

Nov. 3, 1975

# Fourth-quarter business: brisk to booming Broadcasters and elections: rhetoric vs. reality

# Broadcasting Nov 3

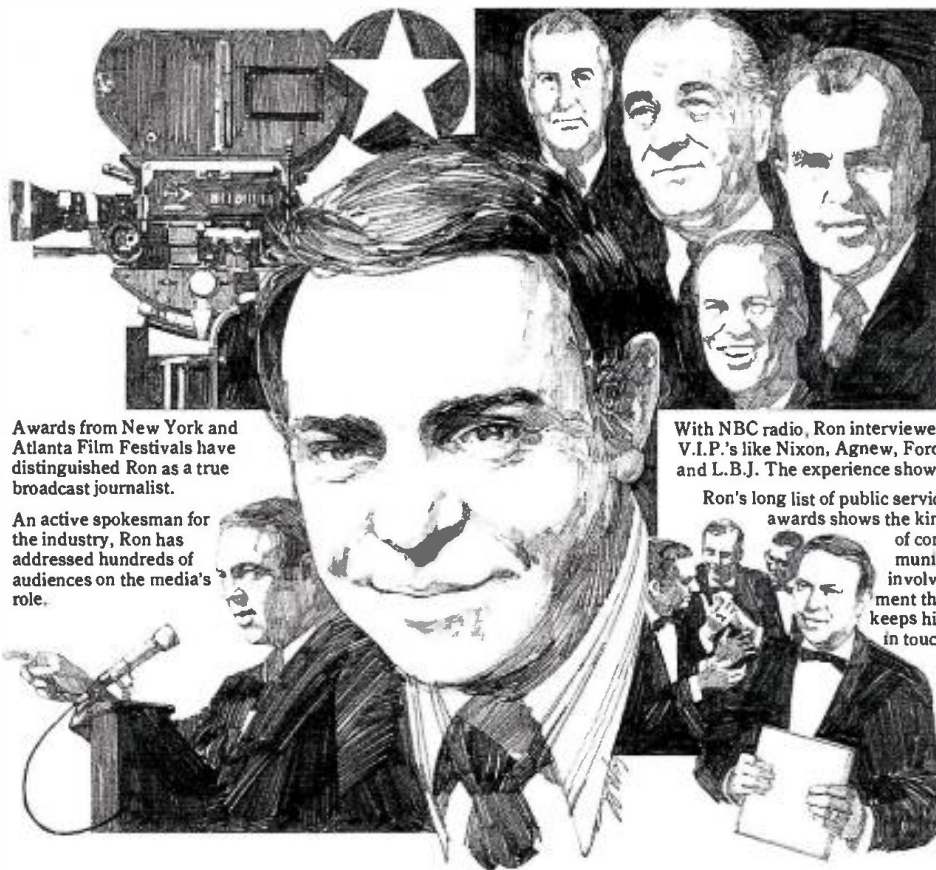
The newsweekly of broadcasting and allied arts

Our 45th Year 1975

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NEWSPAPER

## One reason our local news doesn't look local is Ron Stone.



Awards from New York and Atlanta Film Festivals have distinguished Ron as a true broadcast journalist.

An active spokesman for the industry, Ron has addressed hundreds of audiences on the media's role.

With NBC radio, Ron interviewed V.I.P.'s like Nixon, Agnew, Ford, and L.B.J. The experience shows.

Ron's long list of public service awards shows the kind of community involvement that keeps him in touch.

KPRC news — winner of more news awards than all other Houston stations combined — occupies one of the nation's best-equipped broadcast facilities. We plan to stay on top.

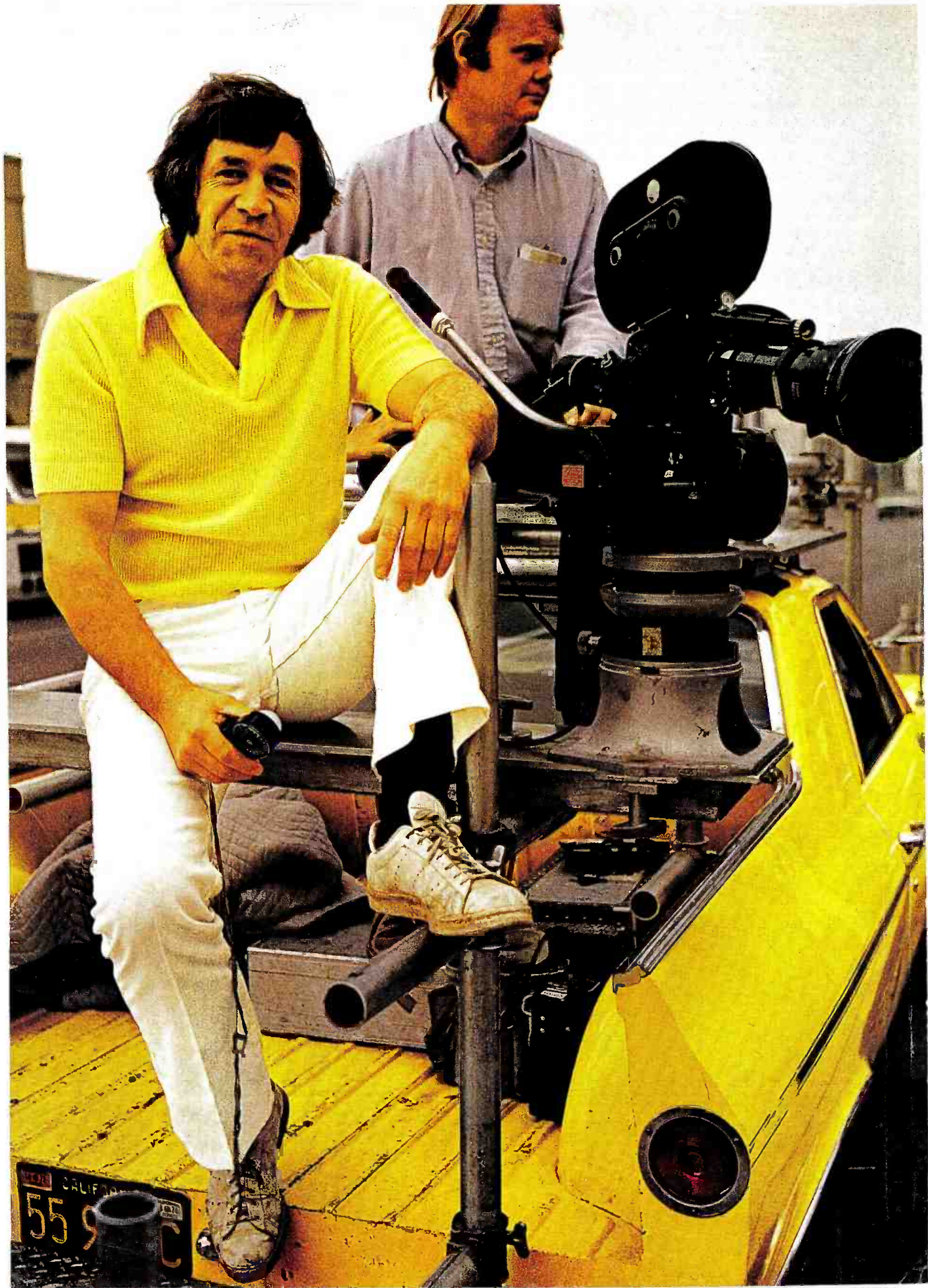


**KPRC TV HOUSTON**

PETRY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE

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# WALT TOPEL



"In most of the world in which we exist, the idea of simplicity has a place. Perhaps simplicity relates to or even springs from a truthfulness or honesty.

"Now there's a burden.

"Because as battered as we have become through the complexity of what we have perceived as truths, we all, I think, have a yearning and hope for the directness and standability of communication that is so simple.

"Perhaps, the reason for the yearning for simplicity was not at all dramatic. It just wasn't very hip.

"Perhaps, as in the case of film production, a need arose for us to strip away the caricature until there was no longer any resemblance to the original: the caricature became the message.

"It's much safer to caricature, especially in the business of advertising. After all, if you attempt simplicity and exactness of your idea is exposed; and if that is weak, you stand a very healthy chance of failure. If you caricature and it doesn't succeed, at least you have a little joke.

"That attitude is made graphic, in a parallel fashion in commercial production,

Broadcasting  
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cinematographer; in videotape, for the chief engineer.

"Eastman is film that everyone knows. When you pick up the film, you're not concerned. Do you check it? Do you test it? Since nobody does that, you have to assume the quality is at least reasonable. I've never had any trouble with it, and I don't expect trouble with it. The film is expected to be perfect, and we can make it what we wish. Another burden.

Communication has lost so much ground that we now even have books on the subject: we totally ignore the words and peer intently into the television for some small sign. My question is that how we started?

Television advertising, once very creative, has relegated itself to a very passive position.

It would seem to be a marvelous contradiction, if indeed, this attitude-swaying television were to lead the way in making television language, once again, a simple, reliable, dependable source of communication."

*A revealing look at people and ideas driving the visual industry, Kodak has put this and other interviews into a new and informative booklet. For a free write: Eastman Kodak Company, P.O. Box 100, Rochester, New York 14650.*

**EASTMAN KODAK COMPANY**  
Atlanta: 404/351-6510/Chicago: 312/654-5300  
Dallas: 214/351-3221/Hollywood: 213/464-6131  
New York: 212/262-7100/San Francisco: 415/776-6055/Washington: 202/554-5808.

# ***CMA NIGHT LOOKED LIKE BMI NIGHT.***

*When the Country Music Association went on TV it was a great night for BMI. Here's to the BMI people—winners, finalists and artists who made the CMA show a stunning success.*

*Bill Anderson  
Lynn Anderson  
Asleep At The Wheel  
Chet Atkins  
Sherry Bryce  
Larry Butler  
Glen Campbell  
Roy Clark  
Jessi Colter  
Billy Crash Craddock  
Mac Davis  
Donna Fargo  
Freddy Fender  
Mickey Gilley  
Johnny Gimble  
Bobby Goldsboro  
Jack Greene  
Freddie Hart  
Waylon Jennings  
George Jones  
Vivian Keith  
Pee Wee King  
Loretta Lynn  
Chips Moman  
Willie Nelson  
The Osborne Brothers*

*Dolly Parton  
Ben Peters  
The Po' Boys  
The Pointer Sisters  
Charley Pride  
Jerry Reed  
The Earl Scruggs Revue  
Johnny Rodriguez  
Jeannie Seely  
Hank Snow  
The Statler Brothers  
Gary Stewart  
B. J. Thomas  
Mel Tillis  
Merle Travis  
Buck Trent  
Tanya Tucker  
The Twitty Birds  
Conway Twitty  
Porter Wagoner  
Kitty Wells  
Mac Wiseman  
Tammy Wynette  
And Minnie Pearl, who's  
been in our hearts  
since 1940.*



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

# Business Briefly

**Subaru of America** □ Japanese-made auto will be advertised heavily nationally, starting Nov. 15, in campaign leaning primarily on spot TV in 70 markets, supplemented by network radio. Additional radio advertising will be placed through local dealers and distributors. Campaign theme: "The economy car for today's economy." Target audience is men, 18 to 49, with placements handled by Subaru's new agency, Levine, Huntley, Schmidt, Plapier & Beaver, New York.

**Malt-O-Meal** □ Various hot cereal products will be spotlighted in heavy spot-TV campaign to begin in late December and continue for 10 weeks in approximately 80 major markets. Campbell-Mithun, Minneapolis, is seeking spots to attract women, 18 to 49, and children, 2 to 10.

**Amana** □ Grey Advertising, Chicago, will handle pre-Christmas radio campaign for Amana Refrigeration Inc., Chicago, Radarange microwave oven. Plans call for 60's and some 30's in 168 markets (all CBS affiliates) aimed at adults, 25-49. Emphasis is on "touchmatic" digital control panel; spots include dealer tags.

**Kentucky Fried Chicken** □ It's too early to divulge particulars, but McCann-Erickson, New York, is handling campaign for new fish product—"H. Salt Esquire"—to be aired in mid-December. Fringe and access 30's are tentatively scheduled to run three weeks.

**Toro** □ Three new spots for Toro Manufacturing Co.'s (Minneapolis) lawnmowers, snow throwers and leaf blowers are being handled by Ogilvy & Mather, New York, to run in 90 markets for 12 weeks beginning March 1, 1976. Theme for 30's and 60's is superior engineering quality in "torture test demonstration."

**Yuban** □ Maxwell House division of General Foods, White Plains, N.Y., will extend advertising for Yuban coffee through campaign handled by Grey Advertising, New York. Yuban has been advertised on radio since April in several West Coast markets, will pour same five-week flight into San Francisco starting Nov. 17. Radio version of traditional TV theme, "richness worth a second cup," is format in 30/30 split co-op program with

local supermarkets including price information and special offers.

**Neutrogena** □ Spot-radio effort for Neutrogena cleaning bar is scheduled to run during January 1976 by Neutrogena Corp., Inglewood, Calif., in substantial list of markets. Complexion soap advertising is slanted toward teen-agers. Hall & Levine Advertising Inc., Los Angeles, is agency.

**Independent Life & Accident Insurance** □ Extensive spot-radio campaign will be launched in first quarter of 1976 in 125 markets, primarily in South. In eight states in which Independent Life operates, campaign will last for 26 weeks; in six other states, 13 weeks. Cecil West & Associates, Jacksonville, Fla., is buying time periods directed to men, 25 to 49, with emphasis on drive time.

**Swank** □ Shaller Rubin Associates, New York, will handle first broadcast venture for Swan Inc., New York, promoting Royal Copenhagen and Serrano colognes. Three commercials are scheduled to run



Dec. 1 through Christmas aimed at gift-giving women, 25-49; Royal Copenhagen is higher priced, aimed at slightly older audience. Simple, sophisticated spot features Copenhagen's "Little Mermaid" statue, stresses tradition. New cologne, Serrano, uses sights of Madrid for "fountain commercial." Third spot, also for Serrano, is free sample offer. All use store listings tags. Early, late fringe and prime-time 30's will run in 40 markets at estimated half-million-dollar budget.

**Pierre Cardin** □ Marking its entry into broadcast advertising, Pierre Cardin (New York) childrens' clothing will be subject of pre-Christmas campaign. Mintzer Trostler Rothschild Inc., New York, is placing day-

fringe- and some prime-time 30's and 10's. Spots will run in three test markets (New York, Boston and Chicago) with budget of \$100,000, according to agency. MTR says heavier effort in spring hopefully will mean top 10-15 markets.

**Yabba Dabba Dew** □ Orange Co.'s fruit drink, placed into test markets last May, is adding 10 markets to spot-TV effort in November for total of about 25 markets, mainly in Northeast and Southeast. Product is expected to roll out nationally in coming months via spot-TV campaign by Sawdon & Bess, New York, which is zeroing in on women, 18 to 49.

**Arrow** □ Cluett, Peabody & Co., in preparation for Christmas buying season, will begin two-week spot-TV campaign for Arrow shirts in 40 major markets in mid-November. Young & Rubicam International, New York, will aim commercials at men and women, 18 to 49.

**Amity** □ As part of pre-Christmas splurge, Amity Leather Products Co. will stage two-week spot-TV campaign beginning Dec. 1 in 45 to 50 markets. Company's Rolf's leather goods will be advertised in commercials to men and women, 18 to 49. Agency is Hoffman, York Baker & Johnson, Milwaukee.

**Friendly's** □ Television will be tested by Friendly's, ice cream manufacturing and limited-menu restaurant firm, in three-week campaign to begin Nov. 10 in Toledo, Ohio; Binghamton, Syracuse and Albany-Schenectady-Troy, all in New York. Adult men and women are target audience sought by agency, Quinn & Johnson, Boston, on evening and late news and prime-time programs.

**Morse Shoes** □ Gaynor Media, New York, expects to complete buy this week of daytime and fringe 30's in undisclosed number of markets for Morse Shoe Co. campaign to begin Dec. 17.

**Catamount Resort** □ This ski area in Hillsdale, N.Y., near borders of New York, Connecticut and Massachusetts, is readying series of 60-second radio spots in five area markets: New York; Boston; Hartford, Conn.; New Haven, Conn., and Albany, N.Y. Campaign will start when snow begins to fall and will run for 10

weeks. Spots will talk about Catamount's night life, its ski instructors and its elaborate snow-blowing equipment, among other features. Agency is Robert E. Launey, New York.

**Dial Finance** □ Des Moines-based loan firm is kicking off extensive spot-radio splurge in 75 markets this week to continue over next seven weeks. Nationwide effort is being placed through Marvin H. Frank & Co., Chicago, in time periods appealing to adults, 25 to 49.

**Chanel Inc.** □ Norman, Craig & Kummel, New York, is handling three flights for Chanel No.5, two of them to begin Nov. 23 for three weeks. Fringe, prime, news and sports 30's (some for Chanel No.19) in substantial number of markets.

**Miles Laboratories** □ All-television campaign has been created for the national launch of Alka 2, Miles's new chewable antacid tablet. It kicks off on Nov. 3 on various prime-time series on ABC, CBS and NBC. Buttressing network will be spot-TV campaign in about 12 high-volume markets. J. Walter Thompson, New York, reaching for adult audience of men and women, created advertising motif which stresses: "Alka 2, built to fall apart. Chews fast. And it works fast too..." Product has been tested at various times over past four years prior to its national rollout.

## BAR reports television-network sales as of Oct. 12

ABC \$527,092,400 (29.7%) □ CBS \$638,784,800 (36.0%) □ NBC \$607,154,000 (34.3%)

Day parts	Total minutes week ended Oct. 12	Total dollars week ended Oct. 12	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.	141	\$ 755,500	4,670	\$ 26,266,100	\$ 18,578,200	+41.3
Monday-Friday 10 a.m.-6 p.m.	1,017	12,200,300	39,654	394,537,100	351,904,700	+12.1
Saturday-Sunday Sign-on-6 p.m.	308	9,600,300	11,722	179,321,400	165,008,800	+8.7
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,146,600	4,063	94,124,600	84,377,100	+11.6
Sunday 6 p.m.-7:30 p.m.	23	973,400	640	15,644,300	12,743,300	+22.8
Monday-Sunday 7:30 p.m.-11 p.m.	407	28,767,500	16,234	932,993,300	898,555,400	+3.8
Monday-Sunday 11 p.m.-Sign-off	201	4,450,100	7,685	130,144,400	117,426,700	+10.8
<b>Total</b>	<b>2,198</b>	<b>\$59,893,700</b>	<b>84,668</b>	<b>\$1,773,031,200</b>	<b>\$1,648,594,200</b>	<b>+7.5</b>

Source: Broadcast Advertisers Reports

**Morton-Norwich Inc.** □ Chicago-based firm is putting together spot-TV drive in 25 major markets on behalf of its salt substitute, starting Nov. 24 for four weeks. Benton & Bowles, New York, is looking for time periods to reach audience 50 years and older.

**Boursin Cheese** □ Imported cheese from France will be advertised on spot-TV via six-week campaign to begin in mid-

November in five major markets. Daytime, fringe and prime-time periods are being bought by Cunningham & Walsh, New York, to reach women, 25 to 49.

**Rep appointments.** KTVX(TV) Salt Lake City to Blair Television, New York. WHMB-TV Indianapolis to Adam Young Inc. WCGY(AM) Boston to ABC-FM Spot Sales Inc.

**B**RUCE ROBINSON ASSOCIATES is a Management Consulting firm specializing in aiding its corporate clients with the implementation of their Affirmative Action Programs. Our clients are Equal Opportunity Employers with proven track records, looking for professionals from the communications industry. If you are looking for a career growth opportunity, here is a selection of some of the many opportunities available throughout the United States. Please respond by mailing your resume to Bruce Robinson at the address below.



Bruce Robinson,  
President

## Current career opportunities in media.

**Advertising Sales Manager/Publisher:**  
for weekly trade paper. Must have previous sales management and print media exp.

**TV Director:**  
Minimum 2 yrs. directing exp. College grad or equivalent. Writing and supervisory ability.

**Broadcast Technician (TV):**  
Must have FCC 1st Class license. Knowledge of theory and practice of electronics. Grad of technical school or equivalent.

**Radio News Reporter:**  
On-air reporting. Write/rewrite news material. HS grad. Some previous radio news exp.

**TV Program Director:**  
Executive position. Must have exp. in program purchasing, budgets, research, cost control and people administration.

**Radio News Reporter:**  
Produce public affairs pgms. and do occasional anncg-news shift. 2 yrs. exp. on-air news. 1 yr. exp. producing/editing news/public affairs pgms. 1 yr. exp. in community affairs.

