr. Lane is general manager of WFWA and Mr. Ayers is general manager of WBAR. Ann. Oct. 15.

■ WCSJ(AM)-WRMI(FM) Morris, Ill. (AM: 1550 khz, 250 w-D; FM: 104.7 mhz, 3.4kw)—Seeks assignment of license from Grundy County Broadcasters to Grundy Communications for \$205,000. Sellers: Milburn H. Stuckwish, president, and Robert D. Beadles, vice president, have interest in applicant for FM in Decatur, Ill., which is currently in hearing status. Buyers: Edward W. Boehm III (31.5%), John W. Robinson (47.3%), John S. Dame (15.7%), et al. Mr. Boehm is counsel for management consulting firm. Mr. Robinson and Mr. Dame are employed by electronic equipment manufacturer. Ann. Oct. 17.

■ WOUC-TV Cambridge, Ohio (ch. 44)—Seeks assignment of license from Ohio Educational Television Network Commission to Ohio University. No consideration. Commission wishes to put control of station into hands of local educational entity, as stated in original applications for CP's for WOUC-TV and four other broadcast facilities. Ann. Oct. 17.

■ KCFH(AM) Cuero, Tex. (1600 khz, 500 w-D)—Seeks assignment of license from Norman Broadcasting Corp. to J.B. Broadcasting of Texas for \$140,000. Seller: Norman Broadcasting, Robert N. Aylin, president, is licensee of KOPY(AM)-KDSE(FM) Alice, Tex. Stockholders also own KSWA(AM)-KWKQ(FM) Graham, Tex. Buyers: A. Jeanette Bumgardner (91%) et al. Ms. Bumgardner owns funeral home, motel and real estate firm in Mineral Wells, Tex. Ann. Oct. 15.

■ KVAC(AM) Forks, Wash. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Forks Broadcasting Co. to Ben E. and Marjorie C. Howard for \$25,000 plus assumption of \$25,000 in liabilities. Seller: Gordon F. Otos, president, has no other broadcast interests. Buyers: Mr. Howard is employe of KVAC and owns music store and apartments. Ann. Oct. 15.

■ WFON(FM) Fond du Lac, Wis. (107.1 mhz, 3 kw)—Seeks transfer of control of Costas Enterprises from Loula and Kim Beckman and Pamela Beckman Kelly (100% before; none after) to Miller and Gresham M. Roskamp and Donald Rabbitt (none before; 100% after). Consideration: \$240,000. Principals: The Roskamps (33-1/3% each) own nursing home, automation equipment manufacturer and nursing home building company. Mr. Rabbitt (33-1/3%) is general manager of WFON. Ann. Oct. 15.

Actions

■ KLEW-TV Lewiston, Idaho (ch. 3); KEPR-TV Pasco, Wash. (ch. 19); KIMA-TV Yakima, Wash. (ch. 29)—Broadcast Bureau granted transfer of control of NWG Broadcasting Co. from Sally Ann Gassaway, administratrix of estate of P. Richard Gassaway; John Noel; and Seattle First National Bank, executor of estate of Herrell B. Whitney, deceased (1/3 each before), to John Noel and Seattle First National Bank (½ each after). Consideration: \$187,500 plus approximately \$266,000 assumption of debt (BTC-7816). Action Oct. 15.

■ WBMD(AM) Baltimore, WPTX(AM) Lexington Park and WKTK(FM) Catonsville, Md.—Broadcast Bureau granted transfer of control of Key Broadcasting

Corp. from George E. Hull, George J. Roche, William R. Burrier, et al. (original stockholders) to Emory R. Hull, George H. Hull and John P. Hull, personal representatives of estate of George E. Hull; George J. Roche, S. Elmer Parks, et al. (BTC-7803). Action Oct. 8.

■ KBUG(AM) Springfield, Mo.—Broadcast Bureau granted acquisition of positive control of Babcom Inc. by Clarence A. Dixon through purchase of stock from James Bruce Bugg. Consideration \$110,000 (BTC-7852). Action Oct. 8.

■ KBJH(FM) Tulsa, Okla. (98.5 mhz, 100 kw)—Broadcast Bureau granted transfer of control of American Christian College from Dr. Billy James Hargis, et al. (100% before, none after) to David A. Noebel, et al. (none before; 100% after). Transferors are new members of board of trustees (BTC-7834). Action Oct. 8.

■ KEED(AM) Eugene, Ore. (1450 khz, 1 kw)—FCC granted transfer of control of Century Pacific Broadcasting from John W. Mowbray, Chris Wedes and James O'Neil (100% before; none after) to Monroe Broadcasting Corp. et al. (none before; 100% after). Consideration: \$200,000. Principals: Monroe Broadcasting, consisting of Wesley L. Monroe, Delbert Berthoff, Steve Berthoff, Stephen E. Dean and Mike Burdette, owns 100% of KGA(AM) Spokane, Wash. Petition to deny application, filed by Town Crier Broadcasting, was denied. FCC said it could not find Town Crier was party-in-interest to application and that it therefore lacked standing in proceeding. Action Oct. 15.

■ WFLN-AM-FM Philadelphia—Broadcast Bureau granted involuntary transfer of control of Franklin Broadcasting Co. from Lawrence M.C. Smith to Eleanor Houston Smith, executrix of estate of Lawrence M.C. Smith (BTC-7854). Action Oct. 8.

■ WLAC-TV Nashville, Tenn. (ch. 5)—Broadcast Bureau granted transfer of control of WLAC Inc. from Thomas B. Baker Jr., A.G. Beaman and Trustees (100% before; none after) to Channel Two Television Co. (none before; 100% after). Consideration: \$15,750,000 plus \$3,000,000 for real estate associated with station. Principals: Channel Two Television is licensee of KPRC-AM-TV Houston. Major stockholders are Oveta Culp Hobby (39%), William P. Hobby Jr. (28%) and Jessica Hobby Cato (28%) (BTC-7832). Action Oct. 15.

■ KRBE(FM) Houston (104.1 mhz, 96 kw)—Broadcast Bureau granted transfer of control of GCC Communications of Houston from Alexander M. Tanger and General Cinema Corp. (100% before; none after) to Lake Huron Broadcasting Corp. (none before; 100% after). Consideration: \$1,300,000. Principals: Mr. Tanger and General Cinema also own WFFF(FM) Chicago. Lake Huron Broadcasting (William J. Edwards [56.7%] and Howard H. Wolfe [43.3%]) is licensee of KENR(AM) Houston and WKNX(AM) Saginaw, Mich. (BTC-7813). Action Oct. 6.

■ KUKA(AM) San Antonio, Tex.—Broadcast Bureau granted involuntary transfer of control of Por Favor Inc. from Alex A. Coe to June Coe, individually and as executrix of estate of Alex A. Coe (BTC-7853). Action Oct. 8.

Facilities changes

TV application

■ KPUA-TV Hilo, Hawaii—Seeks CP to change ERP to vis. 9.68 kw, aur. 1.71 kw. and change type trans. Ann. Oct. 17.

TV actions

■ KRON-TV San Francisco—Broadcast Bureau granted request for authority to operate trans. by remote control from 1001 Van Ness Ave., San Francisco (BRCTV-276). Action Oct. 8.

■ WDBO-TV Orlando, Fla.—Broadcast Bureau granted CP to change type trans. (BPCT-4880). Action Oct. 14.

■ WLS-TV Chicago—Broadcast Bureau granted request for authority to operate trans. by remote control from 190 N. State St., Chicago (BRCTV-284). Action Oct. 8.

■ WXYZ-TV Detroit—Broadcast Bureau granted request for authority to operate trans. by remote control from 20777 W. Ten Mile Rd., Southfield, Mich. (BRCTV-287). Action Oct. 8.

■ WRCB-TV Chattanooga—Broadcast Bureau

granted CP to decrease aur. ERP to 10 kw. and change type trans. (BPCT-4883). Action Oct. 8.

AM applications

- **WWOK Miami**—Seeks mod. of CP to make changes in MEOV's for daytime DA system. Ann. Oct. 16.
- **KSO Des Moines, Iowa**—Seeks CP to add MEOV's to nighttime DA pattern. Ann. Oct. 16.
- **WKCB Hindman, Ky.**—Seeks CP to change frequency to 1340 khz, add nighttime operation 250 w and change hours of operation to U. Ann. Oct. 16.
- **KWEL Midland, Tex.**—Seeks CP to change frequency to 1070 khz; make changes in ant. system. Ann. Oct. 16.
- **KUKA San Antonio, Tex.**—Seeks CP to change frequency to 1240 khz; required power 250 w local sunset U. Ann. Oct. 16.
- **KRGO Salt Lake City**—Seeks CP to change station location to Granger, Utah and add nighttime operation with 500 w; change hours of operation to U. Ann. Oct. 16.

AM action

- **WRBD Pompano Beach, Fla.**—FCC granted application by Radio Broward to modify directional antenna pattern of WRBD. Modification was requested because part of normally protected service contour of WRBD had been lost due to interference received from Cuban co-channel station CMGE(AM) Cardenas, Cuba, operating with excessive power. While WRBD's proposal would involve no prohibited overlap with CMGE if that station were operating at normal power, it would cause prohibited overlap to CMJO(AM) Ciego de Avila, Cuba. However, according to Foreign Broadcasting Information Service, and listening tests, CMJO now is silent. Grant of WRBD application was made contingent on current operations of Cuban stations CMGE and CMJO and subject to modification by direction of commission, without right to hearing, in event bona fide notifications subsequently are received regarding the operation of CMGE or CMJO. Action Oct. 15.

AM starts

- Following stations were authorized program operating authority for changed facilities on date shown: **KBMR Bismarck, S.D.** (BP-19,754), Sept. 26; **KWIK Pocatello, Idaho** (BP-19,749), Sept. 30 and **WQIK Jacksonville, Fla.** (BP-19,928), Sept. 30.

FM application

- **WAKX-FM Duluth, Minn.**—Seeks CP to install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP: 100 kw and HAAT: 601.5 ft. Ann. Oct. 10.

FM actions

- **KIMN-FM Denver**—Broadcast Bureau granted CP to operate by remote control from studio site, 5350 West 20th Ave., Denver; install new trans.; install new ant.; make change in ant. system; change TPO; ERP 25 kw (H&V); ant. height 720 ft. (H&V) (BPH-9497). Action Oct. 14.
- **WIXO New Orleans**—Broadcast Bureau dismissed CP to change ant.-trans. location; install new trans. and ant. (BPH-8233). Action Oct. 9.
- **WSME Sanford, Me.**—Broadcast Bureau granted mod. of CP to change trans. location to Mt. Hope Rd., Cobett Farm, Sanford; operate by remote control from studio site at South Side School St. at West Side Mousan River, Sanford; change trans. and ant.; make change in ant. system; ERP 800 w. (H&V); ant. height 530 ft. (H&V) (BMPH-14502). Action Oct. 6.
- **WZZM-FM Grand Rapids, Mich.**—Broadcast Bureau granted CP to change trans. location to 645-3 3 Mile Rd., N.W., Walker, Mich.; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ant. height 310 ft. (H&V); and add circular polarization to ERP 50 kw (H&V); remote control; conditions retained (BPH-9409). Action Oct. 8.
- **WWDM-FM Sumter, S.C.**—Broadcast Bureau granted CP to change trans. location to 0.5 mile west of Tiverton Church, near Wedgefield, S.C.; install new trans.; install new ant.; make change in ant. system (increase height) change TPO; ERP 100 kw (H&V); ant. height 630 ft. (H&V); remote control from main studio site (BPH-9307). Action Oct. 10.
- **WQCR Burlington, Vi.**—Broadcast Bureau granted CP to install new transmission line; condition (BPH-9621). Action Oct. 6.

In contest

Designated for hearing

- **Rochester, N.H., FM proceeding:** J. Sherwood Inc. and Stafford Broadcasting Corp., competing for 96.7 mhz (Docs. 20618-9)—FCC designated for hearing mutually exclusive applications of J. Sherwood Inc., and Stafford Broadcasting Corp. for new FM. Issues include whether Sherwood made intentional misrepresentations in its original financial showing and whether it has requisite character qualifications to be FCC licensee. Action Oct. 7.

Case assignments

Acting Chief Administrative Law Judge Chester F. Naumowicz made following assignments on date shown:

- **WLTH(AM) Gary, Ind., renewal proceeding:** Northwestern Indiana Broadcasting Corp. (Doc. 20604)—Designated ALJ John H. Conlin as presiding judge and scheduled hearing for Jan. 5. Action Oct. 9.
- **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)—Assigned ALJ Frederick W. Denniston to preside over proceeding. Action Oct. 14.

Procedural rulings

- **WJAM(AM) Marion, Ala., renewal proceeding:** Radio Marion (Doc. 20383)—ALJ Reuben Lozner denied motion by Radio Marion for summary decision without prejudice to renewal within 30 days. Action Oct. 14.
- **Ocala, Fla., FM proceeding:** Harold James Sharp, Greater Ocala Broadcasting Corp. and Hunter-Arnette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-12)—ALJ Byron E. Harrison scheduled further hearing including oral argument for Dec. 1. Action Oct. 14.
- **WEFM-FM Chicago, FM proceeding:** assignment of license from Zenith Radio Corp. to GCC Communications of Chicago Inc. (Doc. 20581)—ALJ Byron E. Harrison confirmed hearing date of Dec. 2 in Washington. Action Oct. 9.
- **WJIM-AM-FM Lansing Mich., renewal proceeding:** Gross Telecasting (Doc. 20014)—FCC denied petition for relief by Gross Telecasting, from order by ALJ, denying motion for summary decision on its applications for renewal of licenses for WJIM-AM-FM-TV. In denying relief, commission said petition was unauthorized since rulings on motions for summary decision could not be appealed unless permitted by judge. FCC noted judge had denied appeal on ground that language of hearing order and pertinent law was clear, and that there was no important question of law or policy warranting appeal. Therefore, FCC said, Gross's petition was not appealable as matter of right. Action Oct. 15.