**TV News Photographer:**  
Flair for creativity. Some previous exp.

**TV Anchor:**  
Write/report news. Occasional field reporting. Previous anchor and reporting exp.

**TV News Producer/Writer:**  
Produce/edit newscasts. Previous production and supervisory exp.

**TV News Photographic Supervisor:**  
Must possess exp. in electronic news gathering.

**Controller:**  
5-7 yrs. experience. Must have good knowledge of cost budgeting and capital appropriations.

**Director of Purchasing & Distribution:**  
Plans, coordinates, analyzes, monitors, advises and evaluates purchasing and distribution functions of the company.

**Manager, Computer Systems:**  
5-7 yrs. technical experience, hardware and software. Knowledge of IMS, V/S, TSO, TCAM, OS/US and HASP. Supervises ten people. Relocation required. Hardware 360-370/158.

## Bruce Robinson Associates

MANAGEMENT CONSULTANTS, 200 West 57th Street, New York, N. Y. 10019



# Watts your problem?

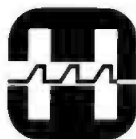
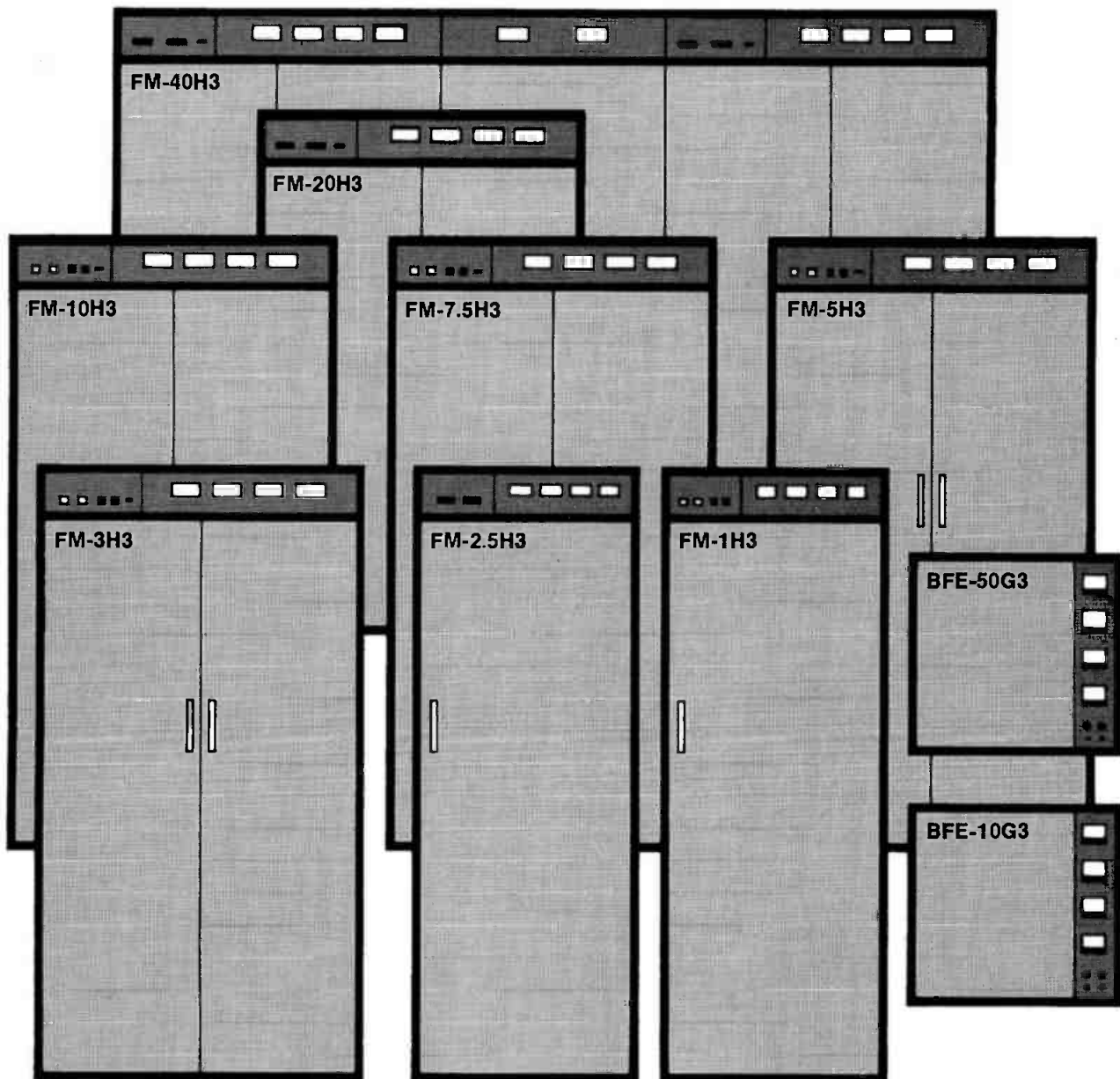
Harris offers the world's most complete line of FM broadcast transmitters. From 10 to 40,000 watts. All with a TE-3 100% solid-state exciter employing DCFM (direct carrier frequency modulation) and

DAFC (digital automatic frequency control).

All transmitters have an INTERMODULATION specification of 0.5% mono and 0.5% stereo. EFFICIENCY — the 20 and 40 kW transmitters

have a final amplifier efficiency of 80%. All are available for prompt shipment.

Write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING

# Percentage players

38% is the average share of audience for all Viacom Features I movies shown on network television. For Viacom Features II movies, it's 36%.

40%-or-better network shares have been recorded by 13 of the 41 Viacom Features I and II movies.

100% of our Viacom Features I movies and 71% of our Viacom Features II group are available right now for immediate play on local stations.

Those are our percentages.

Here's our number: (212) 371-5300.

## **Viacom**

Television's new major source for movies.



# play Viacom Features.



JANE EYRE



THE AUTOBIOGRAPHY OF MISS JANE PITTMAN



PARADISE, HAWAIIAN STYLE



THE AFRICAN QUEEN



SAD SACK



WALKING TALL

# Monday Memo

A broadcast advertising commentary from Harry A. Spitzer, executive director, retail development, Southern California Broadcasters Association

## The retailer that never mixes may have reason to worry

Media mix. It's a phrase that has been used so often that people in advertising are tired of it. But in advertising, we get bored by ideas before the clients and the public have a chance to learn them.

In today's battle for the eyes and ears and minds of the highly mobile, preoccupied and uninterested public, it takes more than one medium to do the best job for your client. Ergo, media mix.

Media mix means many things: it means that advertising people can't go on doing what they've always done. It means advertising people have got to find the best possible way to spend their clients' money, not just the easiest way. It means adding one or more advertising media to support the basic medium and make it more effective.

Now, a prime example of the "never media mix, never worry" school of advertising is the retailer. Retailers have been print advertisers since Gutenberg invented his printing machine. And retailers are slow to change.

To begin with, retailing is a strange business. Ask any ad agency with its first retail account. Retailers do strange things for what seem to be strange reasons. They measure success by increases or decreases over yesterday, over last week, over last month, over last year.

Looking backward seems to be the basic direction.

But it's because today's sales figures are measured and compared with sales figures acquired last year at the same time. Print becomes a perpetuating security blanket for retailers because print—newspapers or direct mail—was used to log those sales figures last year and gets the credit for the store's success. So why take chances with a Johnny-come-lately medium like radio? "It's only been around since 1920, and look how long we've been running newspaper ads and mailing catalogues." End of discussion.

That's the attitude attributed to the conservative retailer, whose philosophy is never try anything new. The liberal retailer believes in trying new things—but not now.

What has been happening to breed new hope among marketing men is that many retailers have discovered radio. Success stories of retail radio promotion abound. Yet, when a retailer tries advertising for the first time and has good results, he's overjoyed to have discovered a brand new way to advertise. More and more retail advertisers are learning that adding radio to their basic promotion plans increases sales remarkably.



Before joining the Southern California Broadcasters Association in 1972, Harry Spitzer ran his own Los Angeles advertising agency. Prior to that, from 1962 to 1970, he was vice president-advertising and publicity for Zody's department stores, also in Los Angeles. His other retail experience includes work with Davison-Paxon and Rich's in Atlanta, with Rich's in Miami and with Sattlers in Buffalo, N.Y.

Department stores are using radio to call attention to newspaper ads they're going to run or to catalogues they're going to mail.

Purpose? To reach people within the potential market who just don't take or read a paper regularly. To reach people beyond the newspaper's circulation who can be reached by radio. To flag the attention of their regular customers to tell them something special is coming. To remind listeners, customers or not, to look in the paper or in the mail for news of the event.

Call it pre-sell or call it hedging your bets. The smart retailer is using more than one medium to insure that the printed piece will be read, not just glanced at. We know the newspapers are delivered to the door, or at least to the driveway. But what else can the advertiser do to be sure his message is reaching his target?

Studies have shown that newspapers are not being read as thoroughly as they may have been in less hectic, less fast-moving times. A Starch study showed that an

average of less than 30% of the newspapers' readers read the ads; after reading the ads, an average of only 23% could identify the advertisers, and less than 10% read half or more of the ads' contents.

Many retailers are aware that their basic buy in newspapers can't do the job any more. And it's costing them more and more money each year to reach that portion of their public who are newspaper readers. Newspaper rates have increased 40% from 1968 to 1975, according to a Ted Bates study, while radio rates have gone up only 6% in the same period. In addition, circulation of newspapers nationally has increased only 1% while radio coverage has increased 36%.

The media mix of radio with newspapers turns out to be the best combination buy for delivering the retailer's message to more people more frequently at lower cost.

The media mix of TV and radio has been a natural for many retailers. Combining the broad reach of TV with the specific demographic reach and economic frequency of radio has great appeal for the retailer venturing into broadcast for the first time. Often the advertiser will use the sound track of the TV spot as a radio commercial. This imagery transfer—the ability of the listener to recall the picture when hearing the sound track—has some synergistic effect and increases the effectiveness of both commercials. It should be noted, however, that the radio spot should be rewritten to transfer the elements of the commercial to a purely audio medium.

The cost of producing first-class TV commercials may be out of the reach of most retailers, but imaginative combining of production and talent to produce both radio and TV spots at the same session offers the retailer the opportunity to average out his expenses more palatably. Prime-time TV spots are beyond most retail budgets, but prime-time radio can pick up specific audiences to make the campaign work.

None of the above can work without proper planning. And in retailing, there's no excuse for surprises in the sales promotion program. The sales that ran last year will surely repeat this year. There'll always be an Easter, a Father's Day, a Mother's Day, a Christmas. And the dates can be forecast from year to year.

Picture the retail marketer as a chemist, adding the intrusive, interruptive, ubiquitous qualities of radio to the in-depth, directory features of newspaper or the scope of television to create the most effective media mix for his store.

A dream? Perhaps, but already many knowledgeable retailers are sharing it. There's room for more. All it takes is the understanding and vision to put it all together.



## Looking for an inexpensive turnkey system? Don't buy it 'til you've seen the new BCS 800B.

You know low-cost turnkey systems can't match the scheduling and reporting power of the BCS 800 and 1100 systems. But the 800B can.

It's no small system. It's big on performance. Big on capability.

But very small in price. In fact, the new BCS 800B competes dollar-for-dollar with the little guys.

**Find out how much big system a small budget will buy.  
Call Jack Finlayson today. (303) 599-1500**

Don't start  
another day  
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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.** Special subcommittee of House Rules Committee meets Nov. 6 to discuss staff report that says in essence that it's technically feasible to broadcast House floor proceedings (BROADCASTING, Oct. 27). B.F. Sisk (D-Calif.), chairman of subcommittee, has said he wants to hold hearings by third week in November. Resolution (H. Res. 269) by Jack Brooks (D-Tex.) sparked House activity; there also is S. Res. 39 by Lee Metcalf (D-Mont.) pending in Senate Rules Committee, but there has been no action on it. And, Joint Committee on Congressional Operations has reaffirmed recommendation of year ago in favor of live broadcasting of congressional proceedings (BROADCASTING, Oct. 13).

**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 programing, 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). Commission has declared improper first of such agreements, between KTTV(TV) Los Angeles and National Association for Better Broadcasting. Commis-

sion said licensee dealt away too much programming 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 Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Barbara Ringer, register of copyrights, was scheduled to testify last week and on Nov. 6. She is to be last witness.

**Crossownership (newspaper-broadcast).** FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

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

divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29). 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 (BROADCASTING, Oct. 27); 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

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 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. Commission last week was scheduled to deal with matter of pay TV and series-type programs ("Closed Circuit," Oct. 27). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in July (BROADCASTING, July 14, 21).

**Payola.** Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Rector for

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

**'Pensions' case.** FCC decision holding that NBC-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.),



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for possible insertion in copyright revision bill pending there (H.R. 2223).

**Personal attack rules.** FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed (BROADCASTING, Sept. 29).

**Public broadcasting funding.** Both houses of Congress are moving toward acceptance of plan for three-year funding for Corporation for Public Broadcasting. Because of House Appropriations Committee's strenuous objections to appropriation provision of CPB funding bill in House (BROADCASTING, July 28), it appears that all that will be left will be provision for five-year authorization. Actual appropriation will follow in separate measure and will be for no more than three years, if Appropriations Committee prevails. It will also require annual review of CPB's finances before appropriations committees in both houses. Anticipating separate appropriations measure, Senate Communications Subcommittee Chairman John Pastore (D-R.I.) has re-introduced CPB funding bill in Senate, this one without appropriations provision (BROADCASTING, Oct. 27). He said he is willing to compromise on three years.

**Ratings.** Nielsen prime-time averages, season to date (first seven weeks): NBC 19.3; CBS 18.0; ABC 17.7. Sixth week alone: NBC 23.5; CBS 17.4; ABC 16.7.

**Section 315.** FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29). Commission and U.S. Court of Appeals in Washington rejected petitions for stay of new interpretation of 315 (BROADCASTING, Oct. 6). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has requested all FCC documents involved with commission's order; hearings may result (BROADCASTING, Oct. 13). Commission's action also will be dealt with in oversight hearings this week before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Oct. 27). Also, Senator Pastore has bill (S. 608) that would 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. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

**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 games in baseball, basketball and hockey. There were hearings last week on Macdonald measure. In Senate, Communications Subcommittee Chairman John O. Pastore (D-R.I.) has introduced bill to extend current law, but amend it to include 24-hour provision in Macdonald bill (BROADCASTING, Oct. 27).

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

**Washington Star transfer.** Texas banker Joe Allbritton has filed as amendment to petition for waiver of FCC's crossownership rules new deal under which he would take control of Washington Star Communications Inc. Agreement requires Mr. Allbritton to comply with crossownership rules within three years, if commission requires that as condition for approving sale. Hearings on waiver have been suspended pending action on amendment (BROADCASTING, Sept. 29). Mr. Allbritton has also reached deal with some of citizen groups opposing sale of Star's Washington stations. He will help in arranging up to \$10 million in financing for minority or women's acquisition of stations in return for groups' dropping petitions against sale (BROADCASTING, Oct. 27).

**WPXI(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

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

Street, Newtonville, Mass. 02160.

**Nov. 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 meeting full 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. 5-6**—FCC oversight hearings before Senate Communications Subcommittee (BROADCASTING, Oct. 27). 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.

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## Also in November

**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**—FCC's new deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Deadline previously was extended from Sept. 26 to Oct. 24. Reply deadline was further extended from Dec. 1 to Dec. 15. FCC, Washington.

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

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

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

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

**Nov. 10-14**—*International Radio and Television Society's* faculty/industry seminar. Tarrytown 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**—Regional meeting of board of directors of *Corporation for Public Broadcasting*. Open to public. Hyatt Regency hotel, Atlanta.

**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**—*Senate Commerce Committee* hearing on proposals to extend period of daylight savings. Washington.

**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**—Deadline for applications of broadcasters planning to cover 1976 Democratic and Republican national conventions. Applications should be sent to executive committee of congressional radio-

TV correspondents galleries and should include: (1) which conventions station or network plans to staff, (2) estimated number of personnel requiring credentials, (3) estimated work space requirements (in square feet) for both headquarters hotel and convention hall. Address applications to William Greenwood, chairman, House Radio-Television Gallery, Room H-320, U.S. Capitol, Washington, 20515.

**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* 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. 28**—FCC's new deadline for comments on proposed rulemakings regarding fraudulent billing (Docket 20499), licensee-conducted contests (Docket 20500) and audience rating distortions (Docket 20501). Deadline previously was extended from Sept. 29 to Nov. 28. Reply deadline was further

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extended from Nov. 28 to Dec. 29, 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* sixth annual conference, Galt Ocean Mile hotel, Fort Lauderdale, Fla.

## December

**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. 15**—FCC's new deadline for comments on proposed changes in program logging requirements (Docket 20600). Previous deadline was Oct. 30. Deadline for replies was extended from Nov. 12 to Dec. 31, FCC, Washington.

■ **Dec. 15**—FCC's new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Reply deadline previously was extended from Oct. 30 to Dec. 1, FCC, Washington.

**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*,



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*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, Rodeway 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; Derk Zimmerman, KBHK-TV San Francisco, is facilities chairman, Fairmont and Mark Hopkins hotels, San Francisco.

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

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

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

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

## March 1976

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

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

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

■ **March 17-20**—*Alpha Epsilon Rho* 34th annual convention. Site in Chicago to be announced. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext 2021.

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

■ **March 24**—*Electronic Industries Association*

government-industry dinner, Robert W. Sarnoff, RCA board chairman, will receive EIA's 1976 Medal of Honor, Mayflower hotel, Washington.

■ **March 28-29**—Eighth annual international conference of the *International Industrial Television Association*, Sheraton-Anaheim hotel, Anaheim, Calif.

## April 1976

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

■ **April 12**—Deadline for entries in *Janus Awards*, designed to recognize excellence in financial news programming. Open to commercial radio and television stations and networks. Contact: Janus Awards, public relations department, Mortgage Bankers Association of America, 1125 15th Street, N.W., Washington 20005.

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

■ **April 25-28**—NBC's 50th anniversary meeting of TV and radio affiliates, Waldorf-Astoria, New York.

### 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, Statter-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.

**Dec. 11-16, 1976**—*Radio Television News Directors Association* international conference, Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

## May 1976

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

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

■ **May 13-14**—*Ohio Association of Broadcasters* spring convention. Sawmill Creek, Huron.

■ **May 27-June 5**—*Prix Jeunesse International*, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

## June 1976

■ **June 10-12**—*Florida Cable Television Association* annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

■ **June 10-13**—*Mississippi Broadcasters Association* 35th annual convention. Phil Brady, WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

■ **June 13-16**—1976 Summer Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association*. McCormick Place, Chicago.

■ **June 13-16**—*Florida Association of Broadcasters* 41st annual convention. Breakers hotel, Palm Beach.

■ **June 15-20**—*Broadcasters Promotion Association* 21st annual seminar. Statler Hilton, Washington.

■ **June 26-29**—*Georgia Association of Broadcasters* annual convention. Lanier Lake Islands.

## July 1976

■ **July 14-17**—*Colorado Broadcasters Association* summer meeting. Wildwood Inn, Snowmass.

■ **July 23**—*Motion Picture Laboratories-Memphis State University* film seminar. University Center, MSU, Memphis.

## August 1976

■ **Aug. 12-13**—*Arkansas Broadcasters Association* summer convention. DeGray State Park Lodge and Convention Center, Arkadelphia.

## September 1976

■ **Sept. 19-22**—*National Radio Broadcasters Association* Conference & Exposition. Hyatt Regency Embarcadero, San Francisco.

■ **Sept. 24-29**—*Fifth Vidcom-The International Market for Videocommunications*, including exhibits of equipment for broadcast program production and cable television. Palais des Festivals, Cannes, France. U.S. contact: J. Nathan, suite 1103, 250 West 57th Street, New York 10019.

## November 1976

■ **Nov. 8-9**—*Television Bureau of Advertising* annual convention. Shoreham Americana, Washington.

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

## December 1976

■ **Dec. 11-16**—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla.

# Open Mike®

## Dr. Teller's blast

EDITOR: Edward Teller, who was involved in the development of the atomic bomb, spoke recently on Guam to university students there. As the television crews turned on their lights, Dr. Teller dealt TV this blow: "No, please, let's not waste energy," he said. "I love everything in America except two institutions. One is the Mafia and the other is television. But if I had the power to abolish only one of these institutions, it would be television."

Later, a questioner asked him, "Do you feel it's possible that we could be in this state of technology today without television?"

Dr. Teller responded: "I have no doubt that without television and without depleting the attention of our young children into idiotic channels, technology would have developed faster. However, I will say that without technology, we wouldn't have television, which proved that not all of the products of technology are good."

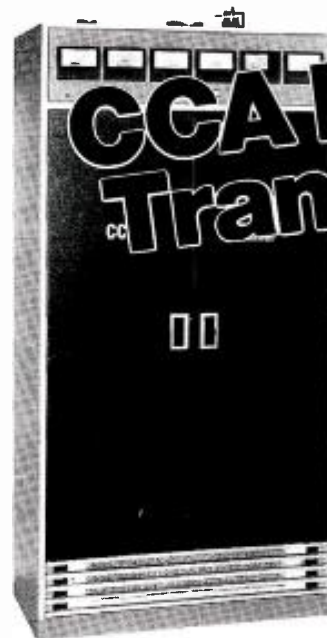
When the most educational device ever developed by technology is not recognized

for its highly informative role in society, it would seem that our professional educators and technological people have not been properly informed as to the impact TV has had to the good, and a new kind of selling job must be done by television-industry leaders.—*Donald C. Brown, KATB(AM) Agana, Guam.*

## What he said

EDITOR: Bernard Owett, senior vice president of J. Walter Thompson, reveals all too clearly his (and his company's) style in his Oct. 13 "Monday Memo" on style: "It's not what you do; it's how you do it."

What he did was demonstrate convincingly the blatant sexism that pervades the advertising industry. In a succession of outrageous examples, Mr. Owett totally excluded the presence of a single woman "potential customer" (to use his term) and describes the viewer worthy of his vast creative energies, to quote just a few ... "If he's thinking at all it's probably about his child's orthodontist bill, his wife's scrappiness ... they didn't sympathize



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with the *guy* with the pain in *his* gut . . . if they're overwhelmed at home it's *the wife's fault* or the children's . . . we decided to make *him* laugh . . ."

Sexism executed with "style" is nothing to brag about. May I suggest that Mr. Owell and his clients take the time to examine not only what they are doing but to whom they are doing it before they congratulate themselves on the style with which they do it.—*B. J. Anwyll, Arlington, Mass.*

### The applecart

EDITOR: I believe the National Radio Broadcasters Association to be both divisive and harmful to the broadcasting industry. I believe that both radio and television have much more in common than what they don't have in common and should be united in one organization. Attempts to form a separate radio organization weaken the efforts of all who are concerned about all-industry problems. I believe the NRBA will be repetitious and it will duplicate many of the efforts of the NAB.

It is admirable to want to promote a stronger and more effective radio industry, and those of us in radio appreciate that effort. I do feel that this can be done within the confines of the NAB. Those of us, who like myself, are involved in NAB (I am a member of the small-market radio committee) realize that the NAB does an outstanding job not only for television but for the radio industry as well.

If radio members of the NAB feel that they're not getting a fair shake, then they should get involved with the NAB and work united to solve our industry's problems.—*David E. Parnigoni, president, WKVT(AM) Brattleboro, Vt.*

### President and precedent

EDITOR: An amusing memory was stimulated by the observation that the CBS, NBC refusal to carry the President's recent tax-cut speech was . . . "an action believed to be unprecedented" ("Top of the Week"—Oct. 13).

Some time about 1940 President Roosevelt requested time from NBC. It was usual for NBC to carry presidential broadcasts on both the Red and Blue networks, but the Red network sponsor of the time requested refused to relinquish its time to "that man in the White House" and NBC gave in to that sponsor.

They forgot, however, to notify Washington master control that only the Blue was to carry FDR, and routinely the President was fed to both networks.

A furious telephone call from New York master control to Washington ordered that they cut the Red feed. The lazy Southern drawl of the engineer in charge of Washington master control replied, "We ain't in the habit of cuttin' off the President down in this bailiwick. If you want him cut, you have a switch up there, cut him off yourself."

They did. You can imagine the repercus-

sions from the White House.

So if it's any comfort to the people at Black Rock and 30 Rock—it's been done before.—*Dorian St. George, Merrimack, N.H.*

(Mr. St. George was an NBC announcer at the time he has recalled.)

### No speed-up in slow pay

EDITOR: The problem of slow pay, as highlighted at the American Association of Advertising Agencies' western regional meeting (BROADCASTING, Oct. 20), affects all of us in the broadcasting industry.

We followed an Institute of Broadcast Financial Management suggestion and allowed discounts for prompt payment and added service charges for late payment. This procedure worked out very well in speeding cash flow to WIPS from local advertisers, but it has failed miserably with the agencies. We have only one agency on our current list that pays in time to take a discount. Although most agency accounts pay us in about 60-90 days, we still have some to which we add service charges. And of 10 agencies to whose bills we have added service charges, only one actually has paid it.—*John K. Motsinger, president and general manager, WIPS(AM) Ticonderoga, N.Y.*

### Number please

EDITOR: Re: Your editorial, "Radio spoken here" (Sept. 15), I agree that "Wisconsin and other universities will continue to serve their purposes by insisting that students meet sensible standards, on paper as well as on the air." But: I also recognize that journalism students ape what they see and hear the professionals doing with words. Broadcasters may complain about students' poor English and grammar. But they should listen to what passes for English on the local stations, in commercial messages as well as newscasts. Since when is it grammatically correct to say that "Sears is having *their* annual white sale"?

Granted, journalism students need to clean up their grammar. But so do the professionals who claim to know all about the business. Ever try teaching proper usage and getting the reply, "But that's not the way they say it on (station shall remain nameless)"?—*Sharon Murphy, assistant professor, University of Wisconsin—Milwaukee.*

### Number's up

EDITOR: I enjoyed your Oct. 6 article on call letters assignments and some of the more attractive and promotable ones currently in use.

One point not covered in the story is that there are six possible call letters combinations for television stations that could correspond with their channel number. We at wtwo, channel 2, have found this combination to be a good identification and promotion tool.—*James A. Underwood, operations manager, Wtwo(TV) Terre Haute, Ind.*

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The newswweekly of broadcasting and allied arts

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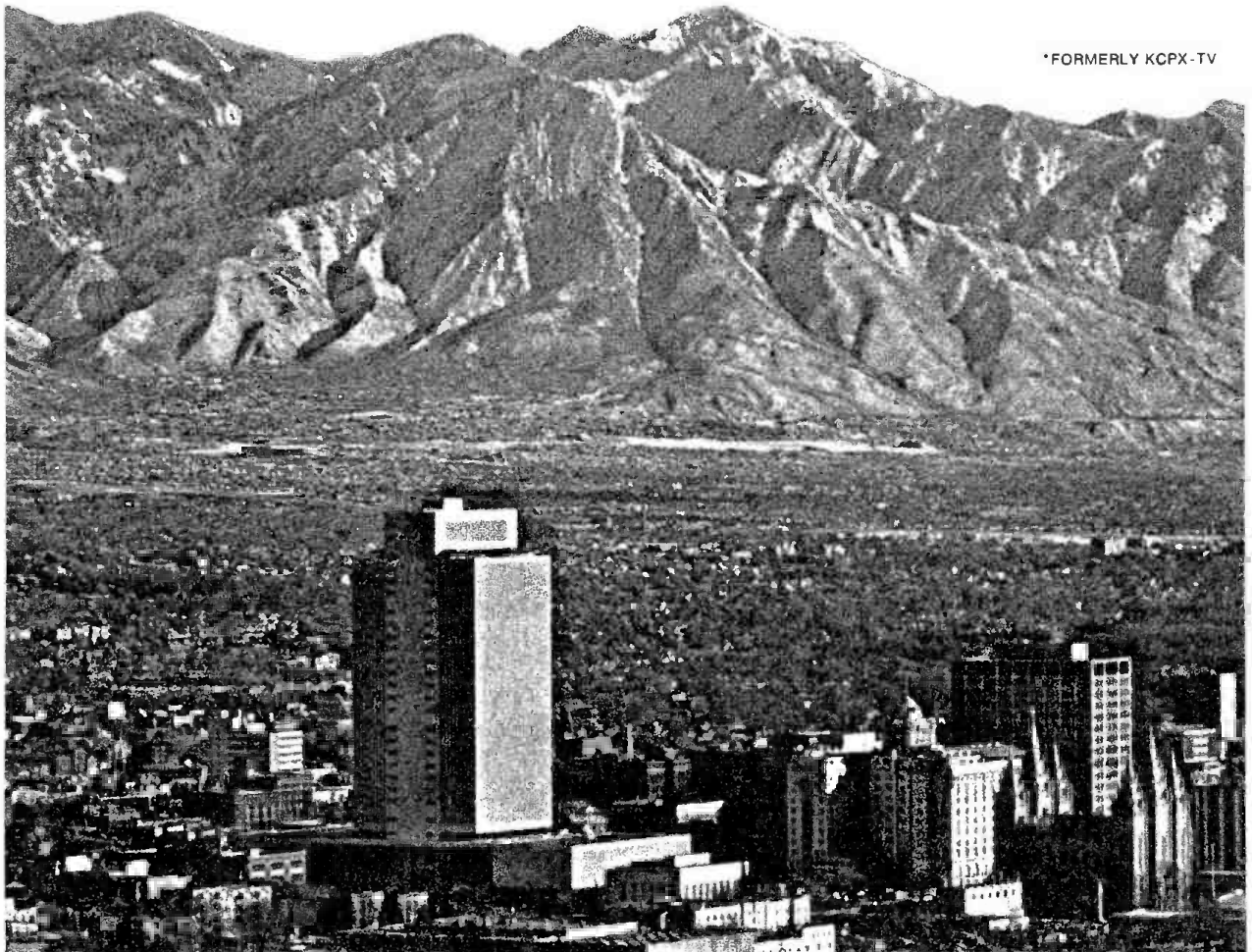
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# Closed Circuit.

Insider report: behind the scene, before the fact

## Early warning

TV networks' new fall programing, widely blamed for decline in TV ratings (BROADCASTING, Oct. 6, et seq.), isn't sole culprit after all. That's word of researchers who checked back, found decline did not start with new season that opened in September, but instead started during summer—or possibly last spring. In addition, as they'd already noted, decline is apparent in daytime as well as at night and in fact is bigger in daytime.

Networks' combined prime-time Nielsen ratings for first seven weeks of new season (Sept. 8-Oct. 26) are down 5% from same period last year. But this is continuation from 3% drop that, as it turns out, occurred in July-September period. Looked at another way, time spent with TV per home per day declined at least marginally—on basis of year-to-year comparisons—in four of last five months and has not risen since April. In August and September, usage dropped 5% and 4% below respective months of 1974.

## Senior service

To counter prospects of governmental authorization of direct satellite-to-home television broadcasting, affiliates of all three television networks are opening campaign emphasizing need for local broadcast stations in U.S. system. White paper is being prepared by Combined Satellite Transmission Committees of ABC-TV, CBS-TV and NBC-TV affiliates for distribution to government and opinion leaders. It will argue that satellite-to-home service would mark certain end of local stations and service they provide. A. James Ebel, KOLN-TV Lincoln, Neb., CBS affiliate, is chairman of combined committees.

## Steaming on

Ford administration's regulatory reform group is plunging ahead on cable-television de-regulation despite speculation that President would not submit such controversial legislation to Congress in election year. Group's members talk of having draft bill ready by mid-December; some even talk of mid-November target date. And to obtain further assistance in its project, group, which has met with industry and public interest representatives (see page 42), will confer with number of economists and other specialists.

Office of Telecommunications Policy has asked its former chief economist, Bruce Owen, now at Stanford University, to assemble group of academicians who have studied cable's impact on broadcasting and regulation's impact on

cable for meeting with regulatory reform group, possibly this week. Meanwhile, FCC, which has been shut out of administration's deliberations, is continuing to work on cable legislation of its own. Last week, Cable Television Bureau's "twelfth draft" of proposed bill was being reviewed by chairman's office, general counsel's office and Common Carrier Bureau.

## Crowd of candidates

Search for president of Public Broadcasting Service grows wider rather than narrower. Front-runner, Robert Wilson of noncommercial KERA-TV Dallas (first choice of PBS Chairman Ralph Rogers), withdrew candidacy last week. Coming on strong: Robert F. Schenkan of noncommercial KERN(TV) San Antonio, Tex., and Frederick Breitenfeld of Maryland Center for Public Broadcasting. Dark horses from commercial side of medium: Richard Jencks, retiring as CBS vice president-Washington; Larry Fraiberg, general manager of Metromedia's WNEW-TV New York, and Dick Block, former president of Kaiser Broadcasting.

PBS job carries \$50,000-\$60,000 price tag. Another public broadcasting post—\$35,000 directorship of public affairs for Corporation for Public Broadcasting—has attracted 150 applicants so far, many in response to blind ad in National Press Club's *Record*.

## Biggest yet

If advance commitments hold, annual convention of National Association of Broadcasters in Chicago next March should break all records. So far 183 exhibitors have leased 91,500 square feet of space at McCormick Center, and with some five months to go, reservations could reach 100,000 square feet. This compares to 78,000 square feet of exhibit space at record convention in Las Vegas last April.

Las Vegas exhibitors paid NAB \$470,000 at roughly \$6 per foot. (NAB pays rent of exhibit hall.) In Chicago both rate and NAB costs will go up. Rate increase quoted is \$1 per foot, so presently reserved space would bring in \$640,000.

## People's choice

CBS-TV's cancellation of *Beacon Hill* due to paltry ratings (series hit rock-bottom 13 share on Oct. 21) may queer future network attempts at so-called quality drama in series form, at least for next few years. "We got the message: The American public rejected *Beacon Hill* in

gross numbers," said one top CBS official. "In our future programing decisions, we're not going to be oblivious to what the mass audience wants to see."

## Widening gap?

Close observers wonder whether National Association of Broadcasters and radio-only trade associations should go to outside arbitration to settle their organizational differences. Radio-only entities—like Radio Advertising Bureau and recently constituted National Radio Broadcasters Association (see story page 34)—allege that NAB is dominated by its television membership and gives short shrift to radio. But NAB brass point to recent revisions and expansion of NAB services that are radio-oriented, including full day's agenda at NAB convention in Chicago next March.

RAB leaders, however, evidently still feel they're being cold-shouldered. They question over-all NAB convention agenda, and seek participation in revenue to be derived from radio-only exhibits. (In one quarter, figure of \$100,000 was mentioned.) Sentiment for exploration of federation concept covering all segments of broadcasting also reportedly is developing within both RAB and newly structured NRBA, with strong suggestion they consider joining forces.

## Regrouping

Compu/Net Inc., computer-based broadcast traffic and accounting management system, is putting its radio service on "hold" while it develops new and improved TV service. Under new direction of Theodore F. Shaker as chief executive officer (as well as president of Arbitron, which like Compu/Net is Control Data Corp. subsidiary), Compu/Net is freezing its radio customer base at about 50 for time being, will drop one if not both of its two TV station clients. Payroll is being cut from 55 to about 20, but Mr. Shaker expects to be back to 55 or so in year, hopes to have new TV system ready by early 1977. Among those departing is President Edwin Stevens as well as Executive Vice President Maurie Webster (BROADCASTING, Oct. 13).

Some accounts say Compu/Net had lost over \$5 million and projected no break-even over next five years before current changes were initiated. In radio, ABC-owned WABC(AM) and WPLJ(FM) New York are switching to Marketron, Los Angeles, and Mr. Shaker says all four ABC Radio networks will eventually leave client list. Other radio clients may be added, "but gradually."

# The Week in Brief

**FOURTH QUARTER BONANZA** □ *The business of television registers on incredible upswing in the final months of 1975. PAGE 24.*

**ENGMAN FOR FAIRNESS REPEAL** □ *FTC chairman maintains doctrine offends First Amendment. PAGE 24.*

**DONE** □ *Sword-rattling escalates into action as writers, directors and actors file suit against family viewing. PAGE 25.*

**'BALLOTS AND BROADCASTING'** □ *Top figures in and out of radio and television speak their minds on the eve of the 1976 campaign year. PAGE 26.*

**PETE AND REPEAT** □ *NFL Commissioner Rozelle again tells Hill subcommittee that antiblackout law is causing pocketbook problems to sports. But the Macdonald defensive line keeps putting the sack on him and other pro sports spokesmen. PAGE 30.*

**REASSURED AND IRKED** □ *Ford tells Senator Baker that there definitely will be an Office of Telecommunications Policy. But Robert Wells apparently won't be its director. Meanwhile, Eger blasts Hill on CPB funds. PAGE 32.*

**CLEAR CHANNELS** □ *FCC this week is to make a stab at solving one of its longest-pending issues: The radio channels reserved for high-power signals. PAGE 32.*

**COORS SCUTTLED** □ *Appointment of the Colorado businessman to the board of the Corporation for Public Broadcasting is tabled by an 11-to-6 vote of the Senate Commerce Committee. PAGE 31.*

**'STAR' PROFITS** □ *New factor is added to Joseph Allbritton's buying plans in Washington as 'Post' strike brings \$2 million in extra October revenue to his newspaper. PAGE 33.*

**WAIT AND SEE** □ *Radio Advertising Bureau looks into idea of a federation of broadcasters, but withholds opinion for fear of aborting dialogue. PAGE 34.*

**BORDER PROBLEM** □ *State Department renews its appeal to Canada for further discussion of latter's ad-deletion policy. PAGE 34.*

**MORE MONEY, PLEASE** □ *FCC's Wiley cites new demands on commission staff in asking for \$445,000 supplement to its budget. PAGE 36.*

**DISAGREES WITH NAB** □ *Colorado Broadcasters Association believes license-renewal legislation is a 'dead duck,' that priority belongs on copyright efforts. PAGE 37.*

**PRIME ACCESS BIGGIES** □ *Nielsen book for Sept. 25-Oct. 8 has 'Hollywood Squares' leading prime-access series. There are 14 holdovers and four new syndicated shows capturing strong numbers. PAGE 38.*

**NEW SEASON UPDATE** □ *NBC-TV widens its lead in the ratings; some post mortems on 'Beacon Hill'; Nancy Walker may take a walk. PAGE 40.*

**MORE WHITE HOUSE VISITORS** □ *Latest to meet with Domestic Council are public-interest groups and state-local government representatives, offering their views on cable. PAGE 42.*

**DEFINING CABLE SYSTEMS** □ *FCC gets some suggestions and plans for the numbers, types of services and elements of CATV that should come under its jurisdiction. PAGE 43.*

**PLUS FOR PAY CABLE** □ *FCC has all but decided to lift restrictions on use of series-type programming by subscription systems. PAGE 44.*

**MISGUIDING THE YOUNG** □ *Study contends that some TV commercials make children cynical, distort their outlooks. Pretesting panel is suggested. PAGE 47.*

**PERCY PRESSING** □ *Illinois senator begins a series of meetings with the networks, FTC and FCC on possible hazards to children from TV advertising. PAGE 48.*

**SONY'S NEWEST** □ *Betamax home video-recording-player goes on the market. It's high-priced, but permits simultaneous taping of two shows. PAGE 49.*

**WHITE HOUSE'S WHITE** □ *Assistant News Secretary Margita White continues to win friends and influence people among the media for President. It's due to an almost unbelievable amount of savvy acquired in a relatively short time on the Washington scene. PAGE 65.*

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In the 1975 International Radio Programming Forum Awards competition sponsored by Billboard Magazine...

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KLAC's documentary program, "Tribute to Bob Wills," received the award for Program of the Year.