- **Eveleth, Minn., FM proceeding:** Mesabi Communications Systems and Eveleth Radio, competing for 100.1 mhz (Docs. 20526-7)—ALJ Joseph Stirmer granted joint request by applicants and canceled all procedural dates pending action on applicants' settlement agreement and disposition of petitions to enlarge issues pending before Review Board. Action Oct. 10.
- **WHBI(FM) Newark, N.J., renewal proceeding:** Cosmopolitan Broadcasting Corp. (Doc. 19657)—FCC scheduled oral argument for Nov. 25 on the application of Cosmopolitan Broadcasting Corp. for renewal of its license for WHBI(FM). Cosmopolitan's renewal application was set for hearing Dec. 13, 1972, on numerous issues of alleged violations of rules and whether it possessed qualifications to be licensee. If denial of license renewal was not warranted, FCC said it would assess forfeiture up to \$10,000 upon finding that Cosmopolitan had violated U.S. criminal statute. Action Oct. 15.
- **KGGM-TV Albuquerque, N.M., renewal proceeding:** New Mexico Broadcasting Co. (Doc. 20540)—ALJ Joseph Stirmer rescheduled hearing date from Dec. 9 to Dec. 10 in Albuquerque. Action Oct. 8.

Initial decision

- **Iowa City, AM proceeding:** Braverman Broadcasting Co. and Johnson County Broadcasting Corp. (KXIC(AM) Iowa City) competing for 1560 khz (Docs. 19596-7)—ALJ David I. Kraushaar granted application of Braverman Broadcasting Co. for new station. In adopting supplemental initial decision, Judge Kraushaar accepted amendment to Braverman's ap-

plication specifying new transmitter site, and reaffirmed previous decisions granting Braverman's application. Ann. Oct. 15.

Complaint

- **WKYC-TV Cleveland**—FCC denied Thomas W. Lippitt review of Broadcast Bureau ruling that denied his complaint against WKYC-TV. Complaint stated that during newscast, WKYC-TV quoted head of Ohio Medical Association as saying that drug laetrile was "phony cancer cure," and then reported "about Americanist Forum showing film strip promoting laetrile." Lippitt contended that insinuation that Americanist Forum was promoting phony cancer cure was personal attack and that effectiveness of laetrile in treating cancer was controversial issue of public importance. Bureau said although Lippitt furnished information to show there was public interest in alternative cures for cancer and that there was controversy within medical profession, these factors did not in and of themselves show that use of laetrile was controversial issue of public importance. Since statements made during program occurred during bona fide newscast, Bureau said personal attack rule would be inapplicable, even if newscast concerned controversial issue of public importance. Action Oct. 15.

Fines

- **KBSA-TV Guasti, Calif.**—FCC notified Broadcast Service of America, licensee of KBSA-TV, that it incurred apparent forfeiture liability of \$5,000 for violation of rules. Liability notice cited licensee for violation of rule which provides that no relocation of main studio to point outside principal community of license may be made without first securing modification of license from FCC. Action Oct. 15.
- **WORL(AM) Orlando, Fla.**—Broadcast Bureau notified Orlando Radio & Television Broadcasting Corp. of apparent liability for forfeiture of \$750 for violation of rules by permitting operation of station by operator whose license had expired and who made entries in operating logs; by failing to maintain log as required; and by showing no entries in operating log on dates and times for Oct. 30, Nov. 13 and 14, 1974. Action Oct. 4.
- **KHVH(AM) Honolulu**—Broadcast Bureau ordered KHVH Inc. to forfeit \$1,000 for repeated violation of rules by failing to have properly licensed operator in charge of transmitting apparatus; by failing to make required equipment performance measurements for 1973; by failing to enter signatures of operator(s) on duty in operating logs; and by failing to enter in operating log time when station began to supply power to ant. and meter indications. Action Oct. 9.
- **KPOI(AM) Honolulu**—Broadcast Bureau ordered Communico Oceanic Corp. to forfeit \$250 for repeated violation of rules by failing to make required entries in operating and maintenance logs. Action Oct. 9.
- **WBMX(FM) Oak Park, Ill.**—Broadcast Bureau notified Sonderling Broadcasting Corp. following receipt of complaint concerning commercial feature, that it is apparently liable for \$2,000 forfeiture for willfully or repeatedly failing to observe provisions of Communications Act and rules requiring sponsorship identification. Action Oct. 16.
- **WDOW-FM Grand Rapids, Mich.**—Broadcast Bureau notified Dowagiac Broadcasting Co. that it incurred apparent liability for forfeiture of \$500 for violation of rules by failing to calibrate transmission line meter when determining station's power by direct method. Action Oct. 8.
- **WADE(AM) Wadesboro, N.C.**—Broadcast Bureau ordered Carolinas Advertising to forfeit \$250 for repeated violation of rules by failing to have licensed operator in charge of station trans. Action Oct. 8.
- **KTEM(AM) Temple, Tex.**—Broadcast Bureau notified KTEM Radio Inc. of its apparent liability for forfeiture of \$1,000 for violation of rules on fraudulent billing practices, on Nov. 4, 1974, Feb. 3 and March 4, 1975. Action Oct. 10.
- **WILA(AM) Danville, Va.**—Broadcast Bureau ordered WILA Inc. to forfeit \$2,000 for repeated failure to observe rules for overpower operation in July, August, September 1974, or in alternative, by failing to cease remote control operation upon inaccurate meter readings, and by its failure to calibrate remote reading ant. ammeter. Action Oct. 14.

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
Total Radio	7,852	3	89	7,944	270	8,214
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
Total TV	925	10	21	956	65	1,020

*Special temporary authorization

**Includes off-air licenses

Other actions

■ **WVON(AM) Cicero, Ill.**—FCC denied Open Media Corp. reconsideration of Feb. 12 action canceling license of Globetrotter Communications for WVON on 1450 khz. Open Media requested that FCC either reissue license for station on 1450 khz in Cicero to Globetrotter solely for purpose of assigning it to Open Media, directly assign license or CP for such facility to Open Media or directly assign license or CP for station to Open Media to be held in trust until all necessary applications have been approved or denied. FCC found Open Media had submitted no public interest considerations sufficient to warrant grant of extraordinary relief requested. To grant such relief, it said, would deprive other interested parties of their rights to file for Cicero facility. Action Oct. 7.

■ **KRSN(AM) Los Alamos, N.M.**—FCC has denied request of Darrel K. Burns, licensee of KRSN, for waiver of rules that require transmission of new two-tone Emergency Broadcast Service Attention Signal both during certain specified emergency situations and in connection with weekly tests. Burns said that there were no other stations in Los Alamos area that monitor KRSN and, while he possessed capability for transmitting current signal, economic hardship will be imposed by required purchase of two-tone signal generator. "Conceding truth of allegations made, they do not address larger purpose of rule or show how public interest would be served by exempting you from its provisions," FCC held. Action Oct. 7.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments (ann. Oct. 14).

■ **Kent B. Tegtmeyer, Pacific Grove, Calif.**—Seeks to assign ch. 224A to Monterey, Calif. (RM-2598).

■ **Richard E. Dedrick, Cen-Ten Productions, Littleton, Colo.**—Seeks to assign ch. 265A to Yuma, Colo. (RM-2600).

■ **Thomas A. Smith, LaBelle, Fla.**—Seeks to assign ch. 221A to LaBelle (RM-2599).

Actions

FCC took following action on TV allocations:

■ **Manassas, Va.**—Broadcast Bureau assigned ch. 66 to Manassas as that community's first TV assignment. Proceeding was instituted in rulemaking notice adopted in response to petition by National Capital Christian Broadcasting (Doc. 20208). Action Oct. 14.

FCC took following actions on FM allocations:

■ Broadcast Bureau assigned first FM channels to 11 communities throughout United States. Action was proposed in rulemaking notice adopted in response to following petitions: Christian Communications, ch. 292A (106.3 mhz) to Ankeny, Iowa (RM-2416); B&H Broadcasting Co., ch. 228A (93.5 mhz) to Howell, Mich. (RM-2470); Lloyd E. Kolbe, ch. 272A (102.3 mhz) to Yoakum, Tex. (RM-2483); Ivar T. Wedin, ch. 257A (99.3 mhz) to Frankfort, Mich. (RM-2486); Richard C. Dorf and Bruce Horigan, ch. 288A (105.5 mhz) to Davis, Calif. (RM-2492); John Fallon Schad Jr., ch. 252A (98.3 mhz) to Emmetsburg, Iowa (RM-2496); B. Rex Samford, ch. 276A (103.1 mhz) to Copperas Cove, Tex. (RM-2505); Triplett Broadcast-

ing Co., ch. 292A (106.3 mhz) to Ottawa, Ohio (RM-2508); Michael Carter, ch. 280A (103.9 mhz) to Hiawatha, Kan. (RM-2509); William A. Brackney, ch. 292A (106.3 mhz) to Jewett, Ohio (RM-2510); William A. Brackney, ch. 292A (106.3 mhz) to New Lexington, Ohio (RM-2511). Action Oct. 14.

■ **Missouri, South Carolina, Tennessee and California**—Broadcast Bureau assigned first FM channels to Tarkio, Mo., Surfside Beach, S.C., Trenton, Tenn., and exchanged two channels now assigned to St. Helena and Santa Rosa, Calif. Action was proposed in rulemaking notice adopted in response to petitions by Young Radio for substitution of ch. 269A (101.7 mhz) for 257A (99.3 mhz) in Santa Rosa, and 257A for 269A at St. Helena; Ashdown Broadcasters for assignment of ch. 228A (93.5 mhz) to Tarkio; Theodore J. Gray for 276A (103.1 mhz) to Surfside Beach, and Trentone, Inc. for ch. 249A (97.7 mhz) to Trenton (Doc. 20480). Action Oct. 14.

■ **Cape May Court House, N.J.**—Broadcast Bureau denied rulemaking petition by Triplett Broadcasting Co., proposing assignment of Class B FM ch. 225 (92.9 mhz) to Cape May Court House and substitution of ch. 288A (105.5 mhz) for ch. 224A (92.7 mhz) at Rehoboth Beach, Del. Since no currently unserved or underserved areas would be reached by proposed assignment, Bureau said it would be inefficient to use Class B channel to serve small community. Therefore, it concluded assignment should not be made (Doc. 20374). Action Oct. 14?

■ **Woodstock, N.Y.**—Broadcast Bureau assigned ch. 261A to Woodstock as that community's first FM allocation. In rulemaking notice, Bureau proposed assigning ch. 261A to either Woodstock or Delhi, N.Y. Proposal was based on petition by Woodstock Communications and a counterproposal filed by Hudson-Westchester Radio, licensee of WGHQ(AM)-WBPB(FM) Kingston, N.Y. (Doc. 20399). Action Oct. 14.

■ **North Carolina, West Virginia, Illinois, Missouri and Montana**—Broadcast Bureau proposed assigning Class A channels to small communities in five states as their first FM channels. It proposed assigning frequency 93.5 mhz (ch. 228A) for Shalotte, N.C., in response to petition by Union Broadcasting Corp.; 96.7 mhz (ch. 244A) for Rainelle, W. Va., in response to R-B Co. Inc., licensee of WRR(AM) Rainelle; 100.9 mhz (ch. 265A) for Pana, Ill., in response to Larry W. Craig; 103.9 mhz (ch. 280A) for Montgomery City, Mo., in response to Vincent Charles Myles; and 100.1 mhz (ch. 261A) for Malta, Mont., in response to W.L. Holter, licensee of KLTZ(AM) Glasgow, Mont. (Doc. 20616). Action Oct. 7.

■ **Zanesville, Ohio**—Broadcast Bureau proposed assigning 92.7 mhz (ch. 224A) to Zanesville as community's second FM channel. Action was in response to petition by partnership identified as Vichroski, Eddy, Taggart and Thedwall. (Doc. 20615). Action Oct. 7.

■ **Columbia, S.C.**—Broadcast Bureau assigned ch. 276A (103.1 mhz) to Columbia as its fifth FM assignment. Action was proposed in rulemaking notice adopted in response to petition by Nuance Corp., licensee of WOIC(AM) Columbia (Doc. 20404). Action Oct. 14.

■ **Berryville, Va.**—Broadcast Bureau assigned 105.5 mhz (ch. 288A) to Berryville as community's first FM allocation. In rulemaking notice, Broadcast Bureau proposed assigning ch. 288A to either Berryville or Harpers Ferry, W. Va. Greencastle Broadcasting Co., licensee of WKS(AM) Greencastle, Pa., petitioned for Berryville assignment and Elektra Broadcasting

Corp., licensee of WTRI(AM) Brunswick, Md., proposed Harpers Ferry allocation. Bureau said it would be unfair to assign channel to Harpers Ferry on basis of influx of tourists who were not likely to utilize service, if established, at cost of assignment to Berryville (Doc. 20362). Action Oct. 14.

■ **Hoquiam, Wash.**—Broadcast Bureau substituted 95.3 mhz (ch. 237A) for 103.9 mhz (ch. 280A) at Hoquiam. Substitution was proposed in rulemaking notice adopted in response to petition by Grays Harbor Broadcasting Co., licensee of KGHO-AM-FM (ch. 280A) Hoquiam. Grays Harbor requested substitution to alleviate mutual interference with KDUX-FM, ch. 284 (104.7 mhz) at Ocean Shores, Wash., 12 miles west of Hoquiam. (Doc. 20437). Action Oct. 14.

Rulemaking

Petition

■ **Public Interest Research Group, Washington, D.C. and Alaska Public Interest Research Group, California Citizen Action Group, California Public Interest Research Group, Connecticut Citizen Action Group, Massachusetts Public Interest Research Group, Minnesota Public Interest Research Group, Missouri Public Interest Research Group, New Jersey Public Interest Research Group, North Carolina Public Interest Research Group, Oregon Student Public Interest Research Group, and Public Interest Research Group in Michigan**—Request amendment of section 1.407, rules and regulations. (RM-2602). Ann. Oct. 14.

Translators

Applications

■ **Yakutat City School District, Yakutat, Alaska**—Seeks ch. 4, broadcasting KYUK-TV Bethel, Alaska and KUAC-TV Fairbanks, Alaska (BPTTV-5419). Ann. Oct. 17.

■ **Tibbs T.V. & Appliance, Taylor, Neb.**—Seeks ch. 3, rebroadcasting KGIN-TV Grand Island, Neb. (BPT-TV-5418). Ann. Oct. 10.

■ **White Pine Television District No. 1, Ely, Nev.**—Seeks ch. 51, rebroadcasting KEKO-TV Elko, Nev. via K60AQ Eureka, Nev. (BPTT-2901). Ann. Oct. 10.

■ **Regents of New Mexico State University, Alamogordo, Tularosa and Holloman Air Force Base, N.M.**—Seek ch. 55, rebroadcasting KRWG-TV Las Cruces, N.M. (BPTT-2922). Ann. Oct. 17.

■ **Radio Medford, Jacksonville, Ore.**—Seeks to amend frequency from ch. 3 to ch. 2 (BPTTV-5412). Ann. Oct. 17.

■ **International Television Corp., Newport, Richmond and Enosburg, Vt.**—Seeks ch. 61, rebroadcasting WEZF-TV Burlington, Vt. (BPTT-2913). Ann. Oct. 17.

■ **K65AN Ellensburg and Kittitas Valley, Wash.**—Seeks mod. of permit to change frequency from ch. 65 to ch. 69 and change primary TV station to KYVE-TV Yakima, Wash. (BMPTT-820). Ann. Oct. 17.

Action

■ **K05FL Sapinero and Lake Fork Cove, Colo.**—CP authorization canceled and call letters deleted at request of permittee. Ann. Oct. 14.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ **Transwestern Video, for Hamburg, Ark. (CAC-05707):** Add WJTV Jackson, Miss. and KLA West Monroe, La.

■ **West Memphis Cable Vision Corp. for West Memphis, Ark. (CAC-05711):** Add WTCG Atlanta; WMAV Oxford, Miss. and delete KDNL-TV St. Louis.

■ **TCL Pacifica Corp. for Pacifica, Calif. (CAC-05719):** Add KMUV-TV, KTXL Sacramento, Calif. and KDTV San Francisco.

■ **San Dieguito Cable Co., for Park Place, Calif. (CAC-05319):** Delete KHJ-TV Los Angeles and add

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KCOP Los Angeles.

- The Times Mirror Co., for San Dieguito, Calif. (CAC-05674): Add KNXT Los Angeles.
- Northwest Cablevision, Inc. 368 Main St. Box 390, Winsted, Conn. 06098, for Goshen (CAC-05687), Barkhamsted (CAC-05688), Harwinton (CAC-05689) and New Hartford (CAC-05690), all Connecticut: WFSB-TV, WHCT-TV, WEDH, Hartford; WHNB-TV New Britain; WTNH, WTVU New Haven; WHYN-TV, WATR-TV Waterbury, all Connecticut; WOR-TV, WPIX, WCBS-TV, WNBC-TV, WNEW-TV New York; WWLP Springfield, WSMW-TV Worcester, both Massachusetts.
- Coral Springs Cablevision, for Coral Springs, Fla. (CAC-05675): Requests certification of existing operations.
- Warner Cable of Ft. Walton Beach, for Ft. Walton Beach, Fla. (CAC-05699): Requests certification of existing operations.
- Multivision Northwest, for Dalton, Ga. (CAC-05691): Requests certification of existing operations.
- Montezuma Cable T.V. Co., 810 Rawls St., Montezuma, Ga., for Montezuma, (CAC-05678): WRBL-TV, WTVM Columbus; WDCO-TV Cochran; WCWB-TV, WMAZ-TV Macon; WACS-TV Dawson, all Georgia; WTVY Dothan, Ala.; WTCG Atlanta; WGTV Athens; WALB-TV Albany, all Georgia.
- Cable Systems, Inc. Greensburg, Kan. (CAC-05700): Add KBMA-TV Kansas City, Mo.; KUPK-TV Garden City, Kan.
- Bee Line Inc., for Madison (CAC-05714), Anson (CAC-05715), Farmington (CAC-05716), Skowhegan (CAC-05717) and Wilton (CAC-05718), all Maine: Add WSBK-TV, WLVI-TV Boston.
- Cable Vision Inc. Box 158, Ludington, Mich. 49431, for Alma, Mich. (CAC-05685): WKZO-TV Kalamazoo, WEYI-TV Saginaw, WNEM-TV Bay City, WJIM-TV Lansing, WPBN-TV Traverse City, WOTV, WZZM-TV Grand Rapids, WWTW Cadillac, WKBD-TV Detroit, WCMU-TV Mt. Pleasant, WJRT-TV Flint, WXON Allen Park, WKAR-TV East Lansing, all Michigan; CKLW Windsor, Ontario.
- Alpena Cablevision, for Alpena (CAC-05680), Alpena township (CAC-05681), Sanborn township (CAC-05682) and Maple Ridge township (CAC-05683), all Michigan: Add WCMU-TV Alpena and K55AW Traverse City, both Michigan.
- Triad CATV of Charlotte, for Charlotte, Mich. (CAC-05712) WKZO-TV Kalamazoo; WJIM-TV Lansing; WOTV Grand Rapids; WKAR-TV East Lansing; WUHQ-TV Battle Creek; WJRT-TV Flint, WKBD-TV, WTVS Detroit, all Michigan; CKLW-TV, Windsor, Ontario; WGN-TV Chicago; WILX-TV Onondaga, Mich.
- Continental Cablevision of Lansing, 54 Lewis Wharf, Boston 02110, for Delta township, Mich. (CAC-05684): WJIM-TV Lansing; WILX-TV Onondaga; WKAR-TV East Lansing; WJRT-TV Flint; WOTV, WGVC Grand Rapids; WKZO-TV Kalamazoo; WKBD-TV, WTVS Detroit, all Michigan; CBET Windsor, Ontario.
- Kalkaska Cable Co., M-72 East Kalkaska, Mich. 49646, for Kalkaska, Mich. (CAC-05686): WCMU-TV Mt. Pleasant; WPBN-TV, WGTU Traverse City; WWTW Cadillac; WKBD-TV Detroit, all Michigan.
- Athena Communications Corp., for DeSoto county, Miss. (CAC-05710): Add WTCG Atlanta and delete KDNL-TV St. Louis.
- Cotton Hill Cablevision Co., for Campbell, Mo. (CAC-05720): KPOB-TV Poplar Bluff, Mo.; WMC-TV, WHBQ-TV, WKNO-TV Memphis, KAIT-TV Jonesboro, Ark.; WPSD-TV, WDXR-TV Paducah, Ky.; KFVS-TV Cape Girardeau, Mo. KMOX-TV St. Louis.
- Community Cable TV. for Clark county (CAC-05679), Las Vegas (CAC-05723) and Boulder City (CAC-05724), all Nevada: Add KTLA, KHJ-TV, KMEX-TV Los Angeles.
- Walden Video Corp. for Newburgh, N.Y. (CAC-05713): WABC-TV, WNBC-TV, WCBS-TV, WNEW-TV, WOR-TV, WPIX New York; WNET Newark, N.J.; WCDC Adams, Mass.; WRBG Schenectady N.Y.; WPNH-TV New Haven, Conn.; WFSB-TV Hartford, Conn.
- Tele-Media Corp. for Edgerton, Ohio (CAC-05721): WTOL-TV, WSPD-TV, WDHO-TV Toledo, Ohio; WANE-TV, WKJG-TV Ft. Wayne, Ind.; WPTA Roanoke, Ind.; WBGU-TV Lima, Ohio; CKLW-TV Windsor, Ontario; WKBD-TV Detroit; WKBN-TV

Youngstown, Ohio; CFPL-TV London, Ontario.

- Northeastern Pennsylvania TV Cable Co., 1100 Clay Ave. Dunmore, Pa. 18512, for Falls village, Pa. (CAC-05676): WNEP-TV, WDAU-TV, WVIA-TV Scranton; WBRE-TV Wilkes-Barre, both Pennsylvania; WOR-TV, WPIX New York; WPHL-TV Philadelphia; WNJU-TV Linden, N.J.
- Liberty TV Cable, Allegheny Plaza, R.D. 3, Leechburg, Pa., for Gilpin township, Pa. (CAC-05697): Requests certification of existing operations.
- Westmoreland Cable Co., 890 Constitution Blvd., New Kensington, Pa. 15068, for O'Hara township, Pa. (CAC-05698): KDKA-TV, WIIC-TV, WTAE-TV, WQED, WPGH-TV, WQEX Pittsburgh, WJAC-TV Johnstown, Pa.; WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville and WUAB Lorain, both Ohio.
- Armstrong Utilities, for Slippery Rock, Pa. (CAC-05546): Add WQEX Pittsburgh.
- Watsontown CATV, for Watsontown, Pa. (CAC-05701): Requests certification of existing operations.
- Memphis CATV, for Memphis (CAC-05708) and Shelby county (CAC-05709), both Tennessee: Add WTCG Atlanta; WMAV Oxford, Miss. and delete KDNL-TV St. Louis.
- Cablevision of Canyon, Box 9231, Amarillo, Tex. 79105, for Canyon, Tex. (CAC-05677): KXTX-TV, KERA-TV Dallas; KTVT Ft. Worth; KGNC-TV, KVII-TV, KFDA-TV Amarillo, Tex.
- Brazoria Cablevision, for Richwood (CAC-05702), Brazoria county (CAC-05703), Freeport (CAC-05704), Lake Jackson (CAC-05705) and Clute, (CAC-05706), all Texas: Add KENS-TV, KSAT-TV, KWEX-TV, KMOL-TV San Antonio, Tex.
- Buffalo Televents, for Buffalo, Wyo. (CAC-05722): Requests certification of existing operations.
- Jackson Hole Cable Telecommunications, Box 2650, Jackson, Wyo. 83001, for Jackson (CAC-05692): Requests certification of existing operations and to add KPVI-TV Pocatello, Idaho; KWGN-TV Denver. For South Park (CAC-05693), Moose (CAC-05694), Wilson-Teton Village (CAC-05695) and Warm Springs Country Club Estates, (CAC-05696), all Wyoming: KUTV, KSL-TV, KCPX-TV, KUED Salt Lake City; KID-TV, KIFI-TV Idaho Falls; KPVI-TV Pocatello, both Idaho; KWGN-TV Denver.

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Sammons Communications, Lemoyne, Pa. (CAC-03283); King Videocable Co., Portland, Ore. (CAC-04717); Northside TV Corp., Iron Mountain, Mich. (CAC-05119); Tower Communications, New Philadelphia (CAC-05124), Dover (CAC-05125), Barnhill (CAC-05126) and Midvale (CAC-05127), all Ohio; Televents of New Mexico/San Juan Cable TV, Bloomfield, N.M. (CAC-05177); Jackson County Cable Systems, Independence, Mo. (CAC-05209); Amcomm-Minnesota, Cottonwood, Minn. (CAC-05326); General Communications, Gas, Kan. (CAC-05355); Charles TV Cable System, borough of Avis (CAC-05368), Pine Creek township (CAC-05369), Porter township (CAC-05370), Watson township (CAC-05371) and Dunnstable township (CAC-05372), all Pennsylvania; Claremore Cable Television Co., Claremore, Okla. (CAC-05385); Warner Cable of Winter Haven, Lake Alfred, Fla. (CAC-05386); Shengango Cable TV, Sharon (CAC-05399), Sharpsville borough (CAC-05400), Clark borough (CAC-05401) and Hickory township (CAC-05402), all Pennsylvania; Variety Cable TV, Farrell (CAC-05404), Wheatland borough (CAC-05405) and Hickory township (CAC-05406), all Pennsylvania; Redfield Cable TV Service, Redfield, S.D. (CAC-05444); Demopolis CATV Co., Demopolis, Ala. (CAC-05458); Sammons Communications, Morristown, Tenn. (CAC-05503).
- Pocahontas, Ark.—Cable Bureau granted petition by Pocahontas Cable TV for reconsideration of action that denied application to carry WPSD-TV Paducah, Ky., in place of full carriage of independent station at Pocahontas, Ark., required deletion of WPSD-TV and granted application for certificate of compliance to carry non-network programming of WPSD-TV, since Pocahontas established appropriate basis for requested waiver based on financial considerations (CAC-3873). Action Oct. 10.
- Cabazon and area, Calif.—Application by Master Antenna Distribution System for certificate of compliance dismissed without prejudice (CAC-5209). Action Oct. 10.