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PROGRAM DIRECTOR  
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WNEW-FM**  
NEW YORK

Nominations:  
STATION OF THE YEAR  
Scott Muni  
PROGRAM DIRECTOR  
OF THE YEAR

**MM  
KMET**  
LOS ANGELES

Nominations:  
Shadoe Stevens  
AIR PERSONALITY OF THE YEAR  
B. Mitchel Reed  
AIR PERSONALITY  
OF THE YEAR

**MM  
WDFW**  
CHICAGO

Nominations:  
Jim Channell  
AIR PERSONALITY  
OF THE YEAR

**MM  
WIP**  
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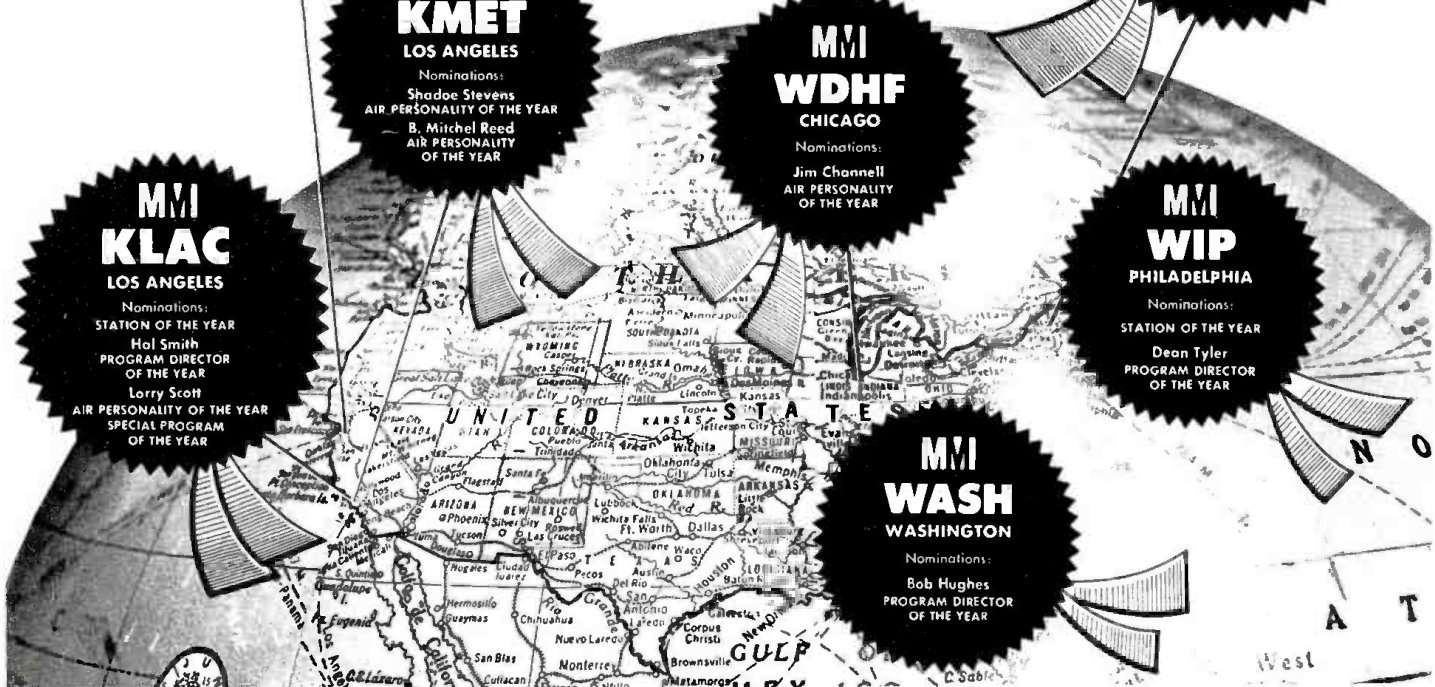
Nominations:  
STATION OF THE YEAR  
Dean Tyler  
PROGRAM DIRECTOR  
OF THE YEAR

**MM  
KLAC**  
LOS ANGELES

Nominations:  
STATION OF THE YEAR  
Hal Smith  
PROGRAM DIRECTOR  
OF THE YEAR  
Lorry Scott  
AIR PERSONALITY OF THE YEAR  
SPECIAL PROGRAM  
OF THE YEAR

**MM  
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Nominations:  
Bob Hughes  
PROGRAM DIRECTOR  
OF THE YEAR





## Top of the Week

### TV harvesting sales bonanza in 4th quarter

**No one's sure exactly why sales volume—and price level—of network, spot and local time are outpacing even last year's all-time-record highs**

Television sales are barreling into the fourth quarter at a clip that makes 1975 virtually a sure-fire cinch to set new records in all departments: national and regional spot, network and local.

At all three levels, sales are running ahead of the pace that took them to new records last year, and the fourth quarter is turning out to be a huge one, especially in spot.

"It's too early to tell about December," one happy station rep reported, "but I've never seen anything to match this October and November." Nobody seemed to doubt that the momentum would sweep December as well—and carry the year to new heights.

■ The TV networks, for all their troubles in the ratings race, are running 7%-8% ahead of last year's billings pace.

■ Local TV sales, which in 1974 passed the billion-dollar mark for the first time, are variously estimated to be 8%-10% ahead of last year's clip.

■ National and regional spot billings are believed to be at least 5%-6% ahead at this point—and some reps say the gain is much more than that.

"The fourth quarter of 1974 was the highest-billing fourth quarter this company ever had," said an official of one of the largest—and one of the oldest—rep firms. "But the fourth quarter of 1975 will be 8% to 9% ahead of last year's. It's just booming along."

Some reps were somewhat less enthusiastic, putting their fourth-quarter gains in the low single-number percentages. But BROADCASTING's sampling found none who reported no increase—although, as always, many took pains to point out that the increases were not uniform across all markets and all stations. At the upper extreme, several reported fourth-quarter advances in the 10%-12%—and in one case 17%—range.

The increases were attributed to a variety of factors. Among them: an im-

proving national economy, more retailers coming in, increases in other pre-Christmas advertising, a rising number of new products and new advertisers, returning strength in automotive advertising, and in general a more confident outlook by big advertisers and agencies. A major rep added: "I can't explain it, but I'm enjoying it."

Some reps detected a to-them-heartening decline in an old and in the past seemingly growing bugaboo: direct placement of advertising by some clients and agencies. They also thought that New York agency offices were beginning to show more life in the marketplace than had been their custom lately.

"In addition," another major rep noted, "local sales are up nicely, and that keeps rates firm and will force some of them up." Uniformly, reps agreed that rates are strong.

Harvey Spiegel, the Television Bureau of Advertising's senior vice president, marketing, who said a few months ago that 1975 "could" be a bonanza year (BROADCASTING, Aug. 18), now says it is. "Some stations," he added, "are not only sold out, but are sold out at the highest prices over."

He saw no reason to change TVB's original forecast that network and spot sales this year should rise 8% each and local 11%.

#### FCC oversight hearings shaping up as major contest.

Senate Communications Subcommittee Chairman John O. Pastore's decision to call hearings—beginning Wednesday and Thursday this week—on several controversial FCC actions has drawn immediate response from individuals and groups wanting to testify. Principal issue will be the FCC's decision to exempt candidate debates and news conferences from requirements of Section 315, a decision Mr. Pastore opposes and one that could change the shape of political campaign coverage next year. CBS President Arthur Taylor and the Aspen Institute's Douglass Cater, proponents of the relaxed requirements, will be early witnesses. They will be followed by Tom Frawley of the Radio Television News Directors Association, Collot Guerard of Media Access Project and Dr. William Fore of the National Council of Churches. Other witnesses: National Association of Broadcasters President Vincent Wasilewski, Wayne Cornils of KFXD-AM-FM Nampa, Idaho, and Richard Chapin of the Stuart Stations, and representatives of a number of religious and citizen groups.



Engman

### FTC chairman makes a case for repeal of fairness law

**He says it offends First Amendment and keeps ideas off the air, but FCC chairman sticks by it**

The chairman of the Federal Trade Commission last week came out unequivocally in favor of abolishing the fairness doctrine for broadcasting. In the same week the chairman of the Federal Communications Commission, though defending his agency's recent liberalization of rulings on the equal-time law, endorsed the fairness doctrine, which is a part of that law.

FTC Chairman Lewis A. Engman made a comprehensive argument for the doctrine's repeal in a speech he delivered Oct. 29 to the UCLA Communications Law Program in Los Angeles. FCC Chairman Richard E. Wiley, addressing a seminar on political broadcasting in Reston, Va., Oct. 27, affirmed his "continued support and belief in the fairness doctrine per se" (see page 26). Mr. Wiley's principal attention was devoted to other features of Section 315, the political broadcasting law.

Mr. Engman called fairness "an estimable prescription," but he said the doctrine had stifled controversy on the air.

Broadcasters may no longer weigh program material for its public interest value alone, Mr. Engman said. "Before airing it, they must also calculate the cost of giving air time to contrasting views. As a result there have been instances in which the fairness doctrine has worked to inhibit rather than encourage dissemination of opinion. There have been instances in which broadcasters have elected to ignore

an event or even a whole issue rather than assume the obligations its broadcast might impose.

"Where the doctrine operates in this fashion," said the FTC chairman, "it becomes a prior restraint."

Mr. Engman chose the principal arguments made by advocates of the fairness doctrine as the targets of his attack.

One argument, he said, is that "the airwaves belong to the people" and that the government must therefore act as the people's custodian in monitoring what goes on the air. "It is hard to know where to start with a statement like that," said Mr. Engman. "I recall Dean Rusk [one-time secretary of state] once observing that it was like saying the North Star and gravity belong to the people."

If the government can claim the right to regulate broadcast content because it is delivered on publicly owned airwaves, said Mr. Engman, "the government can, with equal logic, claim the right to regulate the content of newspapers and magazines because they are delivered over publicly owned streets or through the publicly owned post office."

Another argument is that broadcast media must be treated differently from print media because there are physical limits to the availability of frequencies—"the 'scarcity' argument," Mr. Engman said. This argument, he said, "has almost no relevance." There is "nothing inherently scarce about the medium."

Cable technology can make it possible "for a single set to receive hundreds of signals," said Mr. Engman. "One reason it does not happen is that it is contrary to the network broadcasters' interest to have it happen, and the broadcasters have persuaded the government to adopt—or to continue—regulatory policies which keep it from happening."

But even if fewer channels are now available to the average set than cable promises to deliver, television "is by no means the only source to which people are exposed," said Mr. Engman. "The average American probably has access to at least eight radio stations, two newspapers, all the magazines he can carry and...at least seven television channels," the FTC chairman pointed out. "He has, in short, dozens of sources of information about the sorts of controversial questions that the fairness doctrine addresses."

Mr. Engman also took issue with those who say that broadcasting is not covered by the First Amendment, which guarantees freedom of press and speech. "If broadcasting isn't press and it isn't speech, what can it be?" asked Mr. Engman.

The FTC chairman recalled that a benchmark case upholding the constitutionality of the fairness doctrine was *Red Lion*, decided by the Supreme Court in 1969.

That suit, he said, "arose during a period of time when there was a concerted political effort to harass, and hopefully to silence, radio stations that habitually aired opinions which some people in Washington found repugnant. And who were those people? There is evidence which suggests

that they were the White House and a national party organization."

With the doctrine in effect, said Mr. Engman, "we get less diversity, not more" as broadcasters steer clear of controversy.

## Official war declared by Hollywood on family viewing

**After months of drum-beating, suit is filed by writers, directors and actors guilds to have code provision thrown out as unconstitutional**

The Hollywood creative community's long-threatened lawsuit against the FCC, the three networks and the National Association of Broadcasters for imposing "family viewing" on TV became a reality last week when a federal court in Los Angeles was asked to declare the self-regulatory plan a violation of the First Amendment.

The family viewing hours—referred to in the complaint as the "prime-time censorship rule"—also unfairly penalizes writers, producers, directors and actors, the complaint said.

The suit was filed by the Writers Guild of America, both East and West chapters; the Directors Guild of America; the Screen Actors Guild, and a number of individual writers, directors and producers, including Norman Lear (*All in the Family*), William Persky and Samuel Denoff (*The Montefuscos*), Paul J. Witt and Susan Harris (*Fay*), Edwin Boyd

Weinberger (*Phyllis and Doc*), Allan F. Burns (*Rhoda and Mary Tyler Moore*), Danny Arnold (*Barney Miller*) and Larry Gelbart (*M\*A\*S\*H*).

Filing of the suit was announced Thursday at a news conference at WGA headquarters in Beverly Hills, Calif. A number of stars joined writers, producers and directors in presenting the case. Carroll O'Connor (*All in the Family*), in an impassioned plea, said that "Congress has no right whatsoever to interfere with the content of TV programs. What's at issue here is Congress moving in and pressuring the media...it's the principle of government interference that is the issue here." That was the thrust of the suit: that Congress forced FCC Chairman Richard E. Wiley to pressure the networks to adopt family viewing and that the networks coerced the NAB to add it to its television code.

The lawsuit, which unofficially is estimated to carry a \$250,000-\$500,000 price ticket if it is necessary to go to the Supreme Court, details the development of the family viewing concept and charges that Chairman Wiley decided "to initiate, foster, encourage and pressure the broadcast industry networks and the NAB to censor prime-time programs in an attempt to circumvent the time-consuming procedural safeguards for rulemaking [and] the restraint of Section 326 of the Communications Act and the First Amendment." Section 326 forbids the FCC from censoring programs.

It then describes the acceptance by the networks of Mr. Wiley's views and the moves in which the networks "planned, conspired and agreed," to have the NAB adopt them as part of the TV code.

Among points made in the 42-page complaint that was filed by the Los Angeles law firm of Munger, Tolles &



**Metromedia's turn.** President Ford continued his policy of meeting with local broadcast newsmen, but in his latest trip to California, Oct. 29-30, there was a difference: He sat for a 30-minute interview by TV newsmen from the five Metromedia television stations, held at the Century Plaza hotel in Los Angeles early Thursday morning before he left for San Francisco that day. The quiz, principally about the fate of New York City, was said to have been the first Mr. Ford has given to a group broadcaster. It was relayed by satellite to MM stations for recording and was scheduled to be broadcast the same evening in prime time. Shown above with the President are (l to r): Alan Smith, WTTG(TV) Washington; Gabe Pressman, WNEW-TV New York; Gil Amundson, WTCN-TV Minneapolis-St. Paul; Herbert G. Klein, MM vice president and former director of communications in the Nixon administration, who acted as moderator; President Ford; Ken Jones, KTTV(TV) Los Angeles, and Larry Moore, KMBC-TV Kansas City. The President was also seen on television in New York on Wednesday, when WABC-TV, WNBC-TV, WCBS-TV, WNET(TV) and WOR-TV carried live his speech on the city's fiscal crisis. And yesterday (Nov. 2), he taped an interview in Jacksonville with five Florida television stations.

Rickershauser, was a reference to the fact that some shows previously seen before 9 p.m. and now moved to that hour or later, "are tainted as unacceptable for viewing by the general audience . . . a stigma which irreparably injures the show and its ability to communicate," as well as reducing its syndication value. At another point, the complaint claims that "a chilling, 'in terrorism' pall has been cast over the creative television industry." And, later, that the family viewing concept has "unreasonably restrained and lessened competition in television," since TV show creators are denied from a third to a half of the market if they cannot or decline to write for this period. The family viewing hour, it adds, has ever hampered independent TV stations in competing with network affiliates, since the family viewing hour principle that applies to them too doesn't permit them to counterprogram against the networks. And, above all, it emphasizes, standards are vague; the networks have issued no guidelines for this time period.

Not only have the First Amendment rights of viewers been infringed, the complaint says, by depriving them of the right to decide what they want to watch and when, but the concept is also "irrational, arbitrary, capricious and discriminatory."

In seeking both a preliminary and a permanent injunction, the plaintiffs ask that the FCC be forbidden to take any punitive action against stations that may not comply with the family viewing precepts.

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## Can issues overcome images in election coverage, commercials?

**That question was the keynote of Post-Newsweek 'Ballots and Broadcasting' conference in Reston last week; answer remains elusive, but number and views of delegates' attest to concern over subject on eve of 1976 campaign year**

Some 175 broadcasters, politicians and industry-related professionals subjected television and radio to an inquisition last week, looking for sins of both commission and omission in the broadcast media's journalistic and commercial practices in election campaigns.

Any who expected definite answers and conclusions from the "Ballots and Broadcasting" conference were disappointed. The seminar—sponsored in Reston, Va., by Post-Newsweek Stations in association with the Aspen Institute Program on Communications and Society and The

League of Women Voters—drew little unanimity. As Katharine Graham, chairman of The Washington Post Co., said in welcoming remarks at the Reston International Conference Center, "No one here expects agreement on all the answers or like questions."

Rather, the conference provided the opportunity for the participants to speak out on the issues most pressing to them. As might have been expected, the FCC's recent turn-about on equal time drew a lion's share of the attention.

FCC Chairman Richard E. Wiley was there to defend the commission's reinterpretation of Section 315. But also attending was Representative Shirley Chisholm (D-N.Y.) who called any talk about repeating equal time "most devastating." (Mrs. Chisholm, along with National Organization for Women, and the Democratic National Committee have taken the commission action to court and last week filed their briefs [see page 46].) CBS News President Richard S. Salant told the audience "We can never do our full job while it [Section 315] remains." Most broadcasters agreed. But there were those who admitted that Douglass Cater, director of Aspen's communications program, wasn't out of line when he said "the word is out" that some broadcasters, despite their arguments, have used the rules as a shield to protect limited coverage.

But the subjects of equal time and fairness did not preclude controversy and debate in other areas. Edward N. Ney, president of Young & Rubicam International, advocated the establishment of an independent committee to monitor the fairness of political advertising. John Gardner, chairman of Common Cause, advanced a set of standards on the coverage of campaigns. And Ruth C. Clusen, president of the League of Women Voters, set a keynote of sorts when she said the emphasis in 1976 should be on "issues, not images." (Mrs. Clusen also jolted the audience by her characterization of family hour as "another instance of the creep toward protective paternalism.")

But most minds were on equal time, and Chairman Wiley encountered a highly attentive audience when he addressed charges that the commission's modification of the equal-time rules was an intrusion on "congressional prerogative and political partisanship."

(In late September, the commission reversed stands taken in 1962 and 1964 that presidential press conferences and debates were not exempt from the equal-time law [BROADCASTING, Sept. 29].)

According to Chairman Wiley, "interpretation of the on-the-spot coverage exemption is a matter which the Congress has expressly delegated to the FCC" and "we have carried out that duty by careful research . . . and by a common-sense reading of the statutory phrase 'on-the-spot coverage on a bona fide news event.'" If the commission is in error, he said, he expects Congress will "set us straight." That logic was challenged later by former FCC Commissioner Kenneth Cox, who ques-

tioned why the earlier commission interpretations hadn't been "set straight."

Chairman Wiley, however, made it clear that this stance, along with a suggested experiment to exempt major radio markets from the fairness doctrine, does not mean abandonment of either the doctrine or the equal-time rule. As for partisanship, Mr. Wiley reminded the audience that the commission majority consisted of two Democrats and three Republicans, and that one dissenting vote was cast by a Republican.

Mr. Wiley predicted that Congress will not completely repeal Section 315 and urged endorsement of bills by Senator John O. Pastore (D-R.I.) and Representative Torbert Macdonald (D-Mass.) as "more limited reforms" which "may be all that can realistically be expected." Mr. Macdonald's bill would exempt presidential and vice-presidential candidates from equal time, and Mr. Pastore's would enable the opposition to reply to a partisan address by the president.

A conspicuous participant in the conference was Nicholas Zapple, former counsel to the Senate Communications Subcommittee and regarded by many as an "architect" of congressional policy on Section 315. At a panel discussion following Mr. Wiley's speech, Mr. Zapple was among those who warned that it is getting late for congressional action this session.

The tone of the panel discussions had been set earlier in a spirited "Point-Counterpoint" session with Messrs. Salant, Gardner, Ney, Representatives Martha E. Keys (D-Kan.) and John B. Anderson (R-Ill.), Senator John G. Tower (R-Tex.) and Frank Lloyd, director of Citizens Communication Center. As the moderator, Douglass Cater, said, this session was to "provide the meat on which the afternoon workshops can chew."

Mr. Cater asked them to spell out the challenges and issues of political broadcasting in 1976. But more specifically, he wanted answers on how to reverse the voter apathy that has been increasing since the advent of electronic media. He quoted statistics that in 1960, 62.8% of those eligible voted; in 1972, 55.7%, and in 1974, only 38%.

Mr. Gardner began the discussion with the claim that the electorate's "turned off," in part due to the public's and the media's passivity. He suggested a program by stations to air monthly press conferences and a broad spectrum of interviews. He said candidates should be rated on their accessibility to the media and that stations should do full-length biographies on the candidates. Among his other suggestions was that the network nightly news should expand by a half hour.

Next to speak was Senator Tower, who said he detected a literal bias in radio and television, and who stressed the "awesome power of the media"—a power, he claimed, stronger than both houses of Congress. Sen. Tower urged broadcasters to avoid significant omissions in profiling candidates and said that the media often don't convey the true character of a politi-





Conference controversy began in a "Point-Counterpoint" session with (l to r) Senator John G. Tower (R-Tex.); Frank Lloyd, director, Citizens Communications Center; Richard S. Salant, president, CBS News; Representative Martha E. Keys (D-Kan.); Edward N. Ney, president, Young & Rubicam International; Representative John B. Anderson (R-Ill.), and John Gardner, chairman, Common Cause. Their charge: to spell out the challenges and issues of political broadcasting in 1976 and beyond, and to offer ways to arouse an apathetic electorate.