■ McKinleyville, Calif.—FCC partially granted application of Humboldt Bay Video Co. for certificate of compliance for new system at McKinleyville, in Eureka, Calif., smaller TV market. FCC certified carriage of *KEET, KIEM-TV, KVIQ-TV Eureka, KRCR-TV Redding, KTVU Oakland, KRON-TV and KGO-TV San Francisco. It denied certification for KPIX, KBHK-TV San Francisco and KTXL, KXTV Sacramento. Commission noted that in separate but related current action it ordered Humboldt to cease and desist from carrying KPIX, KBHK-TV, KTXL and KXTV. Action Oct. 1.

■ Lakewood, Colo.—Cable Bureau denied Community Tele-Communications reconsideration of April 23 action that denied its application for certificate of compliance to replace two authorized independent television stations from Dallas and Ft. Worth, with two independent stations from Los Angeles, on its system in Lakewood (CAC-3789). Action Oct. 6.

■ Connecticut—FCC granted United Cable Television Corp. of Connecticut certificates of compliance to add WX TV Paterson, N.J., to its systems at Bristol, Farmington, New Britain, Plainville and Berlin. All systems are in Hartford-New Britain-New Haven-Waterbury, Conn., major TV market. FCC also granted United partial waiver so that five systems could share studio and production facilities and one set of public and leased access channels. However, United will be required to provide educational and local government access channel at each system (CAC-05344-8). Action Oct. 15.

■ Okeechobee county, Fla.—FCC granted application of Okeairco Inc., to begin operation in parts of Okeechobee county. Community is located in part in Fort Pierce smaller TV market. Okeairco sought certification to carry *WEDU and WTVT Tampa, WTVX Fort Pierce, WPTV Palm Beach, WPEC West Palm Beach, WDBO-TV and WFTV Orlando, WINK-TV and WBBH-TV Ft. Myers. In amendment to application, Okeairco sought addition of WTOG St. Petersburg, WTVJ Miami, and WSWB-TV Orlando. Carriage of WEDU, WTVX, WPTV, and WPEC was consistent with smaller market signal carriage rules. FCC granted waiver of rules for authority to carry remaining signals (CAC-1390). Action Oct. 8.

■ Florissant, Mo.—Cable Bureau denied Missouri Cable TV reconsideration of July 24 action that denied its request to substitute WGN-TV and WSNS-TV Chicago, for those of WTTV Bloomington, Ill., and KBMA-TV Kansas City, Mo., on its proposed system at Florissant (CSR-655). Action Oct. 6.

■ New York—FCC granted Pioneer Cablevision Corp. partial reconsideration of action denying Pioneer's applications for certificates of compliance to add WNEW-TV New York to its existing systems at Endicott, Maine and Owego. In same decision, FCC authorized Pioneer to add WNEW-TV to its systems at Vestal and Union, and directed operator to begin carriage of WENY-TV Elmira, N.Y., on all five systems within 30 days (CAC-746-50). Action Oct. 8.

■ Village of Trumansburg, N.Y.—Cable Bureau denied in part, application by Ceracche Television Corp. for certificate of compliance to carry inconsistent signals, and granted in part application for new system to carry WENY-TV Elmira; WSYR-TV, WHEN-TV, WNYS-TV and *WCNY-TV Syracuse; WBNG-TV, WBJA-TV, WICZ-TV and *WSKG Binghamton; *WXXI Rochester; WOR-TV New York and *WVIA-TV Scranton, Pa. Denial of waiver to carry certain Rochester, Scranton, and New York signals was without prejudice to filing on reconsideration of more substantiated and documented waiver request (CAC-4891). Action Oct. 10.

Rulemaking

■ FCC proposed rules to regulate cable television system ownership or control by foreign interests. It also proposed rules that would impose restrictions on foreign interests applying for licensure in Cable Television Relay Service. Action was in response to petition by Washington law firm of Greeley, Bernard & Tierney. Comments may be submitted by Nov. 24 and replies by Dec. 15. Action Oct. 8.

■ FCC amended rules to permit certain television stations to demonstrate they are significantly viewed based on county-wide audience surveys instead of more burdensome community-by-community methods now prescribed. FCC said rule would enable stations not operating during original survey periods used to formulate FCC's list of significantly viewed stations to attain significantly viewed status on basis of countywide data. Action Oct. 9.

Classified Advertising

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Operations Manager. Supervise entire inside operation. Need 1st phone. Must be creative. Able to supervise personnel. Send resume and voice tape to: PO Box 1443, Burlington, NC 27215.

General Manager. Albuquerque. Group owner needs experienced manager, full knowledge FCC requirements; sales experience. Mail resume, salary requirements to: President, PO Box 15582, Phoenix, AZ 85018.

Radio Station Manager. New, non-commercial, FM public radio station being built on southeastern, urban university campus. Programming emphasis: public affairs, music and other fine arts. Responsibilities will include direction of a radio coverage expansion grant from the Corporation of Public Broadcasting and a federal HEW facilities grant. Other duties include creating a first-rate staff to serve a community large enough to rank in the top forty commercial market, and coordinating activities necessary for the activation of a station with strong listener membership and support. Will maintain a liaison with local cultural, civic, and "friends" groups and with the University community. Will develop and promote innovative programming to serve the diverse interests of the community, drawing upon the resources of the University to do so. Immediate availability and management experience required, advance degree(s) desirable but not mandatory. Salary range begins above national average for public radio managers. Send resumes, comments, etc. to: Dr. John B. Dunbar, University of Alabama in Birmingham, University Station, Birmingham, AL 35294.

Help Wanted Sales

Experienced professional radio sales manager for MOR station. Aggressive salesman able to motivate staff corporate benefits. Midwest. Send full resume requirements to: Box K-143, BROADCASTING.

Help Wanted Sales Continued

Religious oriented station needs a salesperson to head up a sales department. Telephone and on the street experienced needed. Compensation based on ability. An Equal Opportunity Employer. Submit resume to Box K-160, BROADCASTING.

Medium market station is looking for a full time sales person, male or female. Experience necessary. Please send references and job track record. We are an Equal Opportunity Employer. Box K-183, BROADCASTING.

Experienced self-starter for rated medium market contemporary New York State. Good opportunity. Reply Box K-209, BROADCASTING.

San Francisco account executive. Account executive with NBC's new all-news station, KNAI. Must have local, direct "street-fighting" sales experience. Send resume to Michael Wortsman, General Sales Manager, KNAI FM, Grosvenor Plaza, SF 94102. An Equal Opportunity Employer.

Aggressive experienced radio salesperson. Major midwest market. Growth opportunity with solid group. Send resume to George Abram, WABQ, 2644 St. Clair Ave., Cleveland, OH. Equal Opportunity Employer.

On the ocean in coastal Georgia there's a good living to be made. We're looking for one good man or woman to sell. Even if you have limited experience, but know you are good, mail us your resume and picture. \$125.00 a week draw against 15% to start. Alan R. Bishop, WGIG & WBSI FM, 801 Mansfield Street, Brunswick, GA 31520.

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 N.C. good music station. Send resume and expected draw to Stewart Grant, WOMG, PO Box 6702, Greensboro, NC 27405.

Salesperson wanted. Combo DJ/sales openings in Illinois, Tennessee, West Virginia. Earnings potential \$12,000+ first year. Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

Providence, Rhode Island leading station looking for self starter. Searching for hard worker with need for success. Call Warren Gregory, 401-521-2711.

We are major market 10 KW and 100 KW FM that has been asleep for 25 years. New ownership created an immediate need for salespersons wanting excitement, solid future, excellent living conditions in a super city, any amount of money you want to earn and a lot of fun. If this rings your bell, start packing. 504-822-1945.

No. 1 Top 40 station in market of 80,000 needs aggressive salesperson to take over established list. Air-mail complete resume to Bruce Long, 130 North Main, Sioux Falls, SD 57102.

Arizona. Immediate opening and great opportunity for self starter to grow with leading AM/FM station. Substantial base, commission and active account list in growing community. Contact Ray Wauty 602-782-4323.

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.

Help Wanted Sales Continued

Coastal Florida radio sales opening. Looking for aggressive person with 2 to 3 years selling experience who wants opportunity to take over major list of accounts. Would increase earnings plus opportunity for advancement with growing small chain. Great place to live by ocean. Big growth market. Stable economy. Number one station. Send resume requirements Randolph H. Millar, 725 South US1, Fort Pierce, FL 33450. Equal Opportunity Employer.

Help Wanted Announcers

Wanted immediately. Announcer for small town radio. Beginner OK. Box K-100, BROADCASTING.

Air personality needed for Number One MOR station in the Southwest. Must have personable, informed and creative qualifications. Excellent pay and full company benefits. An Equal Opportunity Employer. Send resume to Box K-162, BROADCASTING.

Regional giant wants combination on air program host and creative salesperson. Base salary \$150 weekly plus liberal commission. Sell program during week, then host on Sunday. Italian music, English language. Earn over \$20K. Box K-180, BROADCASTING.

Versatile. How many hats can you wear well? We need first ticket who can be right hand person to Chief Engineer, willing to learn, handle an MOR board shift, write and report news, help with color on sports broadcasts. 10,000 watt KGGF is a good place to work. Complete resume and tape to: Bill Miller, Operations Manager, KGGF, Coffeysville, KS 67337.

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.

News Director plus ability to do commercial production for automated stations. Will train bright college graduate. WATS, Sayre, PA 18840.

Morning Drive, country format, top rated station has opening for versatile morning personality in Huntsville, Alabama. The capable radio person must have pleasing morning delivery, be informative and creative. Good reference and background. Please send tape and resume to: Buster Pollard, General Manager, WBHP Radio, PO Box 547, Huntsville, AL 35804.

Long Island's No. 1 "More-Music" station seeking mature announcer for part-time. Could turn into full-time. Must have 3rd endorsed. No screamers, no beginners. Send recent aircheck and resume to: Mike Scalzi, WBLI, Long Island 11772.

New England, morning personality, contemporary MOR. Good voice and production musts. Three years minimum experience. Send resume, tape, salary requirements. PD, WCAP, Lowell, MA 01852, or call 617-454-0404.

Northern Michigan community-oriented MOR No. 1 station needs announcer. Good voice, experience preferred. WJML-AM-FM. Mike Harrington. 616-347-8705.

Full time opening at WKMB, Stirling, N.J. Contemporary MOR serving suburban NYC area. DJ, news, production. Call Alice Dunne 201-647-4400.

DJ Wanted. Combo DJ/sales openings in Illinois, Tennessee, West Virginia. Earnings potential \$12,000+ first year. Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

First phone, combo person, willing to work and learn in small mkt. in northern N.H. 1-603-752-2670.

Help Wanted Announcers Continued

We need 2 top MOP personality announcers for Western medium mkt. No beginners. Tape, resume salary requirements to ComMedia, 3050 Brook St., Oakland, CA 94611.

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.

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.

Technical director for two AM and one FM stations Northern Michigan. Must have experience in AM, FM, automation, SCA, proofs. Five figure salary based on qualifications and experience. Resume, references to Box K-177, BROADCASTING.

Chief Engineer with experience for N.Y. state directional AM. Reply Box K-185, BROADCASTING.

Chief Engineer-combo. Experienced, stable operation. Non-directional. Great Plains. EOE. Negotiable salary. Box K-195, BROADCASTING.

Chief Engineer. Pittsburgh FM station. Experienced, dedicated, reliable. EOE. Reply Box K-201, BROADCASTING.

Audio Engineer-Announcer. Pennsylvania AM-FM. Maintain studio equipment, automation equipment. 1st phone, experienced only. This is not an RF job. EOE. Reply Box K-202, BROADCASTING.

Chief Engineer-Announcer. Directional AM, New York State, 1st phone, professional broadcaster. EOE. Reply Box K-203, BROADCASTING.

Chief Engineer. Transmitter/studio maintenance, board shift. Opportunity in sales and/or management. Great California location. KRKC, King City, CA 93930.

Chief Engineer, 5 kw fulltime AM, with FM-stereo sister station, looking for experienced broadcast engineer. Should have directional experience and be strong on preventive maintenance. Good wages, extra benefits including profit sharing. Send resume to Joe Moon, WBEL Radio, PO Box 27, Beloit, WI 53511. An Equal Opportunity Employer.

Position of assistant chief engineer open in AM DA-2. 1st class license with broadcast experience capable of performing complete station maintenance. Contact Bob Saulniers, Chief Engineer, WSAR, PO Box 927, Fall River, MA 02722.

WSGA AM and **WZAT-FM** in Savannah Georgia are seeking a chief engineer. Resume and salary requirements to Jerry Rogers, WSGA-WZAT, Box 8247, Savannah, GA 31402.

Chief Engineer with experience in installation, maintenance and operation of broadcast studio equipment, AM transmitters, directional antenna phasing equipment, FM transmitters (stereo), microwave relays, remote control and telemetering and monitoring equipment. Must be capable of thorough and accurate work in planning and installation. Must have a thorough technical background. Must have a thorough knowledge of FCC rules and regulations and be detail oriented to the extent of preparing engineering schedules and in preparing FCC forms. Non-Union position supervising seven (7) full-time engineers. Steelers and Pitt football networks set-up involved. List training, experience, and business and professional references in application. Send replies to Ted J. Atkins, Vice President and Station Manager, WTAE AM & FM, 400 Ardmore Boulevard, Pittsburgh, PA 15230. An Equal Opportunity Employer M/F.

Experienced Engineers. Apply now for future openings with group broadcaster. Chief Engineers, studio engineers, technicians. Demanding opportunities. Applicants carefully screened. EOE. Reply V.P. Engineering, Hall Communications Inc., PO Box 551, Norwich, CT 06360. 203-887-1613.

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.

Newsperson needed with investigative reporting experience and good on-the-air presentation for Number One Southwest radio station with strong news image. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume to: Box K-161, BROADCASTING.

Highly proficient radio news person. Experienced as broadcast reporter, writer, editor to produce pieces for local and national audience. Position carries faculty appointment. Experience training beginning news people essential. Duties include supervision nightly hour news and public affairs program. Because of flexibility of faculty assignments essential that person also have a strong TV news background. Equal Opportunity Employer. Box K-172, BROADCASTING.

KLJX, 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.

News Director: Solid small market net station. Local news and morning board; will train right person. KMCD, Fairfield, IA. 515-472-4191.

News Communicator. Looking for someone to tell me the news. Top rated news station in medium midwest market. Send resume and tape to KMNS, Box 177, Sioux City, IA 51102. EOE.

WAAB, Worcester, Massachusetts, looking for creative talk and news people. Tape and resume to Kris Ryan, Program Manager, 34 Mechanic St., Worcester, MA 01608. An Equal Opportunity Employer.

Dedicated reporter for respected four man team. Will write, gather, report news and features. Tape, resume and writing sample to Mike Piggott, News Director, WASK, Box 880, Lafayette, IN 47902.

Expanding news department need aggressive, hard working individual who isn't afraid to dig. Immediate medium market opening on Florida's beautiful east coast. Good salary, benefits. Rush tape, resume to: John Picano, News Director, WFTP-WLQY, Ft. Pierce, FL 33450.

Major market newsroom needs person with strong delivery and commercial station newsroom experience. Tape and resume to: Scott Witt, WHUD, Peekskill, NY 10566.

Going all news with NIS in Shreveport, Louisiana. Have staff. Need director with experience and talent. Call 318-222-0732.

Writer-Broadcaster. Immediately. Experienced person in radio or TV broadcasting for Communications Center in Vermont, must write own scripts. Seasonal or full time. Five figure salary. Send your track record (do not call) to: Phillip Camp Associates, Cox Road, Woodstock, VT 05091.

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.

Program Director, versatile, creative. Good salary. Fringe benefits. EOE. KHAS Radio, Hastings, NE 68901.

Where are you? Creative, dependable, MOR Production Specialist. If you are not interested in an air shift, write fast, have adult voice and enjoy being married to a tape splicer, but can communicate with salesmen send your fantastic tape to Charlie Warren, P.D., WFTL, Box 5333, Ft. Lauderdale, FL 33310.

Help Wanted Programing, Production, Others Continued

Faculty positions open in Journalism. Deadline for applications: November 26, 1975. The Department of Journalism at San Diego State University is seeking applicants for two positions as lecturer and/or assistant professor beginning in the fall semester, 1976. These positions represent a broad range of qualifications, involving some combination of the following teaching areas: beginning and advanced reporting, beginning and advanced editing, radio-TV news writing, radio-TV news production, mass communications, law of mass communications, investigative reporting, some graduate level courses in these areas and possible supervision of the student newspaper, the Daily Aztec. Salary range is \$12,120-\$15,480 for a nine-month, two semester academic year. Though not normal, in extremely rare instances, an appointment may be made at an advanced level in the light of exceptional, both academic and professional qualifications. A master's degree is minimal, with preference for the doctorate. Professional experience is essential. The Journalism Department's news-editorial sequence is accredited by the American Council for Education in Journalism. The department has about 450 majors, offers an AB in seven emphases and participates with four other departments in an interdisciplinary program offering an MS in Mass Communications. San Diego State University invites applications from all qualified persons of both sexes and all ethnic backgrounds. Please send letters and resumes to: Frederick C. Whitney, Chairman, Department of Journalism, San Diego State University, San Diego, CA 92182. Affirmative Action/Equal Opportunity Employer.

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.

Situations Wanted Management

Thirteen years experience all phases, now operations manager, super-successful 50KW AM, medium market. Seek administrative position or sales, solid station, good market. Box K-151, BROADCASTING.

GM/SM your team, top notch exec., 18 years all phases. Large-small markets, big voice, programing, production. Your key man. Want upper midwest. Let's put your billing where it should be. Box K-164, BROADCASTING.

GM or GSM. Heavily sales oriented. Successful, experienced. Leader, trainer. Well documented executive. Responsible, hardnosed, ethical. Creative. Reasonably egotistical about well above average abilities. My formula is well trained sales force equals enough money to equal outstanding sound equal more listeners equals more profits equals service to community equals psychic and financial security. Write "Mountain Climber" Box K-178, BROADCASTING.

GM proven ability, increase sales & listenership. Good track record. Detail man. Box K-213, BROADCASTING.

If you want a sales oriented manager for your station(s), let's talk. I can sell, but more important, I can train your sales organizations. Would prefer the West, but will consider all offers. Telephone Phil nites-weekends 403-273-2542 or send reply to: Phil Meltzer, 5429 B Valentine Cr. S.E. Calgary, Alberta, Canada T2A 2K8.

Situations Wanted Sales

College graduate in Radio-Television seeks sales in Wisconsin or Midwest small to medium market. Some experience, willing to learn all. Have FCC 3rd. 6 years part-time announcing, copywriting, and more. Kelly Moore, 1365 Smith, Green Bay, WI 54302.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Situations Wanted Announcers Continued

Basketball, play-by-play. One of the nation's best. Exciting delivery. Box J-110, BROADCASTING.

DJ, light board, good news, commercials, looking for first break. Will go anywhere. "ready now." Box K-96, BROADCASTING.

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.

Ten year veteran. Adult MOR Contemporary. Six years present employment air personality and music director. Familiar with writing, production and TV audio. Box K-147, BROADCASTING.

Young, single announcer, seeking small to medium market Adult Contemp./MOR station. Prefer all-night shift. Hard working, dependable, no screamer. 1½ yrs. exp. Currently employed. 3rd endorsed. Will relocate. Box K-154, BROADCASTING.

Solid (female) Broadcaster. Polished performer, strong news, DJ. Excellent training, some professional experience. Tapes & resume. Box K-155, BROADCASTING.

Veteran announcer. B.A. 7 yrs. experience. Looking for N.E. medium market. Strong production. Box K-159, BROADCASTING.

I have 7 yrs. exp. in Top 40, MOR, C&W and sales. Married w/kids, 26 yrs. old. Write for tape. Box K-163, BROADCASTING.

Announcer, Newsmen/Director. Production man. 15 years experience. 1st ticket. Family. Box K-187, BROADCASTING.

Announcer, News director, creative, versatile, authoritative, aggressive salesman. Dependable. Experienced. Box K-192, BROADCASTING.

Adult Contemporary or rock personality. Pleasant, but not heavy voice; humor, creative production, 3rd, seeks top 100 markets. Box K-199, BROADCASTING.

Top 10 market salesman, 2 years experience, desires change to creative outlet. Air check, references, resume. Creative production. B.S. 3rd endorsed. Smaller market OK. Box K-211, BROADCASTING.

Attention Florida, talented, mature, dependable, experienced DJ, with quality production, copywriting, traffic, news skills, seeking DJ position at Contemporary or MOR station. 3rd endorsed. Available immediately. Seeking stability. Call Phil. 212-238-2849, 6-7 A.M. or after 3:30 P.M.

Album Rock jock, looking for med or large market. Exp. radio, TV, Military & Commercial, would like a chance to turn loser into winner. Call Ed 703-591-5050.

Personality-oriented small market, morning man seeks advancement, 3rd endorsed, unmarried, relocate anywhere. 417-667-7992.

Top 40 personality from Top 10 market looking for major or medium market where creativity is not stifled. Call 312-864-3393 or write Box 10, 619 Brummel, Evanston, IL 60202.

Experienced First phone announcer. Good production, news, commercials. Reliable. Currently employed. References. Brad Kissell, 320½ Sherry, Neenah, WI 54956. 414-725-4754 afternoons.

DJ, News, Sports, copywriter. Some experience. Considers all opportunities. Navy Vet, 20, single, hard worker. Getting out Nov. John Parker, 576 Flower St., Apt. 9, Chula Vista, CA 92010. 714-426-9358.

Got fired over zealous stepped on toes. Young aggressive light board good ref. 3rd end. Working on 1st. Desire air shift, prod and sports. Prefer rocker. Will relocate. Gary Eaken. 313-545-8663 or 313-398-8785.

Personality 4 years experience, soul, newscaster, commercials, looking for a chance to help us both. Will go anywhere. Will Lloyd, 174 Robinson St., Teaneck, NJ 07666. 201-837-1928.

Situations Wanted Announcers Continued

Female broadcaster: Some experience, solid production newscaster, DJ. 3rd endorsed. Good brain, not a prima donna. 212-475-6792 before 3.

Promises, Promises, that's all I've gotten!! I'm looking for someone who'll stick to his word. BA Communications, college station exp., PA work, 3rd endorsed, married, Mark Anderson, 152-52 Jewel Ave., Flushing, NY 11367. 212-263-1670.

Experienced announcer desires Northeast position. Kevin Twomey, Box 133, Kenwood Station, Oneida, NY. 315-697-3592.

Presently employed announcer seeking Top 40, rock station. My current rock station is changing format; can relocate! Jim: 716-621-2329 after 5:00 pm NY time.

Three year pro wants personality spot at New England contemporary or MOR. Third endorsed, know rock music, do outstanding production. Available now; references. Call 603-847-3323.

Radio-TV Talk Man. Urban specialist, controversial, knowledgeable; 3 years experience top Detroit station. Good demos, awards. John Stupak, 301-547-0248.

29 years old. 15 years experience. 1st phone. Strong production. Top 40 preferred. Let's talk. 713-783-8149.

Contemporary. 28, first phone with 2 yrs. experience air/production heavy music background seeks air/production or MD at contemporary in medium or major market. 203-423-1271.

5 years experience nearly all phases of radio. Thorough music knowledge. Adult communicator. Prefer Michigan or Midwest. Mike Wollam, 4333 Labo Avenue, Newport, MI 48166. 313-289-1703.

Personality, Top 40. Medium to large market desired. 1st phone. Let me capture your audience. Call 303-237-2914 or write 30 Chase St., Denver, CO 80226.

Top 40 D.J. with 3rd endorsed seeking first pro job. Program director of college station. Strong production. Relocate anywhere. Bill 303-669-4260.

PBP sports. 3rd phone and lots of desire. Need break. John Ehlinger, 4700 N45, Milwaukee, WI 53218, 414-463-3461.

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.

Situations Wanted Technical

First phone looking for a change! Experience: 5 years as Chief Engineer (Directional Arrays). Education: 3 years Technical College. Box K-149, BROADCASTING.

Experienced Engineer-Announcer. High Power, proofs, directionals, etc. Some television experience, now self-training in CATV Engineering. Prefer Southwest. Box K-196, BROADCASTING.

Currently employed Chief; 5 years experience in AM, FM Stereo, automation, proofs, SCA. Looking for new challenges. Box K-206, BROADCASTING.

Engineer, 6 years Radio D.A., AM and FM. Nites: 301-944-1750.

First phone 2 years utility company. Experience, extensive electronics training. Adaptable skills, flexible salary. John Miller. 212-221-3703.

Professional Chief, director of engineering, 28 years experience all phases broadcast engineering. Jack Dexter, 1281 April Lane, Green Bay, WI 414-499-6606.

Situations Wanted News

Newsmen looking for a fresh opportunity. Strong on sports. Currently a news director. 4 years experience. College degree. Box K-121, BROADCASTING.

Skilled newsmen: 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.

News Director operations manager. Highly experienced professional. McLondon trained. First phone. Consider talk show, programing. Will relocate. Box K-145, BROADCASTING.

Experienced ND, Woutheast small market, thrives on local news. Ready to move up, B.A. apply Box K-157, BROADCASTING.

Decade experience, anchor, street reporter, writer. Will bring level-headed professionalism to MOR, all-news formatted operations. Box K-165, BROADCASTING.

Top flight political analyst and reporter available. Metro preferred. Send for tape. Box K-166, BROADCASTING.

I have a problem! I'm a qualified white male, non-jock sports journalist with ten years PBP hockey, hoop, baseball, football. Are you ready to take the risk? I'm 28, Sports Director in a medium market; married, no children; a B.A.; willing to relocate. Box K-197, BROADCASTING.

Opportunity to grow sought by newsmen, with 14 years experience. Now in northeast suburban. Box K-200, BROADCASTING.

Strong on PBP, all phases. News plus 3 years in management. Looking for position heavy in sports and news. Education in TV. Good pay & benefits. Sixteen years experience. Box K-214, BROADCASTING.

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.

Small market ND sign-on man wants full time news anywhere. B.A. Broadcasting and journalism PBP also. First call to 517-624-5514.

Major market sportscaster wants a change. Evening radio talk show host or television anchor/reporter. Varied background makes me a natural. Interested? 314-441-1458.

4 Year Pro. All news experience. Excellent credentials. Solid references. Know sports. No small markets. Douglas O'Brien 1-313-534-0251.