The power of the media was underscored by (l to r) Senators Gary Hart (D-Colo.) and Charles Mathias (R-Md.); Kenneth Gibson, mayor of Newark, N.J.; Senator Robert Dole (R-Kan.), and Representative Shirley Chisholm (D-N.Y.). Television was seen to have the major impact, in all minds but Mayor Gibson's. "I got elected without television," he said, noting that Newark is without local television studios. Television commentator Martin Agronsky moderated a spirited panel ready with criticism for broadcasters and also for themselves.



Ruth C. Clusen, president of the League of Women Voters, turned many a head with an attack on family viewing and endorsement of one-hour prime time public affairs programming weekly. Mrs. Clusen told conferees of an upcoming LWV guide that will cue people in on how to identify campaign abuses.



Delegates (representing 70% of U.S. markets) were hosted by (top) Katharine Graham, chairman of The Washington Post Co. (with Lord Windlesham, co-director, ATV, London), and (bottom) Joel Chaseman, president, Post-Newsweek Stations (l), and Larry H. Israel, Post Co. president who was keynoter.



FCC Chairman Richard E. Wiley justified the commission's equal-time reinterpretation but warned that "these narrow rulings do not in any way represent abandonment of the equal-time principal. That result could only be brought about by Congress and through adoption of new legislation."



A sampling of remedies was provided by (l to r) Ancil H. Payne, president, King Broadcasting Co., Seattle; Lord Windlesham; Gery Swanson, president, Swanco Broadcasting, Tulsa; Martin Umansky, KAKE-AM-TV Wichita, Kan., and William E. Osterhaus, president, KOED(TV) San Francisco. Among the ideas were candidates' school, Chautauqua programs and commercial and public TV interconnection. Lord Windlesham explained that British election coverage differs with no paid spots, greater party organization and three-week general election campaigns.

cian or candidate. In his own case, he said he's called "ultra-conservative" despite his co-sponsoring of the equal rights amendment and housing legislation.

At another panel discussion that evening, Senator Charles Mathias (R-Md.) went even further in underscoring the media's power. "I really think the American media will be the most powerful force in the world in the next 12 months," he said. Senator Mathias said power would best be controlled by industry-wide guidelines which would allow a candidate's true beliefs to come across.

(Broadcasting's power was also on the mind of veteran politician John Connally last week. At the Texas Association of Broadcasters' convention in Houston, Mr. Connally warned against abusing a power he called second only to that of the Presidency. Mr. Connally, a former radio announcer, cited the influence of major network television commentators and said, "it is a power that has brought much good—and a power susceptible to much abuse."

Frank Lloyd, who characterized his organization as the "litigative spur to all the good intentions" that he anticipated the conference would vocalize, encouraged broadcasters to remember the "forgotten part" of the fairness doctrine—that they must present controversy in the first place.

Mr. Lloyd admitted that "nobody feels [Section] 315 is an effective tool" and said that it leads to self-censorship. However, he stressed that alternatives ("safety valves," in his phrasing) such as access time must be ready before the equal-time laws can be abolished. Mr. Lloyd related the problems of a Mississippi gubernatorial candidate, a black, who is having trouble getting coverage. He said that too much emphasis is placed on the presidential elections.

He charged that the FCC's recent rulings on 315 are not in line with the public's right to know. And he cited a recent agreement between three citizen groups and *Washington Star* publisher Joe L. Albritton's Perpetual Co. (proposed purchaser of WMAL-TV Washington) as an example of how access can be provided. The agreement, among other things, requires the station to air 30-second and one-minute spots taped by members of the public on issues of public concern (BROADCASTING, Oct. 27). He also joined the League of Women Voters' Ruth Clusen in support for a benchmark urged by the National Citizens Committee for Broadcasting which would provide for one hour per week of local prime time access.

Mr. Salant, however, claimed that Mr. Lloyd's fears were unfounded, that broadcasters could do a far superior job without regulation. Although calling the FCC's recent rulings "reasonable steps forward," he pushed for total abolition of Section 315. He said that CBS plans to correct past mistakes of not putting enough emphasis on candidates and the issues. "We shall not be passively waiting for candidates to take stands," he said.

Mr. Salant admitted that the equal-time

modifications do give incumbents the advantage but in the case of the President, he said the alternative "is to keep Ford off the air." And he said that would be penalizing Mr. Ford for being frank and saying, over a year in advance of the election, that he wants to be re-elected.

However, Mr. Salant said the broadcasters "must exercise discretion" and cannot give free time to every candidate—for example, those who represent "one-hundredth of 1%" of the population.

If 315 were eliminated, Mr. Salant said, CBS would be prepared to devote one hour of prime time each week between Labor Day and the election for coverage of the major candidates in debate and non-debate formats.

But Mr. Salant reminded his audience not to lean too much on broadcasters in seeking correction of the defects in the system. "Don't always insist that George the broadcaster do it," he said. That theme was taken up a day later by another network executive, Av Westin, executive producer of ABC-TV News, who said he doesn't expect the coverage of next year's campaign to be substantially different "because the rules of the game will not change." He said it is "illusory" to expect great changes when the basic system is profit-making. However, he called upon network executives and others to recognize the need for more resources and time.

Young & Rubicam International's Edward Ney stirred up the most controversy on the panel with his suggestion of an independent board to monitor political advertisements.

Mr. Ney struck out against the overly cosmetic or "cheap shots" of 30-second commercials which he said are "dangerously insufficient" in regard to the issues.

With product commercials, a citizen has the veto of not rebuying and false advertising can be ended, Mr. Ney said. But, as a result of political advertising, he explained, the public can be "stuck" with someone for two to six years. Mr. Ney claimed that our present system provides for no way to get an offensive advertisement off the air before the damage is done.

Yet Mr. Ney said that television can be an effective political vehicle, but when

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**Noncommercial first.** The Public Broadcasting Service ended up last week with highest-rated show in its history, a National Geographic special called *The Incredible Machine*. Aired Tuesday night (Oct. 28) in various time slots, and benefitting from a \$2 million-plus promotional push by underwriter Gulf Oil, the special attained a 36 share in Nielsen New York overnights. Gulf-financed telephone surveys showed a 36 share in Pittsburgh, 30 share in Boston, 28 share in Philadelphia and 28 share in Washington. Some of Gulf's money was spent on promotional announcements placed on the commercial networks—which lost audience to the PBS competition.

there are no rehearsals, no music and no glamour shots. "Bring back live debate" was among Mr. Ney's answers.

Representative Keys agreed with Mr. Ney's idea of a monitoring board. She said her election was made possible because the media in her area provided formats for debate and similar forums. "If we are going to revive representative government, we are going to have to use the media to show life as it is, not staged drama," she said.

Senator Mathias, in the evening panel, also sided with those supporting regulation—and candidly admitted that he and other politicians need to be protected from themselves. During his re-election campaign, he said he had a series of issue-oriented election spots. But according to Mr. Mathias, they were only minimally effective compared to one which showed his dog jumping into the Potomac River.

To Mr. Salant, the Ney suggestion of an advertising monitoring board was "an abominable idea." He said that proposal treats the public as eight-year-olds and that the whole history of campaigning has been freedom to say anything. That includes "the right to make an ass of yourself," Mr. Salant asserted. "Let the public make up its mind."

Instead of a review board, Frank Lloyd encouraged broadcasters to educate the public "in what's being done to them." He said that a proposed handbook by the League of Women Voters and a film shown earlier during the conference were examples of what could be done to inform.

Representative Anderson turned the panel's discussion to the new campaign spending limits, which he said "impinge on constitutional rights." He said that newcomers are now put at an unfair advantage in trying to oust an incumbent.

During the evening panel Senator Robert Dole (R-Kan.) said it cost him "in excess of \$1 million to keep my Senate seat," of which \$175,000 went to the media. Under the new laws, he said, his limit will be \$349,000. All the talk about limited campaign expenditures led more than one broadcaster to predict that 1976 will find politicians struggling even harder to be involved in news events in order to gain free time.

But a closing remark slipped in that night by Senator Gary Hart (D-Colo.) at the end of his panel discussion also set many broadcasters thinking. Mr. Hart asked his audience to consider that "if we are in the age of the anti-politician," that perhaps the candidate elected will be the person not so well known as others. Joel Chaseman, president of the Post-Newsweek Stations, admitted that those who handle their campaign by ignoring the media "may be onto something."

These were but a few of the ideas examined at the conference. Rod MacLeish, senior commentator of Westinghouse Broadcasting Co., mentioned that it may be too early to assess broadcasting's impact on politics because it arrived on the scene at the same time as the New Deal and a population leap. Ithiel de Sola Pool, political science professor at Massachu-



sets Institute of Technology, gave an academic perspective that we are "creating a political communications system that is harming the political system." Elizabeth Drew, author and TV commentator, expressed satisfaction about politicians saying they are "not getting their stunts covered the way they want them to." Sid Davis, Westinghouse Washington bureau chief, advocated elimination of the advance text from political campaigns. Communications attorney Alice Rickel from NCCB encouraged a dialogue between citizen groups and broadcasters in order to know who the fringe candidates are.

The idea was to stir broadcasters into action—although there was no agreement as to the direction that action should take. And William L. Putnam, president of WWLP-TV Springfield, Mass., provided an example of what can happen when a broadcaster does take action.

As the conference neared its end, Mr. Putnam was called forward to comment on his legal battle with Chicopee, Mass., City Clerk John Whalen Jr. Mr. Whalen has charged Mr. Putnam with airing editorials that allegedly violate a 1946 state law prohibiting false and damaging statements about political candidates. Mr. Putnam has pleaded not guilty and a trial was scheduled for last Friday (Oct. 31).

"I'm not the one who's on trial," Mr.

Putnam told his fellow conferees. He stood behind his editorial judgment and claimed, "I voluntarily put myself in these positions."

After the conference, Mr. Putnam explained: On the Sunday night before Chicopee's primary Tuesday, an editorial by Mr. Putnam aired the charge that it was extremely difficult to get information out of the city clerk's office. (Mr. Putnam, who had taped the editorial, admitted that it should have run earlier, but said that the error became irrelevant.)

WWLP-TV staffers were sent over to get the clerk's response. And, according to Mr. Putnam, the clerk said the only information not available concerned illegitimate births and adoptions, which legally cannot be disclosed.

Mr. Putnam aired the response and sent a staff member to the clerk's office to test Mr. Whalen's words. As Mr. Putnam tells it, his employe got the run-around and a "full inquisition," not necessary because the information requested was public record.

Thereupon, Mr. Putnam aired a follow-up with his original charges, the clerk's response and the statement "when we gave City Clerk Weyland time to respond, he used our air to tell you a lie."

Telephoned last week, Mr. Whalen chose to follow his attorney's advice and not comment until the trial.

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



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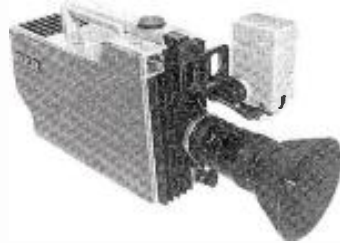
A single-unit TK-76 Color Camera contains all the electronics, yet weighs just 19 pounds. It offers 12v. DC or 6-pound battery pack operation.

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# RCA

## Longer sweeps urged in ARF report

**But cost problems are foreseen, and doubts are raised on accuracy of basic measurement techniques**

The long-awaited report of the Advertising Research Foundation's committee on TV ratings hypoing has come down—to no one's great surprise—on the side of lengthening local TV sweep periods to eight weeks from the present four.

The report, to be distributed to ARF members this week, recommends that local rating services spread the current four-week sweep samples over eight weeks. It also recommends that weekly ratings be retained in all markets where they are now reported, and urges the rating services to seek ways of going to eight weeks at "substantially" less than the 10% cost increase estimated earlier—and to submit specific proposals to their subscribers.

The committee's vote on eight-week sweeps was 9 to 2, with the Station Representatives Association's representatives—Steve Raffle of Harrington, Righter & Parsons and Marty Goldberg of Petry Television—dissenting on grounds that diary allocation studies must be done before the proper sweep length can be determined ("Closed Circuit," Oct. 27).

The report also made clear that although the National Association of Broadcasters' representatives—John Dimling and Russell McKennan—voted for eight-week sweeps, they did so with the understanding that they thought a 10% cost increase would be an "unacceptable" price to pay

for them. The committee itself said it considered the 10% estimate "high."

The committee majority acknowledged that spreading four-week samples over eight weeks would reduce reliability of weekly ratings data in many markets—in some cases by up to 41%—but said this would not occur in "major markets," and that where it does occur the loss might possibly be minimized by reallocating some of the daily samples. In any event, the majority held, eight-week sweeps would provide a better picture of viewing patterns for the quarter, provide a more accurate basis for seasonal adjustments and post-buy analyses and "greatly reduce the effects of hypoing in all time periods and all markets."

The committee, which is headed by Erwin Ephron, who will discuss the report at ARF's annual meeting next week, agreed unanimously that, until sweep periods are lengthened, special analyses should be made wherever possible to compare ratings during sweep periods with those immediately before or afterward. This would help to alert spot-TV buyers "when a sweep rating seems unexpectedly high or low."

The committee also found that local diary measurements report smaller audiences than the corresponding national meter measurements, and recommended a major industry study to improve local measurement techniques.

Whether the report will in fact lead the rating services to lengthen their sweeps



## In Brief

■ To fill void created by demise of Television News Inc., seven independent TV stations have formed nonprofit **Independent Television News Association** and have made arrangements with UPITN to supply it with international and Washington news coverage, effective today (Nov. 3). Association itself will make arrangements to feed half-hour coverage to members via Westar satellite each weekday at 6:30 p.m. EST. Charter members are WPIX(TV) New York, WGN-TV Chicago; KHJ-TV and KTLA-TV Los Angeles; KTVU(TV) Oakland, Calif.; KPLR-TV St. Louis and KXTV(TV) Sacramento, Calif. Association hopes to attract other member stations and to set up system of exchanging news. Headquarters are in offices of WPIX, 225 East 42d Street, New York 10017. ■ Acting director of Federal Trade Commission's Bureau of Consumer Protection, **Joan Z. Bernstein**, told Senate Monopoly Subcommittee hearings on over-counter drugs that FTC proposes adopting rule that would require product warnings, now required on labels, to be included in TV commercials as well (see story page 48). ■ Senate Communications Subcommittee Chairman **John O. Pastore** (D-R.I.) intends to put his newly introduced authorization bill for Corporation for Public Broadcasting (**S. 2584**) to vote, without hearings, this week. Bill has no provision for five-year appropriation, as did bill that passed Commerce Committee earlier this year (BROADCASTING, Oct. 27). ■ Bulletin Co. (Robert and William L. McLean family) has sold **WPBS(FM)** Philadelphia to publicly traded LIN Broadcasting for \$1.4 million. Broker: Blackburn & Co. Also sold late last week: **KIKI(AM)** Honolulu (C. Bud Larsen, president), to James J. Gabbert and associates for \$350,000. Buyers on **KIOI(FM)** and **KIOI(AM)** San Francisco. (Also see "Changing Hands," page 36). ■ **Keith Godfrey**, executive VP of MCA TV New York, will retire at end of year, for reasons of health. He has been with company 20 years, has been director of sales since 1965, will be retained as consultant for 10 years. **Don Menchel**, director of marketing for Time-Life TV, New York, assumes title of VP-director of



Godfrey



Menchel

sales for MCA TV as of Dec. 1. He joined T-L in 1972, before that was executive VP of Telcom Associates for 15 years. ■ FCC has named industry representatives to head six broadcast service groups to help formulate U.S. policy for 1979 **World Administrative Radio Conference**: TV, James Parker, CBS; AM, Don Everist, Cohen & Dippel; FM, Neil Smith, Smith & Powstenko; satellites, Edward Reinhart, Jet Propulsion Laboratory; auxiliary broadcasting, John Serafin,

ABC; international broadcasting, Stan Leinwall, Radio Free Europe/Radio Liberty.

■ **ABC-TV affiliates** expressed "strong desire" for ABC to keep college football, and ABC wants to, network president James E. Duffy said Friday in reporting on meeting with affiliates board at Marco Island, Fla. ABC had indicated affiliates' wishes would determine whether ABC seeks to keep college rights, up for renewal with National Collegiate Athletic Association after this year ("In Brief," Oct. 27). At meeting, described as "lovefest" in light of ABC's performance in new season ratings, officials reviewed 23 development projects in work for January or next fall, said they would have second-season plans set by about Nov. 20 but gave no clues as to which shows might be canceled, moved or added. **CBS-TV** is meeting with its affiliates in Puerto Rico this week. ■ Barbara Ringer, register of copyrights, has taken issue with "complexity" of **Teleprompter Corp.'s copyright proposal** (see page 44), said it was method to get around creation of royalty tribunal. Remarks came in testimony before House subcommittee. Miss Ringer held to view that tribunal should review cable fees less often than House bill provides, maintained basic fee schedule was sound and did not oppose National Cable Television Association's proposal to exempt first \$25,000 in system subscription fees if done on company-wide basis, not per system.

■ Memorial to **Grover C. Cobb**, senior executive vice president of National Association of Broadcasters until his death in March, was dedicated Friday on campus of Kansas State University. ■ Representative **Lionel Van Deerlin** (D-Calif.), former member of House Communications Subcommittee now chairman of Commerce Subcommittee on Consumer Protection and Finance, will be luncheon speaker at NAB's TV executives seminar in New Orleans Nov. 11. Representative **Louis Frey** (R-Fla.), ranking minority member on Communications Subcommittee and sponsor of leading license renewal bill in House, will address NAB's TV seminar in Denver Nov. 18.

was not clear last week. Both Arbitron and Nielsen have indicated they have no plans to change without a great deal more subscriber advocacy than they've seen yet. CBS and to a lesser extent NBC have been the principal advocates of longer measurements. Stations have been largely apathetic or opposed while station reps have been almost solidly against the lengthening. Advertisers and agencies reportedly have shown no overpowering interest in eight-week sweeps. Some observers speculated that though it would be unsound to suggest that eight-week sweeps would never come to pass, it would be equally unsound to expect them in less than two or three years.

## Sports owners get day in hearing, but no sympathy, on blackouts

**Macdonald subcommittee remains on course of insisting on permanent antiblackout provision when games are sold out; radio witness gets same cold shoulder as sportsmen**

Sports executives testifying before the House Communications Subcommittee during three days of hearings last week found themselves confronted with a group of congressmen unsympathetic to arguments against making the sports antiblackout law permanent.

The subcommittee has pending a bill by its chairman, Torbert Macdonald (D-Mass.), to extend forever the law Congress enacted in 1973 forbidding leagues from blacking out home games locally if they are sold out 72 hours in advance.

National Football League Commissioner Pete Rozelle appeared Thursday, seeking an end to the antiblackout law altogether. He told the subcommittee that because of the lifting of blackouts, NFL season ticket sales have decreased by 150,674 since 1973. That decrease has meant more than \$8.4 million in lost revenue to member clubs for the 1974 and 1975 seasons, he said, which when combined with losses in game program sales and decreased value of radio rights comes to more than \$9 million.

Mr. Rozelle rested the bulk of his case on the increase of what he terms "no-shows"—that is, ticket-holders who fail to show up at the stadium. He admitted that "there is no immediate or direct financial loss to the club in ticket revenue," but said "our concern about 'no-shows' is that they become 'non-fans.'" He said "no-shows" increased from 624,686 in 1972, before implementation of the sports antiblackout law, to 1,124,162 in 1974.

He charged that the FCC ignored the figures on "no-shows" in its reports to Congress on the effects of the antiblackout law. The commission's last report concluded "that while there might have been

some negative impact on concession sales and radio broadcast rights as a result of the law, the sports clubs themselves have not been harmed."

His arguments were immediately challenged by subcommittee members. Ranking Republican Louis Frey (Fla.) said it is not clear that the rise in "no-shows" was brought about by the law or that football will turn into a "studio" sport. "You're not doing all that badly, really, when you look at the over-all paid attendance," he said. Representative William Brodhead (D-Mich.) said the NFL's complaints to Congress about loss of revenues are "outrageous," "If you're losing money, it's because the sport has been mismanaged," he said.

Representative Macdonald opened the third day of hearings with a scathing attack on Mr. Rozelle's "accounting magic." He said the NFL's arithmetic "appears to be purposely misleading" when the league projects its losses from decreased season ticket sales. "This simplistic formula ignores the fact that non-season ticket holders now have an opportunity to see individual games without being committed to buy tickets for the entire season at dramatically increased prices," he said. "Suffice it to say that I am getting impatient with all the rhetoric, gut feelings and guesswork advanced by the NFL."

The subcommittee also heard from Simon Gourdine, deputy commissioner of the National Basketball Association; Don Ruck, vice president of the National Hockey Association, and Commissioner of Baseball Bowie Kuhn, all of whom asked that the law be continued only temporarily.

Replied Mr. Macdonald, "Do we want to go through this charade every three years? ... Nobody's got anything to say and I don't have anything to say to them." He told BROADCASTING he has no intention of putting a new termination date on the law.

Both Mr. Ruck and Mr. Gourdine, who was speaking on behalf of NBA Commissioner Lawrence O'Brien, also opposed a provision of the Macdonald bill that would decrease the 72-hour sellout cutoff to 24 hours for post-season games in basketball, baseball and hockey. Mr. Ruck suggested instead making 48 hours the cutoff, but only for the last three games of seven-game playoff series.

Gerald S. Blum, general manager of WQXI-AM-FM Atlanta, testified against continuing the antiblackout law on behalf of the 26 radio stations that originate NFL games. He estimated that his station has lost 50% of its listeners during Atlanta Falcon games since they began to be televised.

The antiblackout law "took away from us and gave to TV," Mr. Blum said, "almost like we are a secondary medium," to which Mr. Macdonald replied, "You are a secondary medium. I don't mean to be rude, but it's a fact of life."

Robert T. Howard, president of the NBC Television Network, and Frederick Pierce, president of ABC Television, testified in support of the Macdonald bill.

## Coors loses his bid for seat on CPB board

**Appointment is scuttled by Senate committee that heard attacks on his philosophy and role in TVN ownership**

The Senate Commerce Committee, meeting in closed session Thursday, rejected the President's nomination of Joseph Coors to the board of the Corporation for Public Broadcasting. The vote was 11 to 6 and split down party lines, with the exception of Senator Lowell Weicker (R-Conn.) who joined the Democrats in voting to table the nomination.

The vote ended the journey of a nomination that was controversial from the start. Mr. Coors has been attacked by many who thought a position on the CPB would conflict both financially and ideologically with his directorship of Television News Inc., which is owned primarily by Adolph Coors Co., the Colorado brewing firm of which he is executive vice president. He was attacked by minority groups that asserted the Coors company's minority hiring record is substandard. And he was attacked for his political views, characterized as extremely conservative.

The conflict-of-interest issue was the one that preoccupied the members of the committee during Mr. Coors's hearings (BROADCASTING, Sept. 15), and it was the obstacle that tripped up the nomination in the end. Senate Communications Subcommittee Chairman John Pastore (D-R.I.) introduced the motion to table the nomination Thursday, saying that in his mind the conflict of interest is real. He said the fact that TVN has discontinued its daily news operation has not changed his mind because the shutdown does not foreclose the possibility of future TVN-broadcast contacts that could place Mr. Coors in conflict.

The Republicans on the committee, led by Senator Robert Griffin (R-Mich.), argued that the Public Broadcasting Act encourages the selection of people in the broadcasting business for the CPB board.

Senator Pastore indicated he was also disturbed by a letter Mr. Coors wrote to CPB President Henry Loomis last July that sounded as though Mr. Coors was trying on TVN's behalf to influence a CPB decision to contract for satellite ground-receiving stations.

The Coors nomination was tabled, rather than rejected outright, but in practice the two amount to the same thing, according to a committee aide. He said the committee settled on tabling the nomination as the gentlest way to handle the "extremely controversial" nomination. The aide said the committee members generally agreed that Mr. Coors is "a man of integrity" and were sensitive to the fact that his "extreme political views are shared by millions of Americans." Senator Pastore

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

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said he hopes that Mr. Coors will receive another nomination from the President for a position with no possibility for conflict of interest.

There remain two vacant seats on the CPB board.

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## FCC's model bill on air obscenity in final draft

**That and case against talk show on university FM are due for action**

The FCC this week returns to the matter of obscenity and indecency on the air, and what to do about it. On the agenda are two principal items—a proposed bill that would bar the transmission of obscene or indecent material by broadcast stations as well as by cable television, and a staff item on a college radio station—the University of Pennsylvania's WXPN(FM) Philadelphia—which faces a charge of presenting indecent and obscene broadcasts.

The proposed bill is essentially the same as the draft bill the staff submitted to the commission for consideration in September (BROADCASTING, Sept. 15). It would not only bring the existing obscenity statute up to date in making it applicable to television and cable as well as to radio, but it would also define the specific types of obscene behavior to be banned. And it would define "indecent" as the commission did in its ruling that a George Carlin record broadcast by Pacifica Foundation's WBAI(FM) New York was "indecent" (a ruling now being appealed)—"a representation or verbal description of a human sexual or excretory organ or function, which under contemporary community standards for radio communication or cable television is patently offensive."

One change in the draft involves a section dealing with cable television. It has been amended to remove cable system operators from the danger of criminal prosecution for obscene or indecent material transmitted over access or pay channels. The draft bill would provide for a fine of up to \$10,000 and a year in prison, and programmers would continue to be liable. But the commission felt that subjecting systems to the danger of prosecution would discourage them from developing access and pay channels.

However, to afford cable operators some degree of control over those who use access channels, the commission is considering a rulemaking which will also be discussed this week. Although existing rules bar censorship of access-channel material, the proposal would authorize cable operators to deny access to anyone who previously had used the system to transmit indecent or obscene material.

The WXPN case concerns two broadcasts of a telephone call-in program that some commission officials feel is far more offensive, in tone and language, than the Carlin record, which resulted in the declaratory

ruling on indecency, or the topless radio broadcasts by WGLD(FM) Oak Park, Ill., that caused the commission to fine the licensee, Sonderling Broadcasting Corp., \$2,000 ("Closed Circuit," Oct. 13). In addition to the alleged indecency and obscenity, the commission staff is concerned with what it feels was an abdication of responsibility by the University of Pennsylvania's board of trustees to the students who operated the station.

The staff is split on the sanction the commission should invoke. The general counsel's office has recommended a hearing on the station's renewal application. The Broadcast Bureau would impose a short-term renewal and a \$2,000 fine.

Meanwhile George Carlin has been helping to raise money to defray the costs of the appeal WBAI has taken from the commission ruling that it was guilty of broadcasting indecent material in airing his "The Seven Words You Can't Say on Radio or Television." He did a benefit concert for the station at Manhattan's Town Hall Theater on Oct. 13, and "something under \$4,000" has been raised.

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## OTP's still on President's team; Wells candidacy dead; Eger wants long-range PTV funding, or else

The Office of Telecommunications Policy, which from time to time has been rumored to be headed for extinction, is now, thanks to a presidential statement, assured of a future. But ex-FCC Commissioner Robert Wells, who for months had been regarded as the White House's choice to head OTP, is now, by his own assessment, no longer in contention.

Senator Howard Baker (R-Tenn.), ranking minority member of the Senate Communications Subcommittee, had written the President on Aug. 12, expressing concern about reports from the President's staff that the administration might be considering eliminating OTP. The President, in an Oct. 20 reply, said no consideration is being given to eliminating OTP or to transferring it out of the Executive Office of the President. OTP, he added, "will continue to be the President's prime adviser" on telecommunications policy matters.

But, for a while longer, at least, it will function without a director, as it has since September 1974, when Clay T. Whitehead resigned. Mr. Wells had been considered the White House's choice for the job since June. But he—as he was before his 1969 appointment to the FCC—is an executive with Harris Enterprises, a broadcast group owner, and he has been unwilling to make a commitment that he would not later return to broadcasting if appointed to the OTP job ("Closed Circuit," Oct. 13).

Mr. Wells, who was in Washington last

week, conferred with the White House's new personnel chief, Douglas Bennett, and made it clear he had not changed his mind on that point. Nothing definite was said about his future as a candidate, Mr. Wells related later. But, he said, "I assume I'm out of consideration. I've assumed that for some time."

Meanwhile, John Eger, OTP's deputy director, who has been serving as acting director, has forcefully expressed the administration's negative view of the House Appropriation's Committee's proposal on Corporation for Public Broadcasting funding. The administration has urged long-range funding for CPB to insulate it from congressional pressure. The committee would offer two- or three-year advance funding but would require CPB to appear before it every year to justify appropriation requests.

That proposal, said Mr. Eger in a letter to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, is so radically different from the President's that "OTP could not support an appropriation bill which embodied it and would strongly recommend against its enactment." Mr. Eger said he had "no problem" with Senator Pastore's proposal which would provide for a five-year authorization of funds but leave the actual appropriation of funds to a separate measure.

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## Thirty years later, FCC's still occupied on clear channels

The FCC this week is scheduled to take another look at the proposed notice of inquiry and rulemaking in one of the longest-running shows at the commission—the clear-channel radio proceeding.

The proceeding, which is aimed at making the most efficient use of the clear channels, has its origins in a notice issued in 1945. It was put on the shelf in 1961, when the commission broke down 13 of the then remaining 25 clears. What was to have been a two-year hiatus has stretched into the present. And now, Chairman Richard E. Wiley is anxious to conclude the proceeding.

The notice, which was before the commission last week following a staff rewrite job requested by the commission in June ("Closed Circuit," June 30), proposes no specific rule. But it would invite comments on a variety of options, from breaking down the remaining clears to granting superpower—up to 750 kw—to one or more of the stations on those channels. Eight of the stations are seeking increases in power to 500 kw or 750 kw.

The notice would also request comments on the social and economic implications of superpower. And as a result of arguments advanced by Chief Engineer Raymond Spence during the discussion of the proposed notice last week, it will also request comments on the possible harmful effects of superpower on man-made structures and devices.



## 'Star' gains from 'Post' strike add new factor in Allbritton quest to buy stations, paper

**Struck newspaper says rival will pick up extra \$2 million in ad revenues in October; McGoff cites new-found money in pushing his application**

The *Washington Star*, whose financial condition is said to be so weak as to warrant the FCC's prompt waiver of rules that bar the sale of the newspaper along with the commonly owned broadcast properties, is now reported to be thriving, at least for the present.

The source of the report is the *Washington Post*, which says the *Star*'s recent good fortune is a result of the pressmen's strike, which has caused the *Post* to curtail its daily and Sunday editions for the past month. According to the *Post*, the strike will mean an increase in October of as much as \$2 million in advertising revenues for the *Star*, enough to put it in or near the black. The *Star* has said it has been operating at a monthly deficit of some \$1 million, and the *Post* said the *Star* has additional expenses during the month of about \$950,000.

The *Post*'s report appeared in the same week that John P. McGoff, the Michigan publisher who wants to purchase the *Star* but not the associated broadcast properties, and a local citizen group made a point of the strike against the *Post* in a pleading urging the commission not to grant Texas banker Joe L. Allbritton's latest proposal to acquire the newspaper's parent corporation, Washington Star Communications Inc., without a hearing.

(In another development two weeks ago, Mr. Allbritton reached an agreement with three other local groups that opposed his efforts to acquire WSCI. Among other things, the agreement commits Mr. Allbritton to use his experience and knowledge in banking and business to help minority groups and women around the country to raise \$10 million to purchase broadcast properties, including the WSCI stations he says has agreed to divest.)

Under the proposal, Mr. Allbritton's wholly owned Perpetual Corp. would acquire 99% of the WSCI stock and sell or trade away within two or three years enough of the broadcast properties to bring Perpetual into compliance with the crossownership rules. The stations that

would be disposed of are WMAL-AM-FM-TV Washington and WLVA(AM) or WLVA-TV Lynchburg, Va. WSCI's other station, WCIV(TV) Charleston, S.C., would not be affected.

Mr. Allbritton has maintained that the financial condition of the *Star* is so weak it is essential that he be allowed to sell the broadcast properties for the cash that would create, or to trade them for broadcast properties that would produce revenues. An earlier plan that he be allowed to gain de facto control of the company without disposing of any of the properties was designated for hearing by the commission.

Mr. McGoff and the Concerned Citizens for Balance in News Media said Mr. Allbritton has not yet resolved the issues designated for consideration in that hearing—specifically including the question as to whether WSCI, in its effort to assure continued publication of the newspaper, attempted to sell it separately and thus avoid the need for a waiver of the crossownership rule.

As for the strike, the petitioners said it could improve the *Star*'s financial condition. They said that the *Star* is very likely acquiring new readers and additional advertising revenues, and added that the commission should not act on the transfer application until it has received "the latest data and projections, which might reveal that the income from the operations or sales of the broadcast stations will not be so urgently needed." The newspaper, they said, "may indeed have suddenly and dramatically turned the corner because of this totally unexpected and serendipitous event."

Some observers doubted that the commission would be influenced by one month's performance by the *Star* under extraordinary circumstances of a strike at the *Post*, particularly when the *Star*'s performance for the past several years is considered. However, commission officials pointed out that the report would probably add weight to the Broadcast Bureau's recommendation two weeks ago, that the commission require documentation of WSCI's allegation that the *Star* faces a financial crisis (BROADCASTING, Oct. 27). The bureau said it is necessary that the assertion be established, since it is "an essential element" of the request for waiver of the crossownership rule.

Specifically, the bureau said WSCI should submit, "at a minimum," complete information of the *Star*'s financial condition, including the extent to which the stations have supported the newspaper's operation, and a demonstration of the need for the continued monetary support of the newspaper by the Washington and Lynchburg stations.

However, if the documentation removes all doubts as to the newspaper's financial plight, the bureau said, it would not be necessary to consider what is now the key issue in the hearing—whether WSCI made a reasonable effort to sell the newspaper separately. If the financial condition is substantiated, the bureau said, the commission should consider the waiver request in

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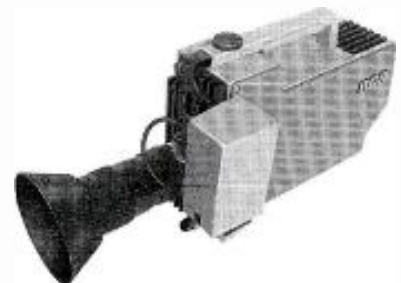
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light of the rule's objective to promote diversity of ownership of broadcast media.

And the proposed divestiture of WSCI broadcast properties would enhance the diversification policy, the bureau said, adding, "We believe this is a consideration of substantial public interest significance."

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## RAB peeks into federation pot, puts a lid on it to let it cook

**Is there an FAB in the future of broadcasting? Advertising bureau looks at plan for separation, sets up task force to study idea**

A framework for a Federation of American Broadcasters was described to members of the board of directors of the Radio Advertising Bureau at their meeting two weeks ago. But they decided to play it down—in fact, not to publicize it at all—in hope of generating a useful dialogue with the National Association of Broadcasters on ways to establish a "greater separate identity" for radio.

To come out with a specific plan for federation—or in fact to come out with specific proposals of almost any sort in this delicate area—seemed a sure way to abort such discussions before they could start, according to a participant who asked not to be identified. Thus the board focused its formal action on creation of a task force to consider ways of improving radio's profile and image, and suggested only one area for specific exploration: The possibility of a full-scale national convention for radio alone (BROADCASTING, Oct. 27).

RAB board members said privately they are seriously concerned about what they consider inadequate emphasis given radio by NAB—and are concerned, too, that NAB, perhaps especially the NAB staff, underestimates the extent to which this concern is shared throughout the radio industry.

"NAB may think that NRBA is the problem and that because NRBA is small it's not a big problem," said one RAB board member. He was referring to the National Association of FM Broadcasters' decision to accept AM broadcasters and restructure itself as the National Radio Broadcasters Association in an effort to get a better shake for radio (BROADCASTING, Sept. 22 et seq.).

"But NRBA's not the real problem," the RAB member continued. "What we're concerned with are the symptoms that NRBA represents."

RAB board members expressed special concern about the treatment radio gets at NAB's annual conventions, and with its representation before Congress and government agencies. The belief is that both are much too TV-oriented.

RAB members also showed concern with what seemed a growing overlap of services to radio stations—overlap that also

seemed to be moving toward if not into radio sales, which is RAB's preserve. For instance, it was noted, not only does NRBA plan to step up its sales-service output for its members, but NAB's publications seem to be touching more and more often on sales subjects.

With overlapping services, some RAB board sources suggested, stations could become confused and decide to cut down their memberships in one or more associations.

The avoidance of overlap could be one obvious result of federation. As reportedly described to the RAB board by President Miles David, one form it might take could be a separation of NAB into TV and radio divisions, with RAB and NRBA coming under the radio wing and with certain support services common to both the TV and radio division.

Some sources suggested that if NAB divisionalized into strong radio and TV units, further steps toward federation might be delayed and might prove unnecessary. Some thought a sufficiently strong radio move by NAB might lead in time to an absorption of NRBA into the NAB structure, perhaps with NRBA getting some voice in NAB's radio direction.

Among other questions raised but not answered was whether NAB could or would set up two two-day national conventions back to back, one for TV only, the other for radio only, and with separate exhibit halls for TV and radio equipment manufacturers and other suppliers.

RAB board members appeared especially determined to get better convention treatment. If it comes to having their own, they said, it will be built around programing and thus will not duplicate anything currently offered by any trade association, and will also deal with radio management problems and sales and provide extensive exhibit space.

In its formal actions, the RAB board commended both NAB and the RAB staff on the success of their joint regional meetings this fall—a move that some members interpreted as an open invitation to NAB to carry the collaboration on to other concerns. "We'd rather work in conjunction with NAB," one said. "We'd like to be a catalyst for constructive change."

The task force RAB created to explore ways and means presumably will be free to confer with NAB representatives if NAB wishes. Or it can go it alone if need be. Dwight Case, president of RKO Radio, was named to head the task force and its other members are expected to be chosen within the next week or so.

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## Tarrytown agenda set

Keynote speakers at the fifth annual faculty/industry seminar of the International Radio and Television Society in Tarrytown, N.Y., will be Gerald Levin, president of Home Box Office Inc., New York; Agnes Nixon, writer-packager of daytime drama series; Av Westin, executive producer, ABC News and Renato Pachetti, executive vice president and chief execu-

tive officer of the RAI Corp. of Italy.

The Nov. 10-14 seminar brings together academicians from communications centers of colleges and universities throughout the country and broadcast industry leaders in a forum to exchange ideas (BROADCASTING, Oct. 20). The theme of the 1975 seminar is "Television, the Real World: Case Studies in Television Station Management."

Dr. Karen Sue Foley, a professor at Franklin University, Columbus, Ohio, has been named to receive the second annual Frank Stanton fellowship to attend the seminar. The fellowship was created as a tribute to Dr. Frank Stanton, who retired as vice chairman of CBS Inc. in 1973 and is now chairman and principal officer of the American National Red Cross and a director of CBS.

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## State Department renews appeal to Canada to change policy of excising ads

**Buckley, Magnuson, Jackson press for further negotiations**

The State Department reports it has laid the foundations for talks with the Canadian government about Canada's policy requiring deletion of American commercials from American programing retransmitted via Canadian cable systems.

In an Oct. 21 letter to Senator James Buckley (C-R-N.Y.), Robert J. McCloskey, assistant secretary for congressional relations at the State Department, said Deputy Secretary of State Robert Ingersoll met with Canadian Ambassador Jack Warren and urged that the Canadian government agree to consultations with the State Department.

That action and Secretary of State Henry Kissinger's discussion of the matter with Canadian Prime Minister Pierre Trudeau are considered significant steps toward accord with Canada that it is hoped will help American broadcasters near the Canadian border whose signals are picked up by the Canadian cable systems.

"This development [the meeting with Ambassador Warren] represents real progress," Senator Buckley said upon receipt of the letter from Mr. McCloskey. But he pointed out that Canadian Radio and Television Commission has set Dec. 31 as the deadline for Canadian cable systems to install the equipment needed to delete American commercials. "Because U.S. television stations face severe economic consequences, it is, therefore, essential that discussions aimed at reversing this policy be initiated immediately," the senator said.

Senator Buckley was one of 17 senators that wrote the State Department urging action on the problem.

Another was Senate Commerce Com-

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mittee Chairman Warren Magnuson (D-Wash.), who at last midweek was still awaiting a reply from the State Department to a letter he penned jointly with his colleague from Washington, Senator Henry Jackson (D). A Magnuson aide who has been working closely with the senator on the issue said the Buckley letter is heartening, but that it does not address a second problem that the senators asked be corrected. That is a bill expected to be introduced in Canadian Parliament that would disallow as a business expense any advertising purchased on U.S. broadcast stations.

In their letter prior to Secretary Kissinger's trip to Canada (BROADCASTING, Oct. 20), the two senators had strongly disagreed with the State Department's earlier articulated stance that it cannot interfere in Canadian legislation. The senators cited laws that charge the department with communicating the United States's interests to another country "whenever that country has under consideration action with far-reaching implications to the trade between the two nations."