Experience in both Radio News/Sports. 8 yrs. Last four covering professional and college sports in Milwaukee. Can do play-by-play. Reply to: B. Davis, 700 N. Water St., Milwaukee.

Hard worker with two years news experience. BS Radio-TV. 3rd endorsed. Good references. Available now. Greg Mysko, 3651 N. Paris Ave., Chicago, IL 60634. 312-625-7637.

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 Geismar, 3932 La Mirada Drive North, Apt. 3, Jacksonville, FL 32217. 904-733-5349.

Situations Wanted News Continued

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.

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.

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.

8 year pro ready to program rocker, willing to pull air shift. Have ideas, will travel. Good production, easy to work with. Write Box 88, Whitehall, PA 18052.

Former PD, BA Journalism, want security, possibly sales. Dependable, available. John, 402-474-1473.

Want PD job. 16 yrs. exp 5 yrs as C&W PD. Top Air personality with first ticket. Complete knowledge of C&W music, artists, booking & promo. Last two yrs as asst mgr of Mr. Luckys Nightclub, known all over US. Let's talk. Dick Elwood, 30 E. Mission Lane. Phoenix, AZ 85020.

TELEVISION

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.

Experienced Television News Director. Please send resume of background, family, and salary history. Equal Opportunity Employer. KGGM-TV, Box 1294, Albuquerque, NM 87103.

Help Wanted Sales

Wanted. TV Sales. We are looking for a dynamic, dedicated individual (no wheeler-dealer) who is prepared to get the job done in local sales in medium market. Must be aggressive, creative and understand the basics of selling. Bright future with group ownership. Equal Opportunity Employer. Resume to Box K-158, BROADCASTING.

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.

Assistant Chief, CCTV, Midwestern corporation has an immediate opening for an Assistant Chief with maintenance experience. All new color broadcast equipment Quad experience essential. Excellent benefits and growth potential. An Equal Opportunity Employer. Send resume: Box K-176, BROADCASTING.

Engineer, 1st phone from no experience to very experienced needed. Maint. eng. and remote truck engineer. Contact R. Hardie, 317-463-3516, or write WLFI-TV, PO Box 18, Lafayette, IN 47902.

Help Wanted Technical Continued

Tape technician First Class FCC license. Beautiful Virginia market. Call Vern Stant 804-355-8611.

Help Wanted News

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 or comparable training. 3-year minimal professional TV news experience required. Full resume first letter. Florida market. Equal Opportunity Employer. Box K-140, BROADCASTING.

Assistant News Director/Assignment Editor for major eastern station. Ability to create highly visual product essential. An Equal Opportunity Employer. Box K-168, BROADCASTING.

Newsfilm cameraperson wanted for top-rated northeastern operation. Creativity, flair and imagination should accompany solid journalistic skills. An Equal Opportunity Employer. Box K-171, BROADCASTING.

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.

Aggressive police reporter-photographer for South Florida eyewitness format station. Needed immediately. Send tape, resume and salary requirement to Personnel Department. WPEC, Fairfield Drive, West Palm Beach, FL 33407.

Help Wanted Programing, Production, Others

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.

Producer/Writer for two year project. Requires strong experience and demonstrated proficiency in television and/or film production and script writing. Bachelor's Degree preferred. Must have administrative skills and be able to work well with people. Preference given to individual with strong interest in Native American culture and history. Include resume, references, and salary needs. Application deadline November 14, 1975. Equal Opportunity Employer. Box K-182, BROADCASTING.

Producer/Director, For major market independent television. Be able to take over local programs, music, variety and public affairs. Send resume and salary requirements. Have tape ready when we reply. EOE Box K-191, BROADCASTING.

New England junior college. Instructor for TV production, continuity and programing courses. B.A. required. 3-5 yrs. min. experience. Position available Dec. \$9000. Box K-193, BROADCASTING.

Instructor/Assistant Professor. RTV. New position. Teach courses in broadcast advertising-sales, copywriting, seminar, etc. Ph.D and professional experience required. Resumes to Chairman, Division of Radio-TV, Arkansas State University, Box 4B, State University (Jonesboro), AR 72467. An Equal Opportunity Employer. Position available January 1, 1976.

Help Wanted Programing, Production, Others Continued

Graphic Design Supervisor for University public television station production house. Three years television graphic experience required. Bachelors degree preferred. Salary \$13,000. Submit resume to M. Smukler, WHA-TV, 821 University Avenue, Madison, WI 53706 by November 15. Applicant must have portfolio available on request. The University of Wisconsin-Extension offers equal opportunity in programing and employment, and minority candidates are encouraged to apply.

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.

Sales Manager, young, creative and aggressive account executive with solid TV and radio experience (agency and direct) presently working in major market is ready to move up. Box K-156, BROADCASTING.

Situations Wanted Technical

First phone, seven years experience, strongly operational and production oriented, married, character references, consider all areas. 717-455-7892.

First Class, 57 years old immediate job TV transmitter, radio, Jefferson Rice, Lee Colonial Apartment, Apt. 22, Colonial Heights, VA 23834. 804-526-4222.

1st phone video production experience seeks engineering position in broadcasting. Zina Bauman, 160 W. 73 Street, NYC, NY 10023.

Situations Wanted News

Sportscaster: Major market pro desires Top 25 market station. I make things happen. Commentary, scoops, PBP of all sports. Controversial but acceptable to all formats and I work 100 hours a week. Top references and experience. Box K-146, BROADCASTING.

Dynamic news director/anchorman anxious to help your operation. Box K-153, BROADCASTING.

Young sportscaster in Top-10 market wants move. Entertaining, knowledgeable, comprehensive anchor. Reporting, PBP. Familiar with eng. VTR. Available immediately. Box K-188, BROADCASTING.

Anchorman, youthful/mature. No jock. Simple, straightforward, human presentation. Will win the market. Box K-190, BROADCASTING.

Experienced "beat" reporter with excellent credentials wants major market challenge with news and production emphasis. Box K-207, BROADCASTING.

ENG, economic, efficient, but if that's all you're getting, hire 3 yrs. ENG experience. ENG gives reporter-photographer better shooting ratio, quicker cutting, livelier voice and picture matching, better stories. If tired of plodding pictures, voice-over that "sort-of-goes-with-picture" and you're committed to ENG, call 607-734-3040.

Experienced, female reporter, photographer, 25, seeks reporting, producing, or anchoring position. 414-435-1862 daytimes.

Experience in both TV/Radio, Sports/News. 8 yrs. Last four covering professional and college sports in Milwaukee. Reply to: B. Davis, 700 N. Water St., Milwaukee.

Sports Reporter, PBP. I like sports so much I was even a Chicago Fire season ticket holder! TV-Radio experience, Masters and first. Tapes, references available. Write Pete Weber, PO Box 1447, Galesburg, IL 61401.

Anchorman, Vapid, banal, charismatic, beautiful smile. 14 years media experience. Sincere desire to be tops in mediocrity. 301-547-0248.

Situations Wanted News Continued

Seeking reporter-anchor position. 11 years broadcast experience. 3 times radio news director. Young. Excellent references. Present employer is aware of this ad. Write or call: Elton Boyd, 2329 Espanola, NE, Albuquerque, NM 87110 505-294-4383.

Anchor/Reporter, Box 81041, San Diego 92138.

Sports Reporter/Photographer. Medium market experience. Young. Aggressive. Willing to relocate. Degree. Roger Sockman 304-925-6890.

Howard Coeell 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

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.

Grad wants to trade reliability, versatility and creativity for position. Anywhere. College station experience, camera, remotes, audio, crew chief, more. 3rd endorsed. References. J. Kissick, 20 Basket Lane, Hicksville, NY 11801.

Producer/Director. Eleven years in television, BA Journalism. Perfectionist. Available. John, 402-474-1473.

Producer-Director. 3 yrs. experience in major-medium. B.A. Background in news, remotes (sports, PA), commercials. Heavy experience w/ENG. Budget-conscious, creative. Jonathan Ward, Holden Rd., Box 329A, Pine City, NY 14871.

CABLE

Help Wanted Sales

Successful, sophisticated NYC program has openings for young, aggressive salespeople on straight commission basis. Superb opportunity. Cover letter, salary history, and resume, please to Box K-215, BROADCASTING.

Help Wanted Marketing

Major cable television company with nationwide operations seeks aggressive, young marketer. Initial assignment in Columbus, Ohio will provide significant challenge, responsibility for test implementation of one of company's new marketing programs and in-depth exposure to other necessary marketing and technical information in the cable industry. Candidate selected will have a bachelor's degree, previous marketing and/or sales experience, good people skills and an ability to generate revenues by "making things happen." Familiarity with the residential apartment business in Columbus or elsewhere will be considered a plus, as is an understanding of the importance of planning and numbers work. Send resume and approximate salary requirements to: Vice President, Marketing, American Television & Communications Corp., 360 South Monroe Street, Denver, CO 80209.

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.

Used 50KW RCA Vestigial side band filter for Channel 13, offset plus, Bridge Diplexer, and Harmonic filters. Also RCA MI-26182-3 4 ft. Microwave dishes with Antenna feeds. Max Pierce, KSFY-TV, Sioux Falls, SD 57102.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

20 KW FM Transmitter: 1 KW FM transmitter: Gates M-5534 or M-6095 FM exciter: Gates M-6146 stereo generator: remote control system. Chief Engineer, Box 618, Cape Girardeau, MO 63701. 314-334-5644.

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.

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 IO, \$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.

Time Base Corrector, new demo TMI-398. \$6,180.00. R. Hippler, General Television Network 313-548-2500.

RCA BT-3B XMTR, includes GE BM-1-A monitor, Mosely SCG-2SCA, rack, spare tubes, parts. FCC SCA approved. \$3,000. KPMJ 805-483-2303.

Large cartridge storage system, Formica finished, 300 cartridges with full dividers, suitable for desk or pedestal mounting. \$225.00. Dyma Engineering, Box 1697, Taos, NM 87571.

For Sale: 3M model 100 8-track studio recorder, Tascam series 70 4-track, Teac A-1230 two track, Crown model GCPS recorder. All good condition, make an offer. Call 303-599-8011.

Rohde & Schwarz Video noise meter, good condition \$1500.00. 408-225-6600.

Quads, quads, quads, Fully refurbished Hi-band color VTR's like new: Ampex 2000's, 1200's, HS-100's. RCA TR-70C. Call or write A.F. Associates, Inc. 415 Stevens Ave. Ridgewood, NJ 07450. 201-447-0096.

Ideal for news and religious formats, the CBS DPE 450 Dyanmic prescne equalizer, unused, \$500.00. Dyma Engineering, Box 1697, Taos, NM 87571.

Gregg Eldophor video pros (stadium size) type gre 2BW as featured in June '74 Audio visual communication 1st 4000.00. Gene Sive, PO Box 12123, Santa Ana, CA 92172.

RCA-BTA, 250 M transmitter with tubes Vernon H. Baker, PO Box 889, Blacksburg, VA 24060. 1-703-552-4252.

For Sale. Gates FM-5B 5000 watt transmitter without exciter. Like new with spares. Price \$3,500.00. 3-Bay Shively labs circular polarized FM with co-ax to reach 300 ft, 1-5/8, price \$2,500.00. PWPWR-FM, St. George, SC 803-563-4371. Available now ready to haul away.

For Sale Equipment Continued

Gates SA-40 console. Giveaway: Two Gates MO-2890 frequency monitors. 4-K Radio, Inc., Box 936, Lewiston, ID 83501.

Mole Richardson 750's, 2K's, 5K's cable, grip equipment, Camart Dolly, Crab Dolly, MR Sd boom with perambulator, flying grid, pipes, clamps, trombones, flats. Cheap. 212-369-2552.

PC70 Norelco Camera 10-1 zoom. CCU complete. Clean, like new. \$35,000.00. 212-369-2552.

For Sale. GE TT-25-A 12kw UHF TV transmitter, 800' 6 1/8" transmission line, Stainless G5 Tower 776', GE TY-25B Channel 24 Antenna. Call Aldo Vivona, WMFE, 305-855-3691, and make offer.

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Attention Radio Stations. You received the Record John F. Kennedy sung by Buddy Pastuck. Now play it.

Jocks who relate, wanted by expanding publication. Over 100 topical news stories, 100 interesting historical facts, plus Seven pages of comedy weekly. Available exclusively. Information free. Box 4102, Houston 77210.

Unique Children's Bible program available using puppets, robot, people and special effects. Each show has nine segments ("Laugh-in" formula). Ratings have proven success. Jerry Harris, 870 Audubon, Shreveport, LA 71105. 318-861-7277.

The do it yourself research book: a primer for community research.. postpaid \$5.50, descriptive brochure free. Far West Research Inc., 166 Geary Street, San Francisco, CA 94108.

Strange but true, radio program of factual eerie tales. For demo write RT 6019, Grafton St., Pgh, PA 15206.

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

PLACEMENT SERVICE

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.

INSTRUCTION

Job opportunities and announcer-dj.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

Naked girls or free booze not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

Instruction Continued

1st Class FCC, 6 wks. \$400.00 money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

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!

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

Kiis Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: Kiis 8560 Sunset Blvd, Los Angeles.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

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

2 SALES MANAGERS, One AM, One FM

Expansion and growth of major northeast group requires addition of creative sales managers for top-rated adult-contemporary stations in two medium markets. Salary, incentives, benefits. Earn 12-18K.

Equal Opportunity Employer
Reply Box K-148, BROADCASTING.