Meantime, spokesmen for the American border stations—from Bellingham, Wash, and Buffalo, N.Y.—went to Washington last week at Senator Magnuson's request to brief aides to interested senators on the problems and progress as they see it.

## Changing Hands

### Announced

The following broadcast station sale was reported last week, subject to FCC approval:

■ **WLOB(AM)** Portland, Me.: Sold by Adams-Russell Co. Inc. to Michael E. Schwartz and Donald L. Wilks for about \$600,000. Seller (Gerald J. Adams, president) is traded on American Stock Exchange, owns **WYTV(TV)** Youngstown, Ohio, and operates cable systems in Maine, Massachusetts, Arkansas and Missouri. Buyers own **WTYM(AM)** East Longmeadow-**WAQY(FM)** Springfield, both Massachusetts; **WRQK(FM)** Greensboro, N.C.; CP for **WRQN(FM)** Westbrook, Me. (expected to begin operation by Jan. 1, 1976), and have interests in **WPET(AM)** Greensboro. **WLOB** is full time on 1310 khz with 5 kw.

■ Other sales reported at the FCC last week include: **WVAV(AM)** Huntington, W. Va. (see page 54).

### Approved

The following transfer of station ownership was approved last week by FCC:

■ **WFUN(AM)** South Miami, Fla.: Sold by Rounsaville of Miami Beach Inc. to Sudbrink Broadcasting Inc. of Florida for \$1.3 million. Seller, Robert W. Rounsaville, owns **WCIN(AM)** Cincinnati; **WVOL(AM)** Berry Hill (Nashville), Tenn.;

**WMBR(AM)**-**WAIV(FM)** Jacksonville, **WDAE(AM)**-**WAVV(FM)** Tampa, **WNBE(AM)** Winter Park and **WBJW(FM)** Orlando, all Florida. Principal in buyer is Robert (Woody) Sudbrink who controls **WLYF(FM)** Miami, **WLAK(FM)** Chicago, **WLIF(FM)** Baltimore, **WPCH(FM)** Atlanta and has interest in **WEZW(FM)** Cincinnati. His wife, Margareta, controls **WEZW(FM)** Wauwatosa (Wis.)-Milwaukee and **WWEZ(FM)** Cincinnati. Corporation owned principally by Sudbrink family has purchased **WIIN(AM)** Atlanta from Georgia Network Inc. (Donald C. Kennedy and Lawrence Melear, principals) for about \$25,000 plus assumption of \$575,000 in liabilities. In turn, Mr. Sudbrink has donated **WAVO(AM)** Decatur to Bible Broadcasting, nonstock, charitable organization, in deal subject to appraisal of station at value in excess of \$500,000 and assumption by Bible Broadcasting of up to \$225,000 in liabilities. Both transactions are subject to FCC approval (BROADCASTING, Sept. 29). **WFUN** is full time on 970 khz with 5 kw.

■ Other sales approved by the FCC last week include: **KPBA(AM)** Pine Bluff, Ark.; **KPGA(FM)** Pismo Beach, Calif.; **WGTW(AM)** Mount Dora, Fla.; **WLAG-AM-FM** LaGrange, Ga.; **WVIM(AM)** Vicksburg, Miss.; **KFTW(AM)** Fredericktown, Mo.; **WSJW(AM)** Woodruff, S.C., and **KBAL(AM)** San Saba, Tex. (see page 56).

## FCC asks more money

**Wiley makes request to Hill, cites workload of AT&T rate case, growing satellite, earth station applications that are expected**

The FCC has submitted its supplemental budget request for \$445,000 to cover 19 job positions needed in the Common Carrier Bureau, essentially in response to the AT&T rate-increase proceedings and the recent growth of satellite and earth station applications. The request, made last Wednesday (Oct. 29) before the House Subcommittee on State, Justice, Commerce and the Judiciary, would be in addition to the already appropriated \$49.5 million for the FCC for fiscal year 1976.

Five new positions are needed to meet the "unprecedented" increase in applications for satellite communications services, said FCC Chairman Richard Wiley. The commission anticipates a total of 100 earth-station applications will be filed by either RCA Alaska Communications Inc. or the State of Alaska, he added. Eight cable TV applications for earth stations (to receive satellite-distributed pay programming) have been granted, and 20 await processing, explained Mr. Wiley. The commission expects 150 or more such applications during the 1976 fiscal year, he added.

Chairman Wiley said that additional staff was necessary so that the commission could present a final draft decision on the AT&T rate issue by February 1976, and a decision on the WATS rate structure by March 1976. Whether or not the supplemental appropriation is approved, the commission still plans to hold to those



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deadlines but would have to reprogram personnel out of other key areas, Mr. Wiley said.

The subcommittee asked what will happen to the new personnel recruited for particular proceedings once those issues are resolved. Mr. Wiley responded that the positions would not be temporary and could be transferred into other areas. The transfer of such personnel would be taken into consideration when the FCC submits its next fiscal budget, he promised.

## Washington UHF wants to offer 21 hours weekly of pay TV

**Flat monthly fee envisioned in WDCA-TV application to FCC; first year cost: \$1.25 million**

Channel 20 Inc., licensee of WDCA-TV Washington, hopes to bring pay television to the city. It has applied to the FCC for permission to offer subscription television service on the station for some 21 hours weekly, out of a total of 133 hours the station is on the air each week.

Channel 20 Inc. would conduct the pay-television operation using the BTVision system of Blonder-Tongue Laboratories, with which it has entered into a franchise agreement.

One obstacle Channel 20 Inc. would have to overcome is that a mutually exclusive application for the one pay television authorization commission rules would permit Washington is already on file. It was submitted by Channel 50 Inc., last December, at the same time it filed an application to acquire the construction permit for channel 50 (WGSP-TV) from a trustee in bankruptcy for the estate of Theodore Granik. Channel 50 Inc. is headed by Theodore S. Ledbetter.

Channel 20 Inc. plans to present cultural and instructional programming, but not until the pay television operation is firmly established in the market. Until then, 90% of the pay-television programming would consist of movies and sports. Channel 20 Inc. would follow the trail being pioneered by pay cable and present eight movies each month on a rotating basis.

According to Channel 20 Inc.'s present plans, subscribers would be charged a flat monthly fee for all its pay-television programming—\$10. However, a per-program charge has not been completely ruled out. Subscribers would pay \$20 for the installation of decoders and \$20 monthly to rent them.

Channel 20 Inc. expects the first year's operation of a pay television system would require \$1.25 million. It said that to meet those costs it has an unused line of credit.

### Media Briefs

**Advertised lawyers.** American Bar Association is listening to testimony at regional meetings on pros and cons of allowing law-

yers to advertise fees and services, which will be submitted to ABA advisory House of Delegates at February meeting for decision. Canons of ethics in most states prohibit ads listing lawyer's specialty. However, U.S. Supreme Court ruled earlier this year that lawyers are subject to antitrust laws and in light of that decision, ABA has begun to review canons against advertising. Citizens' groups in past have claimed it was difficult to shop for lawyers without aid of advertising; ABA President Lawrence Walsh has expressed concern that advertising will work to disadvantage of new attorneys.

**Review asked.** Harriman Broadcasting Co. has petitioned U.S. Court of Appeals in Washington for review of FCC order denying Harriman's and Folkway Broadcasting Co. Inc.'s application for new FM in Harri-man, Tenn. FCC review board said both applicants failed to meet ascertainment requirements, and that Harriman Broadcasting made misrepresentations and failed to mitigate effects of prior trafficking decision.

**UBC's version.** United Broadcasting Co., licensee of WOOK(AM) Washington, has filed petition for reconsideration of FCC's decision to deny station's license renewal (BROADCASTING, Sept. 15). UBC contends station's management was unaware of broadcast, produced by community ministers, of false and misleading advertisements and lottery information—commis-

sion's basis for rejection of renewal application. UBC also argued that government's chief witness and former WOOK employee, Frank A. Del Vecchio, perjured himself in testimony, had fraudulently obtained operator's license and deliberately falsified station's logs.

## NAB's barking up the wrong tree on the Hill, says Colorado association

**Scott's performer's royalty bill should be first on list, not license renewal bill, says CBA**

License-renewal legislation is a "dead duck," in the opinion of the Colorado Broadcasters Association and should be given lower status on the industry's priority list of Washington activities. That stance puts the state association in direct opposition to the National Association of Broadcasters' policy, which pegs the fight for renewal reform as the number-one broadcast problem in this Congress.

The Colorado association aired its opinion on industry priorities in a position paper published in the October issue of its monthly newsletter, *Airlines*.

"Although the pet project of NAB and many broadcasters, those holding the leg-

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islative reins have no plans at present to even schedule hearings on the bills that have been introduced," the paper says, "and, as important, not one of the bills introduced gives broadcasters the ultimate in what is being sought."

It says the bills introduced this year "ask for half a loaf," that during discussion and markup will be whittled down to "crumbs of different types of problems that should be handled separately." The association has written NAB that it supports legislation with strong protection for broadcasters against competing applicants and petitioners to deny at renewal time.

The association asks in its paper, "Why try to push Congress on a bill that is a dead duck when effort and energy could and should be used to defeat the live issue that would cost broadcasters money?"

The live issue the association has in mind is S. 1111 by Senator Hugh Scott (R-Pa.) and H.R. 5345 by Representative George Danielson (D-Calif.) that would, if passed, create performers' royalties that broadcasters would have to pay record performers and manufacturers. "It is believed that we as broadcasters should save our best shots for spots where we can be most effective, where pressure can do some good," the paper says. "We cannot go to the well too often."

The paper also says that although CBA's and NAB's policies differ markedly, CBA is not "advocating the demise of the NAB. On the contrary, we feel that NAB should be a stronger, more powerful, more influential organization than it is."

It says changes in the NAB should come from within, from the NAB's board of directors. But, "we are not convinced that this is always the case, feeling that the professionals sometimes lead rather than follow."

An NAB spokesman said the Colorado association is the only state group to have faulted NAB for ranking license renewal at the top of its legislative goals for this Congress. He said he does not take Colorado's as a "typical" broadcaster sentiment "because they are never typical in Colorado." He also noted that a handcount of the television participants at the NAB's first two regional meetings in Atlanta and Boston showed them in agreement with NAB (BROADCASTING, Oct. 20).

## New Justice unit to fine-tune activity in regulated fields

**Kauper says section will gather loose strings in present setup; Kenneth Anderson named director**

The Justice Department's antitrust division, which over the past several years has shown an increasing interest in communications matters, is establishing a regulated industries section that will be responsible for filing court cases and intervening before regulatory agencies in communications, banking and related fields.

Plans for the new unit were among several reorganization projects, either in

the planning stage or under way, that were announced by Thomas A. Kauper, chief of the antitrust division, in a speech to the Oregon Bar Conference on Federal and State Antitrust Enforcement.

The new unit, which will begin operating with a staff of about 10, will bring together in one place work that has been spread throughout the division. Mr. Kauper said it will serve a role similar to that performed for the past several years by the public counsel section, in transportation and regulated energy areas.

The new section will be headed by Kenneth C. Anderson, a former member of the public counsel section staff who is returning to the department after service with the Federal Trade Commission as director of the Bureau of Competition.

Mr. Kauper said the new unit is important not only in consolidating now diffused responsibilities but also in removing them from the evaluation section. That section was established several years ago as a think tank for antitrust planning but has taken on so many operating responsibilities, Mr. Kauper said, that its planning functions have suffered.

## Quello has misgivings about some aspects of two TV renewals

**Commissioner questions EEO condition in KTVU case, wonders about agreement between WXYZ-TV, NOW**

FCC Commissioner James Quello made it clear last week he was less than enthusiastic about the FCC's actions in two of the renewal cases it acted on its October petition-to-deny day, two weeks ago (BROADCASTING, Oct. 27). One involved KTVU(TV) Oakland, Calif., the other, WXYZ-TV Detroit.

He said he agreed with the majority's decision to renew KTVU's license but that he was reluctant in concurring in the decision to condition the renewal on the disposition of equal employment opportunity complaints now pending before the U.S. Equal Employment Opportunity Commission. He also felt the case represented "a classic example" of what he considers the "overbroad interpretation" the commission has given the U.S. Court of Appeals ruling in the WLBT(TV) Jackson, Miss., case regarding "standing" by members of the public in renewal proceedings. The renewal was opposed by the Community Coalition for Media Change.

As for the WXYZ-TV matter, Commissioner Quello said he was concerned about the agreement the station had reached with National Organization for Women. The renewal had been challenged by a group called Center for Public Interest as a result of the NOW agreement. And Mr. Quello said there is "considerable merit in some of the complaints filed by CPI," although he did not find the allegations sufficiently serious to warrant a hearing or "drastic disciplinary action."

## The bigs in prime access

**Top-rated show in top-10 markets is Rhodes's 'Hollywood Squares,' followed by 'Name That Tune,' 'Price Is Right,' '\$25,000 Pyramid'; biggest new shows are 'Vinton' and 'Don Adams Screen Test'**

Fourteen holdover syndicated shows in prime access and four new prime-access series are turning up with a 25-plus shares in one or more of the top-10 markets.

This conclusion emerges from the just-issued Nielsen "Top-10 Preview Report," which comprises a series of rating books covering the period Sept. 25 to Oct. 8. (New York and Los Angeles figures are even more up-to-date because Nielsen takes daily overnights in these two markets.)

Rhodes Productions' *Hollywood Squares* appears to be maintaining its status as the runaway leader of the pack, harvesting 25-or-better shares in every market but San Francisco. The twice-a-week series chalks up regular mid-30's shares in Cleveland, Detroit and Philadelphia.

Sandy Frank's *Name That Tune* and two Viacom shows, *The Price Is Right* and *The \$25,000 Pyramid*, are each doing 25-plus shares in five of the 10 markets. *Name That Tune* scores big in New York (a 17.7 rating and 33 share on Oct. 22) and Boston (a 14 rating and 28 share for the two-week average, Sept. 25 to Oct. 8). *The Price Is Right* is particularly effective in New York (a 16.5 rating and 35 share on Oct. 25) and Cleveland (16 rating, 30 share). *The \$25,000 Pyramid* makes hay in St. Louis (21 rating, 45 share) and Philadelphia (19 rating, 37 share).

Continuing with the holdover prime-access shows, Marlin Perkins' *Wild Kingdom* leads all the wildlife series, with 25-and-over shares in four of the top-10 (including a whopping 21 rating and 37 share in Cleveland), and Don Fedderson's *The Lawrence Welk Show*, which runs 60 minutes, also gets these shares in four markets. (Against mostly news and public affairs in Boston, *Welk* averages shares in the high 50's-low 60's.)

Yongestreet Productions' 60-minute *Hee Haw* has a 25-plus share in three markets, Sandy Frank's *The New Treasure Hunt* and Time-Life Films' *The Wild, Wild World of Animals* in two markets, and, in one market each, Worldvision's twice-a-week *Let's Make A Deal*, Metromedia's *Truth or Consequences*, Firestone's *The New Candid Camera*, Bill Burrud's *Animal World* and, in Cleveland, *The Buckeye 300 Show* (the weekly game derived from Ohio's lottery).

Among the new prime-access shows, both MCA TV's *Don Adams Screen Test* and Sandy Frank's and Chuck Barris' *The Bobby Vinton Show* climb above the 25-



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# The First Amendment and the Fifth Estate

A double issue to be published Jan. 5, 1976

The broadcasting media were not around in 1776, when it all began for the United States. Nor were they there in 1791, when the First Amendment ordered that "Congress shall make no law ... abridging the freedom ... of the press."

But the *idea* was there. The concept of communication that would accompany each step of the American Revolution across two centuries. The basic conviction that the democratic process proceeds from, and depends upon, the people's right to know.

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A history of radio, television and the First Amendment.

An overview of television news—the anchormen, the news directors, the news services, the news doctors, electronic news gathering, and wherever else that subject leads us.

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share mark in four of the 10 markets. For example, *Screen Test* ran up a 13.5 rating and 26 share in New York on Oct. 24 to lead its time period, and in Philadelphia it scored a 16 rating and 31 share.

Vinton, up against prime-time network shows (NBC's *The Wonderful World of Disney* and ABC's *Swiss Family Robinson*) in Washington, held its own with a 14 rating and 26 share, and in Boston it edged out *Hollywood Squares* with a 12 rating and 26 share.

Finally, ITC's 60-minute *Space 1999* and Jim Victory's half-hour *Match Game PM* each hit 25-plus shares in two of the top-10 markets.

## Series gives NBC clear ratings lead

**It's over a point ahead of other two as they enter four-week sweep period and begin loading blockbuster movies onto schedule**

NBC-TV widened its lead in the seventh week of the prime-time season by dint of Tuesday and Wednesday World Series games, a two-hour Bob Hope nostalgia bath, and a two-hour Walt Disney Sunday movie called "Now You See Him, Now You Don't."

The season-to-date national Nielsens (Sept. 8-Oct. 26, 1975) now show NBC fairly solidly in first with a 19.3 rating, CBS second with an 18.0 and ABC a close third, at 17.7.

The three-network competition takes on particular urgency because the four-week Nielsen and Arbitron sweep periods began last week. Over the course of those 28 days, the two ratings services will monitor all the dayparts of every TV market in the country. The kinds of rate-card prices a network affiliate charges its advertisers for the first quarter of 1976 will be at least partly determined by the sweep-period numbers. With this factor in mind, big box-office movies have begun turning up on the networks' schedules, titles like (in the past few days alone) "The French Connection," "The Absent-Minded Professor," the James Bond picture "You Only Live Twice" and Barbra Streisand in "The Owl and the Pussycat."

The networks are planning to pre-empt their ratings losers as often as possible during this period. "All three networks will be eating a lot of episodes this season," said Robert D. Wood, the president of CBS, referring to the practice of a network's yanking a ratings casualty off the air before airing all the episodes in the can.

No more cancellation announcements were forthcoming from the networks last week, but in the it's-only-a-matter-of-time category were ABC's *Barbary Coast*, *Mobile One*, *When Things Were Rotten*, *That's My Mama* and *Saturday Night Live With Howard Cosell*, NBC's *Ellery Queen* and *Medical Story* and CBS's *Joe and Sons* and possibly even eight-year veteran *Hawaii Five-O* and three-year veteran



**Touch that dial.** Public broadcasting's UHF Project (PUP) is using the *Sesame Street* Muppets in two, 30-second public service announcements explaining the correct way to tune UHF receivers. The project is also doing research (most of it at WETA-TV Washington) on improving UHF transmitter signals and is working with the Council for UHF Broadcasting (BROADCASTING, July 28). PUP receives \$95,000 from the Public Broadcasting Service and is seeking \$400,000 from other sources.

### Barnaby Jones.

CBS sources said that *M\*A\*S\*H* would move back to Tuesday night, away from the meat-grinder competition of NBC's *Chico and the Man* on Friday, and that the tongue-in-cheek private-eye series, *Switch*, (Tuesday, 9-10 p.m., NYT) would be shunted into the time period vacated by the cancelled *Beacon Hill* (Tuesday at 10 p.m.). And CBS ordered Norman Lear to begin production on a new sitcom for second season, to be called *One Day at a Time*.

## Who's to blame for 'Beacon Hill'?

**Bob Wood doesn't know what went wrong with the season's most ballyhooed new show; the creator blames the producer and vice-versa**

Robert D. Wood, the president of CBS-TV, is the man who had to make the decision to cancel *Beacon Hill*, and "I'm sick about it," he says. "With the departure of *Beacon Hill*, a little bit of me went with it."

"I couldn't fault the intention of the series or the production, which was superbly mounted," Mr. Wood goes on. "There was some lint-picking about the writing on the part of some critics, but as far as I'm concerned it was the Tiffany of TV series. And in all my years in the business, I don't remember a series getting as much promotion or as much advance notice in the consumer press.

"But the public simply rejected it. Watching the audience decline each week was like watching the rungs of a stepladder going down."

Mr. Wood says he doesn't want to play Monday-morning quarterback on the reasons why *Beacon Hill* didn't attract a mass audience. "Maybe we were too ambitious," he says.

But the creator of *Beacon Hill*, Sidney

Carroll, says it could have survived if the producers had only followed his original plan.

As Mr. Carroll explains it, he scripted the two-hour pilot and then wrote out plot outlines for the first 13 episodes of *Beacon Hill*. He got involved in the production of the pilot and says he was quite satisfied with how it turned out. He cites the episode's 23.1 rating and 42 share (on Monday, Aug. 25, 9-11 p.m., NYT) as one of the indicators that "the general public liked the people in the pilot."