Help Wanted Announcers

MORNING PERSONALITY

up to \$18,000 yearly at Midwest MOR, for morning personality. Minimum 5 years professional experience. Equal Opportunity Employer, M/F. Send resume to Box K-212, BROADCASTING.

Top 10 Market O & O FM in Disco format looking or warm, personable DJ for evening shift.

Send Tape and resume to:
WKYS, 4001 Nebraska Ave. N.W.
Washington, D.C. 20016
Equal Opportunity Employer.

Your Classified Ad in

BROADCASTING

will reach virtually 100% of the industry's decision makers.

Help Wanted Technical

CHIEF ENGINEER for FM Stereo Radio Station and TV Stations and Distribution Systems operated by the Communication Department of a community college campus. Person selected must have a First Class Radio/Telephone license and the equivalent of five years experience in engineering operations and maintenance. Starting salary to \$1618 per month, depending on qualifications. Send resume to:

Department of Personnel Services
Pasadena City College
1570 E. Colorado Boulevard
Pasadena, California 91106
Equal Opportunity Employer

Help Wanted Programing, Production, Others

WGST-ATLANTA MAJOR ADULT/CONTEMPORARY OPPORTUNITY

WGST needs a music and production director who also can do top-flight weekend and vacation relief on-air.

Great spot for a bright and mature on-air individual, who is looking to move into an eventual P.D. position. On-Air Presentation and ability to take charge of music is essential.

We want someone who is proud of their on-air work, but ready to move into a management spot.

Send resume and tape. If you want tape returned, send stamped self-addressed envelope.

Reply to: *Richard F. Carr*
Vice President &
General Manager
P.O. Box 7888
Atlanta, Georgia
30309

Equal Opportunity Employer.

For Sale Equipment

Quantity 2, IVC, Model 960, Helical Scan, Console, Video Tape Machines with Bridge.

Includes editor and analog time base corrector and composite sync processor with 3 1/2 hour recording capability. Bridge contains complete monitoring package.

In use approximately 18 months. Price \$12,500 each.

Contact *G.J. Cannon, V.P., Equipment Leasing Division, BVA Credit Corporation, 7 North Eighth St., Richmond, Va. 23260* Phone 804-771-7270.

Situations Wanted Announcers

I WANT TO TRAVEL!!

28, Bachelor, B.A.-Mass Communications, currently working in top-20 market on air, music, talk, production (top), news, etc. All-around No Bull. Former 1 Lt.-U.S. Army Sig Corps. Brand new passport. Bondable. Excellent references. "Bored on the Board" & want lots of scenery changes. If you need a wanderlust, please reply Box K-189, BROADCASTING, for resume.

Situations Wanted News

SPORTS DIRECTOR

N.J.'s top sports pro is looking up. Pro football, college basketball & baseball play-by-play... "See game on radio". Plus commentary, sports talk, and TV PBP and reporting. If you have the team, I'll get the listeners. Seeking sports minded medium-major market. Phone (609) 399-4814 or write Box K-194, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

PROGRAM DIRECTOR

- Now Ass't PD/Production at Philadelphia AM/FM
- B.A. in communications plus FCC first phone ticket
- Imaginative promotion—proven success
- Creative professional seeks new challenge as P.D. Let me make it happen for both of us.

Reply Box K-204, BROADCASTING, or call (215) 923-6249. Evenings.

TELEVISION

Help Wanted Management

NEWS MANAGEMENT

Dynamic creative person with solid TV news experience who wants to move to top management. Master's degree, plus broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume to Box K-173, BROADCASTING.

Help Wanted News

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.

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.

Black reporter in Wash. D.C. is seeking immediate news position. 5 yrs. experience and the ability to give the right touch to hard news and features. Northeast or Midwest preferred. Vtr ready to go.

Box K-205, BROADCASTING.

CABLE

Help Wanted Management

THREE CABLE CAREER OPPORTUNITIES
GENERAL MANAGER
SALES AND MARKETING MANAGER
CHIEF TECHNICIAN

All three needed for a major cable TV system soon to be built in Connecticut. Experience required for each. Send resumes:

Box K-186, BROADCASTING.

Miscellaneous

TV SLIDES: \$6^{EA}

* HAPPY THANKSGIVING
* SEASON'S GREETINGS
* CHRISTMAS GREETINGS
* MERRY CHRISTMAS
* HAPPY NEW YEAR
SEND FOR COMPLETE LIST



BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

Legal Notice

NOTICE IS HEREBY GIVEN that the incorporated Village of Massapequa Park will entertain bids for a cable television franchise.

The incorporated Village of Massapequa Park is located in Nassau County, New York, within the Town of Oyster Bay and encompasses 2.2 square miles with a population of 22,000. The Village is located on the south shore of Long Island and is bounded on three sides by the Town of Oyster Bay and on the southern side by the Great South Bay.

The desired system shall provide as an adjunct to regular television reception, the improved qualities of cable reception, provide access to other local channels for community news, local government cultural and educational programming and provide access to "Box Office" cable vision for current movies and sporting events. In addition, it is desired that the subscriber be offered an optional feature whereby he could lock the system with a tamper-proof lock causing either Channel 6 or the entire service to be inoperative.

A formal "Request for Proposals" is available to applicants at the office of the Village Administrator, William H. Applegate, 151 Front Street, Massapequa Park, N.Y. during normal business hours, 9 AM-5 PM.

Applications are due by 4 PM, December 31, 1975 at the office of the Village Administrator at which time they will be opened and read.

Subsequent to the bid opening, all applications will be made available for public inspection during normal business hours at the office of the Village Administrator.

All applications for the franchise must be submitted in writing as specified in the "Request for Proposals".

WILLIAM H. APPLIGATE
Village Administrator

For Sale or Lease

TEXAS TRANSMITTING PROPERTY

Sale or lease. 14+ acres. 700 foot tower. Two FM, twenty 2-way capability. \$10,000 investment tax credit available, plus \$30,000 first year depreciation. Cedar Hill (Dallas) area. KCHU. (214) 742-6262.

Wanted To Buy Equipment

URGENT • READY TO BUY
A.M. TRANSMITTER 50,000 watts
USED OR RECONDITIONED
in good condition

Cie. Internationale de Radiodiffusion. 19 rue Burq. 75018. PARIS, France. Tel. 254. 37-06.

Wanted to Buy Stations

Qualified broadcaster seeks midwest AM-FM doing \$20,000 monthly and priced accordingly. 29% down. Principals please reply in confidence to: Box K-150, BROADCASTING.

Up to \$150K for downpayment on AM, or AM-FM combo. Present earnings must cover payments. Preferably Western and Far Western States. All replies confidential. Box K-175, BROADCASTING.

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.

Arizona AM/FM Combination
\$1,500,000
Box K-184, BROADCASTING.

AM-FM

Intermountain West, Excellent Potential Low Overhead. Replies should contain sufficient information to establish solid financial and personal qualifications.

Box K-208, BROADCASTING.

CA	small	fulltime	\$150M	SOLD
GA	medium	daytime	150M	SOLD
TX	metro	daytime	163M	SOLD
MA	metro	fulltime	217M	SOLD
KA	metro	FM	215M	SOLD

CHAPMAN ASSOCIATES®
business brokerage service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

Books for Broadcasters

403. **AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. \$12.95
404. **THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. \$5.95
405. **BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. \$12.95
406. **THE BUSINESS OF RADIO BROADCASTING** by Edd Routh. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. \$12.95
411. **COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. \$9.95
419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. \$7.95
421. **HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment", and how to convert a "No" to a "Yes". 320 pages. \$12.95

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered _____ . Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

**For Sale Stations
Continued**

Fulltime regional AM facility in under-radioed medium-small industrial Eastern Market. Stock in corporation available at \$450,000 which is approximately two times revenues. Studio and transmitter property both owned. Best of the two fulltime AM facilities allocated. For full particulars, write on company letterhead to Box K-152, BROADCASTING.

Texas Single market AM near major market. \$75,000.00 Down. \$145,000.00 balance with outstanding terms.
Box K-174, BROADCASTING.

Southern California
Fulltime AM-FM Stations
\$360,000 includes Real Estate
Principals Only
Box K-179, BROADCASTING.

250 W SINGLE MARKET DAYTIMER FOR SALE. 1 1/2 times 1974 collections for 90% stock. Absentee owner retiring. Good cash flow. Real estate lease or sell. Ideal for owner-operator. 29% down, balance over seven years at 7%. James Childress, (704) 586-2221.

California Seashore Daytimer. Only \$175,000 if YOU act fast!! Just cut from \$250,000 for quick sale. Owner operator can enjoy finest living in ideal community. Exclusive agent ... Cliff Gill, Surety Realty, Suite 706 1680 N. Vine, Hollywood, Calif. 90028
Call: (213) 461-8431

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
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The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

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Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
- Help Wanted, 50c per word - \$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40c per word - \$5.00 weekly minimum.
- All other classifications, 60c per word - \$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:
- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

CATA'S Kyle Moore: mom and pop's boy in cable television

There were maybe 85 home antennas that brought in good television signals maybe once a month in Shattuck, Okla., in 1956. And that's the practical and completely nonpolitical reason Kyle Moore, who owned a jewelry business there, got into the cable television business.

Today, Mr. Moore owns and operates 14 cable systems located in the Midwest, the Southwest and the plains. As founder and president of the Community Antenna Television Association, he is a leading spokesman for the small cable operators who usually provide basic television service for fewer than 1,000 subscribers and who claim to be the hardest hit by federal regulation.

Mr. Moore characterizes himself as "an independent small businessman trying to run a business without government interference." He was born and raised on a 700-acre farm in Washita county, Okla. He says one reason he got out of farming was his dislike for federal controls exercised over farmers. That attitude still prevails now that he is a CATV entrepreneur.

Mr. Moore believes that the FCC should take a hands-off approach toward "community antenna television." He has even put one of his own cable systems, at Gridley, Kan., on the line in an effort to test the commission's jurisdiction over cable television. After drawing attention to the Gridley system and the fact that it is operating without a certificate of compliance, Mr. Moore challenged the FCC to "come and get me." The commission did; the case is still pending (BROADCASTING, May 26 et seq.).

Mr. Moore believes there is a difference between "community antenna TV systems"—which he owns and formed CATA to represent—and "broadband" cable communications. And nowhere is this difference more important to Mr. Moore and his small-system colleagues than in the area of copyright liability for cable.

That issue, more than any other, helped give birth to CATA in July 1973, when Mr. Moore got together in Dallas with more than two dozen cable operators to form the association. At the beginning there were some 35 members. Mr. Moore claims CATA today has over 400 members, with some CATA independent operators serving as many as 10,000 subscribers.

The relationship between it and the National Cable Television Association—which took a more compromising position on the copyright issue—is not "hostile,"



Kyle Dean Moore—president, Community Antenna Television Association; b. June 7, 1933, Washita county, Okla.; U.S. Army, 1951-53; Southwestern Oklahoma State College School of Horology (watchmaking), 1953-55; employed at Robertson jewelry, Baytown, Tex., and later started own jewelry business in Shattuck, Okla., 1955-56; built Shattuck Television Cable Co., 1956; built 13 other systems in Oklahoma, Kansas, Texas and Arkansas between 1963-70; organized Community Antenna Television Association, July 1973; m. Patsy Ann Gregory, July 26, 1955; child—Trecia Lee Moore, 17.

according to Mr. Moore. NCTA ignores CATA and hopes it will go away, he says, adding that indeed CATA will go away when the battle against copyright and federal over-regulation is won. Unlike most trade associations, says Mr. Moore, CATA has not built up a self-perpetuating staff that must continue to look for issues. Once the battles are won, CATA can pack up its bags and go home, he says.

Mr. Moore attributes his ability to take an active role in cable issues to his ownership of several systems. Many small-town cable operators are like himself when he first started, says Mr. Moore, too busy with everyday operations to know what FCC and NCTA even stand for. The copyright issue brought his "head out of the sand," he says, and ironically it happened at an NCTA legislative meeting that he was invited to attend in 1973.

Mr. Moore first learned of community antenna television from traveling jewelry salesmen that he dealt with. When he moved from Baytown, Tex., to start his own jewelry business in Shattuck, Mr.

Moore recalls not even taking a television set along because the reception at Shattuck was so bad—the nearest TV station was 140 miles away in Oklahoma City.

After checking into cable operations in other small Oklahoma towns, Mr. Moore built his own system to serve Shattuck. With a population of close to 1,500 people—and even fewer TV households—equipment manufacturers were not interested in Mr. Moore's proposed system. So he strung his own wire, set his own poles and built his own towers. "That was no problem for me," he says, "being brought up on a farm." Mr. Moore financed his first system by borrowing money from a bank and signing up 87 homes at \$100 each to be held in escrow to cover installation charges. Between 1963 and 1970, he acquired most of the other systems he now owns, each time doing the construction himself. For a while, Mr. Moore had his own CATV construction company in Cordell, Okla. Issues such as pole-attachment rates have never directly concerned Mr. Moore, since he has always put up his own poles.

His old watchmaking skills gained at Southwestern Oklahoma State College's School of Horology have not been wasted, however. As a classical car enthusiast, Mr. Moore uses those skills in fixing antique car parts. In his barn next to his Cordell home, Mr. Moore keeps a 1926 Rolls-Royce, a Model A Ford, a LaSalle roadster and a 1935 Chevrolet. He rides to his Oklahoma City office, however, in a Ford pickup truck.

For longer trips, Mr. Moore flies his own multi-engine Aerostar plane. Unlike cars, flying is for business and not for enjoyment. The plane enables him to get back and forth between his widely scattered cable systems.

Those who know Mr. Moore in the cable industry variously describe him as "steadfast and determined," "sincere" and "dedicated to furthering small town television." Any immediate impression of a "simple country boy" should be discarded, suggest others, because behind the country impression is an "awfully smart man with amazing insight and natural leader qualities."

Mr. Moore feels the majority of towns in this country where cable systems could be built profitably have already been built. Last spring he returned five local franchises, for the first time, because, he says, federal regulation would prevent them from being profitable. If the FCC "really frees towns of 1,000 subscribers and down from regulation," he says, "then I might get the bug to start constructing systems again. There are still hundreds of towns in this country that have lousy television reception."

Editorials

Early warning

It may seem too technical in content and distant in time to arouse the interest of most broadcasters now, but the World Administrative Radio Conference of the International Telecommunications Union to be held in 1979 deserves attention. Some of the broadcasters' frequencies will be up for grabs on an international scale.

Indeed the grab has already begun, right here at home. In a little-publicized notice of inquiry issued two months ago, the FCC invited comments on a number of issues related to the conference, which is familiarly known as WARC. Among them was an advisory from the U.S. Office of Telecommunications Policy that the government would be needing "a substantial amount of additional spectrum" within 10 years. Though the FCC's notice said little more than that, the OTP's interest is known to encompass about 100 mhz of space in the area of spectrum that now contains UHF television. That interest cannot be considered unrelated to the OTP's recent proposal to the FCC that VHF TV assignments be substantially increased by short-spaced drop-ins, thus reducing the demand for UHF facilities.

There is no way at this point for broadcasters to appraise the other pressures that will also be applied against their frequencies at and in preparation for WARC. They can be sure, however, that the pressures will be numerous and may be inordinately complicated by international trade-offs. Far more than luck will be needed if U.S. broadcasting is to retain the frequencies it has.

At the outset it is obvious that broadcasters will be obliged to justify their occupancy of existing assignments when the FCC comes to the parceling of spectrum for its presentation at WARC. They must prove their services more worthy in the national interest than those that vie for the same space.

At the same time the FCC must be persuaded to require challengers to make an evidentiary case. Indeed the FCC ought independently to be monitoring usage in the nonbroadcast services, both public and private, as a check on represented needs. It is not enough that an OTP lays claim to 100 mhz. Who is to say that the government is efficiently using the space it already occupies?

Broadcasters who are preoccupied with today's time sale and the next Arbitron will find it hard to accommodate a period of meditation about an international talkfest that is some four years off. Yet they would be wise to make the time for such consideration. The programing they present between now and then will be the record on which they must run in the international competition for frequencies.

Down at the count of five

Harley O. Stagers (D-W.Va.), chairman of the House Commerce Committee, has cast himself in a new role. He has promised to work for license renewal relief in the 94th Congress. He was the one who quered it in the 93d.

It is not, however, a 180-degree turn that Mr. Stagers has taken. In his commitment for action now, made to the National Association of Broadcasters fall conference in Atlanta (BROADCASTING, Oct. 20), he was unspecific about the nature of the bill he would support. He said enough, however, to imply no change of mind on the issue that chilled him last year—the lengthening of license terms from three years to five.

As was recalled during Mr. Stagers's appearances in Atlanta, his committee reported a renewal bill extending the term to four

years—a compromise that Mr. Stagers had reluctantly accepted. At the broadcasters' urging, the House amended the committee bill to make the term five years, the same period provided later by the Senate. "When this can happen," said Mr. Stagers a fortnight ago, "then Congress isn't worth a hoot and a holler." Mr. Stagers had done his part to preserve the legislative worth by refusing to appoint a delegation to a House-Senate conference to compose differences in the two bills.

There is no evidence that five years look better to Mr. Stagers now than they did in 1974. Broadcasters must again weigh the real-world desirability of the five-year license term against the tactical disadvantage it imposes on their struggle for other reforms in the renewal process.

It has been questioned on this page before whether a five-year term presents more an illusion than an assurance of relief. Broadcasters see a decrease in lawyers' bills and management time in the preparation of renewal forms for longer licenses. They are discounting, it seems to us, the bureaucracy's inevitable response that longer terms require longer forms and no diminution in the ascertainment of local needs and interests.

Of demonstrably more importance than the longer license term is the restoration of stability to the renewal process.

Strained relations

As had to be expected, President Ford's frequent appearances on national and local broadcasts are raising questions and some objections. Political observers are questioning whether Mr. Ford is getting overexposed. Some broadcasters, left out of local interview programs, are alleging discrimination.

It is not for broadcast journalists to decide whether Mr. Ford is getting more or less exposure than is good for him. That is a political and public-relations question to be left to him and his advisers.

It is the journalists' function to decide whether a Ford appearance constitutes news. In most cities, a presidential visit is likely to be considered that, however often Mr. Ford is seen or heard on national radio and television.

That is why local broadcasters are certain to feel snubbed if others get exclusive access to the President. There is no pat solution to that media-relations problem unless Mr. Ford declines all requests for special interviews.

No one who demands easy answers should enter politics or journalism.



Drawn for BROADCASTING by Jack Schmidt

"If you can't stand seeing them lose, don't watch them play."

THIS IS MUSICRADIO.

Yes. The newsroom at America's most listened to radio station, WABC* We don't think we got to be number one by doing just a few things right, so we weren't too surprised by the results of this year's New York State AP Broadcasters News Competition where New York City stations—including the all-news ones—were judged in six categories.

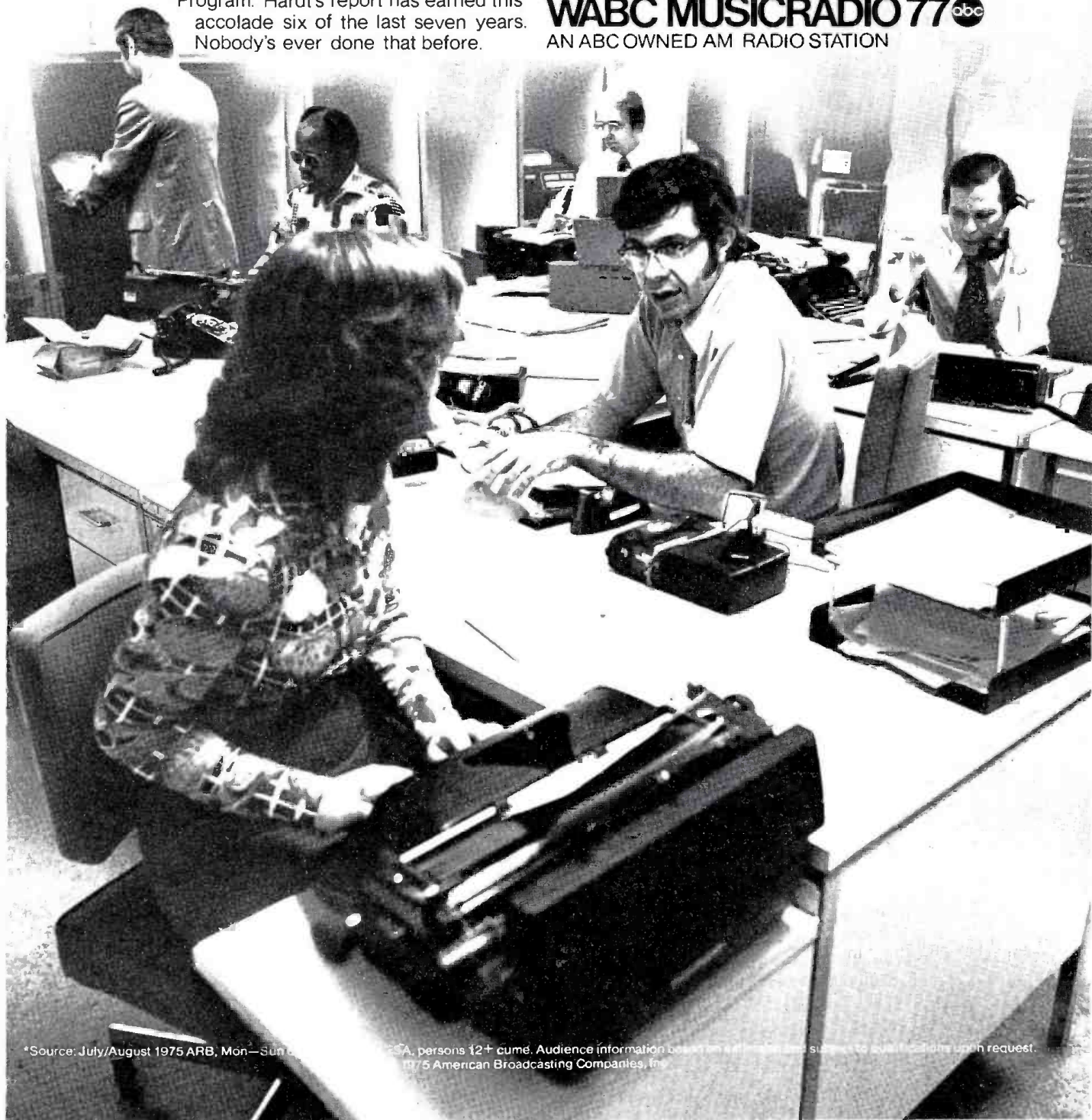
WABC's afternoon-drive newscast with Bob Hardt was named Best Regularly Scheduled Local News Program. Hardt's report has earned this accolade six of the last seven years. Nobody's ever done that before.

Newsman John Meagher received the AP Award for General Excellence of Individual Reporting. Meagher won that one for his investigation of boondoggling in resort area land sales.

And WABC's Public Affairs program, "Perspective New York," earned Honorable Mention in the Documentary Category.

Not bad for Musicradio.

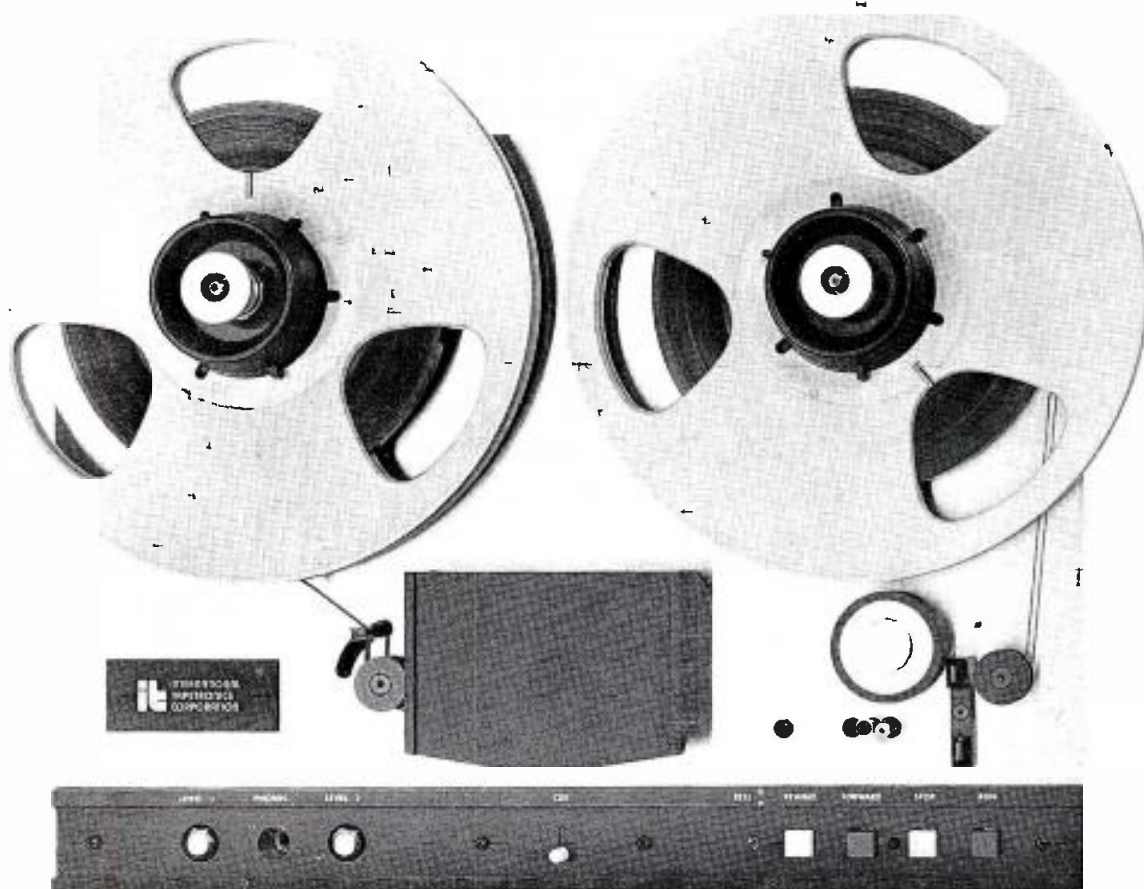
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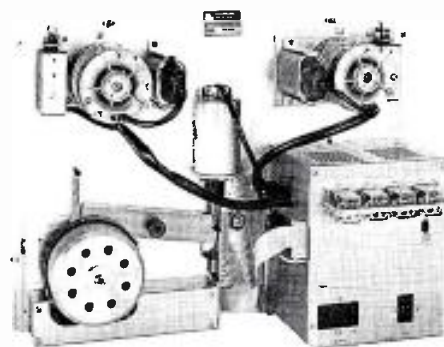
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