But between the completion of the pilot and the start of production on the first episode, according to Mr. Carroll, the producer, Jacqueline Babbín, changed the plot outlines he had written. "When I saw how the first two finished scripts differed from the way I outlined them," he says, "I walked off the series."

In Mr. Carroll's eyes, the likeable characters he had created in the pilot were turned into "a lot of stinkers. They became nasty and sad and stupid."

Ms. Babbín sees things a little differently. "Sidney's plots were charming little stories that could've filled 20 minutes out of each hour," she says. "But CBS wanted stronger material, stories with more bite, more guts to them."

Both Ms. Babbín and Alan Wagner, the CBS vice president closest to the series, disagree with Mr. Carroll about the quality of the two-hour pilot. "With 19 characters to be introduced, it was like a French-farce situation," she says. "The characters ended up being unsympathetic because the viewer wasn't given enough time to understand any of them. And CBS over-promoted and ballyhooed the pilot to the point of stupidity."

"It was really an error on our part to open up with an episode populated with with so many characters," adds Mr. Wagner. "Everything became complicated, the public got confused and you couldn't follow the characters without a scorecard."

Mr. Wagner points to a second "major error." "The series didn't find its direction early enough," he says. "The first batch of episodes were placed in too small a frame and were on too small a scale to interest an audience in 1975."

Ms. Babbín adds that the public didn't know what to make of *Beacon Hill*'s characters because "they were too real—they weren't like the cardboard cut-outs you usually see in TV series, who seem to spend all their time in fast cars."

## Will 'Rhoda' be a motherless child?

**Nancy Walker, who plays Ida on CBS series, may be on ABC next year with her own show**

Nancy Walker has a new, long-term contract with ABC-TV, but it apparently is not an exclusive one.

"We'll get her back for next season if the pilot she's working on for ABC doesn't

make their schedule," said Grant Tinker, the president of MTM Productions, one of whose shows is *Rhoda* (CBS, Monday, 8-8:30 p.m., NYT), which features Miss Walker as Ida Morgenstern, the mother of the title character.

"But if we lose her it won't be a body blow to the series," Mr. Tinker went on. "She never does more than half a dozen *Rhodas* in a season anyway because she's also committed to *McMillan & Wife*."

Miss Walker won best-supporting-actress Emmy nominations three years in a row (1973, 1974, 1975) for her role as Mildred, the housekeeper, on *McMillan & Wife*, which is one of the rotating elements of the *NBC Sunday Mystery Movie* (9-11 p.m.).

Norman Lear's company will produce Miss Walker's ABC pilot, a sitcom, still untitled, that is being groomed for a berth on the 1976-77 schedule.

Miss Walker has done four *Rhodas* for this season, according to Mr. Tinker, and "in the limited use we've been able to make of her she's definitely created an impact. If we lose her, then the character of Ida Morgenstern will be retired—I couldn't imagine casting another actress in the part."

## Karen Hartenberger returns to FCC over children's unit

Commission task force expected to quiet Hill criticism

For the first time since December 1973, the FCC has a full-time operating head of a unit concerned with broadcast matters affecting children. She is Dr. Karen S. Hartenberger, who had been associated with the children's task force when it was headed by Elizabeth Roberts and who left the commission on Oct. 2, 1974, to complete work on her Phd at Wayne State University, Detroit.

Dr. Hartenberger returned to the commission on Oct. 20 as a program analyst and director of the Children's Television Task Force, whose members are drawn



Hartenberger

from a variety of bureaus and offices—Paul Putney, deputy chief of the Broadcast Bureau; Lawrence W. Secrest, administrative assistant to Chairman Richard E. Wiley; John Sturm, legal assistant to Commissioner Charlotte Reid; James Hobson, chief of the renewal branch; Charles Bell, of the office of general counsel; Robert Blau, communications economist with the Office of Plans and Policy, and Jonathan David, of the Broadcast Bureau.

The task force had been in effect, but the appointment of Dr. Hartenberger will provide an answer to those members of Congress who have criticized the commission for not having anyone devoting full

time to children's television programming.

Dr. Hartenberger, the wife of the commission's deputy general counsel, Dr. Werner Hartenberger, has worked in educational and commercial television as a production assistant, assistant director and assistant producer. She has also taught elementary-school children as well as university students.

### Programming Briefs

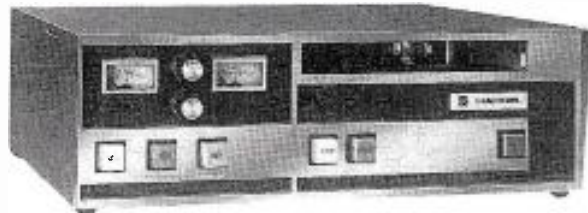
**Italian award.** Gruppo Esponenti Italiani, New York-based organization of Italian businessmen and institutions, will award \$10,000 for "excellence" in depicting Italian life and culture in American broad-

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cast and print media. Two first-place prizes of \$1,500 each will be awarded for entries broadcast or published in U.S. between Oct. 1, 1975, and April 30, 1976. Entries are to be sent to *Italia 76 Media Awards*, 630 Fifth Avenue, Suite 1565, New York 10020.

**Two from WCVB-TV.** Boston Broadcasters Inc., licensee of WCVB-TV Boston, is offering two series for national syndication through Rhodes Productions, Los Angeles. Shows are *Good Morning* (retitled *Good Day!*), 60-minute daily information, entertainment series and *Jabberwocky*, award-winning children's program. Both are available for Jan. 1, 1976, start.

**Dance.** Vidistrib Inc., Los Angeles, announces syndication of one-hour, weekly musical series, *Polka Varieties*, starring Frank Krankovic, known as "America's Polka King." Series, produced by Blue Denim Productions, has 13 episodes already on video tape, with guest stars such as Bobby Vinton, Don Ho, Al Martino, Gene Krupa, Angie Dickinson and Bob Hope.

## Catholic group answers criticism by Schneider

**USCC also reminds that it has always been for self-regulation**

The United States Catholic Conference has taken personal offense at a sweeping condemnation by John A. Schneider, president of the CBS Broadcast Group, of "self-appointed censors and critics who have declared family viewing to be meaningless."

Assuming that the criticism of family viewing by the administrative board of the USCC (BROADCASTING, Sept. 22) caused it to be lumped in with the "self-appointed censors and critics" Mr. Schneider spoke of, the USCC dashed off a written rejoinder last week, taking serious exception to Mr. Schneider's remarks that the critics are calling for government probing of TV program content.

In the statement, Robert Beusse, secretary for communication for the USCC, pointed out that the administrative board, in its original criticism, stated "we would oppose any recommendation that would call for the direct involvement by government in the content area of programing."

He noted that the original text went on to say, "the USCC has been, is and will continue to be firmly committed to the principle of voluntary self-regulation for all the communications media."

Mr. Beusse restated and reaffirmed the original recommendations of the USCC, one of which called for self-regulation to be "an open, accountable and cooperative process, involving both broadcasters and the public," not "a unilateral activity performed behind closed doors by a few powerful individuals at the top."

It also urged an industry wide effort to reduce the impact of commercial pressures on program decision-making.

## Citizen types get in their say on White House cable bill

**They feel generally that FCC should keep its hands off CATV; but they also seek to insure that the medium provides services on access channels; both sides feel the meeting was beneficial**

Ford administration aides who for the past several weeks had heard from representatives of various affected industries on which way the government should go in developing cable legislation, last week heard from a new element—public-interest groups and representatives of state and local governments. The views they expressed were markedly different from those the industry groups had advanced.

The 19 participants in the White House meeting with the Domestic Council's group on regulatory reform on Tuesday seemed not primarily concerned with the details of a cable bill, as such. Rather, the theme running through the remarks of many of those who spoke was the need for the development of a national communications policy which would provide not only for the emergence of cable television but of any new communications technology that might appear in the future.

A number of the participants reportedly said also that cable television should be allowed to grow free of restrictions and be considered a separate medium, not an auxiliary to broadcasting; many said legislation should include a statement of national policy objectives for cable. And the criticism of the FCC and its record of regulating cable was harsh; one called the commission an "abomination." But speakers insisted they were not pro-cable, that they were simply in favor of the services cable could provide.

Curtis White, of the Citizens Communications Center, reportedly was the first to urge the development of national communications policy. He said regulating new communications technologies on an "ad hoc basis" not only stunts their growth but deprives the public of the benefits they might provide. He said that in the continuing conflict between broadcasting and cable, the FCC shows concern for broadcasters first and cable second. The public, he said, comes third.

Thus, many of those who spoke last week were not concerned simply with de-regulating cable. Speakers said that when the government considers removing restrictions on pay-cable operations and on the importation of distant signals, as the administration is, it should not ignore public service benefits cable might be required to provide.

Speakers mentioned the need for access

channels—but not merely the kind now made available under commission rules for local access. They talked of various social, health and business services cable could make available through access channels.

The question of who would pay for such services was left unanswered, although none of the speakers seemed to feel that the cable systems themselves should bear the cost. Federal revenue sharing and state or local taxes, even a tax on television sets were mentioned as possible funding sources.

The only ones present at the meeting who felt they had turf to be protected were the representatives of city and state governments who are involved in cable regulation. Several expressed concern about the possibility of the FCC pre-empting their regulatory authority over cable, and said state and local governments should be allowed to retain their jurisdiction to the extent their interests required.

They indicated they felt FCC concerns about duplicative regulation of cable by various levels of government were overstated. Lynn Wickwire, of the New York State Cable Commission, listed several specific areas he said should be barred to the FCC—subscriber complaints, rate regulation and the development of new services.

The meeting—which followed sessions the regulatory reform group held with representatives of the cable industry, broadcasters, motion picture producers, professional sports leagues and theater owners—was arranged by the White House after citizen group representatives complained about being ignored. They reportedly said that if they were not heard at this point in the development of cable legislation, they would be when the proposal reached Congress.

Members of the public interest groups and administration aides both described the meeting as a "good one." The public interest representatives felt their views had been given a fair hearing. And, one of the administration aides said, "We heard views we hadn't heard from the industries."

The regulatory reform group has invited comments from the industries on the economic implications for them and the public of cable de-regulation. And last week, it asked these who participated in the meeting to submit further views. Citizens' Curtis White said later they would.

Participating in last week's meeting, on the citizens' side of the table, were:

Sheila Mahony, Cable Television Information Center; Charles E. Tate, Cablecommunications Resource Center; Douglass Cater, Aspen Program on Communications and Society; Ralph Lee Smith, Howard University; Ted Carpenter, National Citizens Committee for Broadcasting; Kujaatele Kweli, National Urban League; Jon Shafer, St. Paul (Minn.) Metropolitan Council; Frank Norwood, Joint Council on Educational Telecommunications; Red Burns, Alternate Media Center; Morris Tarshis, New York City Bureau of Franchises; John W. Witt, city attorney, San Diego, Calif.; C. Lynn Wickwire,

New York CATV Commission; William Melody, the Annenberg School of Communications; Lois Brown, Philadelphia Community Cable Television and Citizens for Cable Access, Pennsylvania; Curtis White, Citizens Communications Center; Kathy Bonk, National Organization for Women; Jeffrey R. Forbes, Massachusetts State CATV Commission; Larry Molumby, Community Library Service, and Stuart Sucherman, Ford Foundation.

## How many make a cable system?

**FCC's attempt to define by subscriber count which systems should fall under regulations draws comments from broadcasters and cable associations**

The question of how the FCC should redefine a cable-television system and which systems would be exempt from commission rules has prompted cable groups to offer various plans based on system size and function. Broadcasters, however, in other comments filed with the commission last week, expressed concern that no new definition should give cable systems carte blanche with respect to signal carriage or pay-TV operations, no matter what size system was involved.

The National Association of Broadcasters submitted that the present exemption for cable systems with under 50 subscribers should not be stretched with respect to mandatory signal carriage, distant signal limitations or pay-TV rules. The commission's recent actions in adopting higher cutoffs for nonduplication provisions, said NAB, were based on the assumption that small cable systems were less able to bear the financial cost of compliance. However, there is no such cost connected with signal carriage or anti-iphoning rule compliance, said NAB.

ABC expressed concern that unless the FCC included in its jurisdiction master antenna television systems that either originate their own programming or offer pay TV, "large areas of urban America would become open ground for pay television operations outside present regulation or subscription programming." Currently, MATV is exempt from FCC cable regulations.

ABC was also against any blanket subscriber exemption higher than the present 50-subscriber cutoff. ABC said broader exemptions might be applied on a case-by-case basis—for example with regard to access requirements and exclusivity provisions. An "artificial" exemption such as the commission's proposed 250-subscriber standard, said ABC, would create a "host of anomalous situations" that might put one cable system on an unequal footing with another in the same market.

The National Cable Television Association advanced a three-step plan. Any system that delivers broadcast signals for a



**Dollars day.** Some 60 senior lending officers representing 16 banks, nine intermediate lenders and 12 insurance companies attended a one-day cable television conference Oct. 21 in New York sponsored by Warburg Paribas Becker Inc., an investment banking firm. On hand to update the financial community on cable's development and outlook were (l to r): Ralph Baruch, president, Viacom Communications; Henry Harris, president, Cox Cable; Robert Hughes, president, Communications Properties; Jay Levergood, manager, cable division, Scientific Atlanta; Monroe Rifkin, president, American Television & Communications; Amos Hostetter, executive vice president, Continental Cablevision; Herbert Ornstein, senior vice president, Jerrold Electronics; Russell Karp, president, Teleprompter; Bruce Merrill, president, American Cable Television, and John Matthews, attorney, Dow, Lohnes & Albertson. Also present but not pictured: Robert Eisenhardt, president, Jerrold Electronics; Gustave Hauser, president, Warner Cable; Gerald Levin, president, Home Box Office, and Robert Schmidt, president, National Cable Television Association.

fee should be included in cable TV regulations, including MATV systems, said NCTA. Inclusion of MATV is not an attempt to saddle those operations with an "onerous regulatory package," said NCTA, but rather to insure "purity of regulation" between MATV and possible competing cable systems in the same area.

NCTA, while stretching the coverage of the cable definition to MATV systems, would at the same time shrink the numbers of systems covered by regulation. NCTA proposed increasing the 50-subscriber exemption to 1,000 subscribers and establishing a "mid-level regulatory plan" for systems with between 1,000 and 3,500 subscribers. The mid-level category would provide a transition period to accommodate cable system growth and not force full compliance with the addition of a single subscriber.

Reception-only cable systems with more than 3,500 subscribers should also gain rule relief in signal carriage and exclusivity, said NCTA, as would the mid-level category. Minimal reporting requirements would be retained, said NCTA.

In areas where MATV and CATV operations are co-located and one is exempted from FCC rules because of its total number of subscribers, the commission should not favor one at the expense of the other, said NCTA. Most MATV systems would be exempt for subscriber reasons, noted NCTA, but in cases where they compete directly with a co-located cable operation the loss of exemption need only be "partial" and include only signal carriage, pay TV and exclusivity provisions.

The Community Antenna Television Association, whose average member system serves 826 subscribers, called for an "irreducible minimum of federal CATV regulation." CATA blamed the commission to a large degree (along with

the economy) for the poor growth record of the cable industry in recent years. Since FCC cable regulation is based on broadcasting, CATA said that there should be no regulation over systems operating where there are no broadcast outlets.

Accordingly, CATA suggested cable systems located beyond the grade B contour of any broadcast TV station be exempt from FCC rules. Similarly, systems located beyond all markets' 35-mile zones—which is the zone where the FCC regulates signal carriage—should be exempt even if they are within the grade B contour of one or more stations. To permit freedom in signal carriage but to regulate in all other respects, said CATA, is a "syndrome crying out for de-regulation."

CATA estimated that if all cable systems outside television station grade-B contours were exempt from FCC rules, they would account for one-third of all existing systems.

Alternatively, CATA recommended that systems beyond all 35-mile zones, but within one or more grade B contours be regulated as class I or II systems. Class I systems would involve those with under 1,000 subscribers and be granted total exemption from FCC rules. Class II systems would be those serving between 1,000 and 5,000 subscribers and would have to provide reports to the FCC on technical compliance, ownership and signal carriage but would not have to seek a certificate of compliance, merely notifying the commission of what signals are being carried. Program exclusivity would be afforded only to the broadcast station closest to the area served by the CATV system.

CATA was against any proposal to include MATV in a cable definition. The solution is not to make MATV more like cable, but cable more like MATV with regard to FCC regulation, said CATA.



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## TV series to be fair game for pay cable

**FCC moves toward lifting ban on series seen on regular TV**

The FCC has all but decided to remove all restrictions on the use by pay-cable systems of series-type programming. The six commissioners present at a meeting on the issue last week endorsed a staff draft of an order declaring that no basis for a rule limiting pay-cable systems' use of such programming could be discerned from the comments filed in the rulemaking ("Closed Circuit," Oct. 27). The commission will conclude its action when commissioner Charlotte Reid, who was absent last week, casts her vote.

The staff draft was prepared by the commission's Cable Television Bureau and joined in by the Broadcast Bureau. It held that, in view of what seems to be an unlimited supply of series-type programming, the loss of such material to pay cable seemed to be no problem.

Thus, it said, there is no reason to retain the present rule, which bars from pay cable those series that have appeared on continental television, or to adopt any of the various options the commission offered for comment in the rulemaking.

However, the commission will say that, as in other aspects of its pay-cable rules—those dealing with relaxed rules on movies and sports—it will keep the docket open in the rulemaking proceeding. If problems do develop, the commission will say, it will be prepared to act.

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## New York City raises franchise fee, lets systems raise rates

**It means Manhattan Cable can go from red to black this year, Teleprompter can trim its losses**

Cable-television systems serving New York City were granted a rate increase by the city Bureau of Franchises, which also adopted a new franchise fee that is expected to increase the city's cable revenues by 25% or up to \$1 million plus.

The bureau granted Teleprompter Manhattan and Manhattan Cable a \$1-a-month basic subscriber increase and a \$1 increase in the monthly charge for each additional set hooked up to the cable. The cable systems had applied for a \$2-a-month basic increase and a \$1.50 increase for additional outlets. Together, the two cable systems serve about 126,000 subscribers.

The new rates are subject to approval by the State Cable TV Commission, which usually accepts such increases. Currently, New York cable subscribers pay \$9 per month for basic service and an additional

\$4 for secondary hookups. Charges for pay-cable programming (Home Box Office) do not come under city regulation and currently represent another \$9 per month.

Also changed was the franchise fee schedule. Previously, the city charged 5% of basic subscriber gross receipts and 10% of all gross receipts the cable company received from pay programming. Pay-cable subscriber receipts are split between the cable company and the program packager, allowing the city to receive only 4% of the total pay-TV subscriptions. Under the new plan, the city will get a straight 5% of all subscriber receipts for basic and pay service.

The Bureau of Franchises estimated that with the new rates, Manhattan Cable will turn an anticipated 1976 loss of \$783,500 into a profit of \$316,300. Teleprompter, with anticipated losses of \$4.5 million, will be able to shave its losses to \$3.8 million.

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## Teleprompter thinks cable should pay only for distant, nonnetwork signals

**Proposal to Hill subcommittee also contains formula for payment for nonlocal, independent programming**

Teleprompter Corp. has gone to Robert Kastenmeier's (D-Wis.) subcommittee that has jurisdiction over copyright with a copyright proposal that would eliminate liability for local signals and all network programming. The proposal also contains a specific formula for payment for distant signals that are not carrying network programming.

Barry Simon, Teleprompter vice president and general counsel, says cable shouldn't be liable for local and network signals because cable carriage is already figured into the audience package and paid for the advertisers.

The Teleprompter formula for paying for distant, nonnetwork signals would be based on a cable system's total revenues derived from basic service multiplied by the percentage of total revenues that broadcasters pay for programming. Over the last five years broadcasters have been paying around 28% of their revenues for programming costs, said Mr. Simon. The number derived from the first multiplication would then be multiplied by the market share for each distant signal imported. A CATV system bringing in \$1 million in revenues—given broadcasters are paying 28% for programming costs and the market share for a given signal is 5%—would pay \$14,000 for that signal.

Using such a formula would allow the CATV operator to know who he is paying for what, said Mr. Simon. He said that unlike the fee schedule in the current bill, which uses a sliding scale depending on CATV system's size (from .5% to 2.5%), the Teleprompter proposal would not represent numbers "pulled out of the air" but would be based on a "rational objec-

tive" approach.

Since the formula would compensate for changes in system revenues, differing costs to broadcasters and the proportionate market share of a signal, Mr. Simon said, there would be no need for a tribunal to review rates as now provided in the bill.

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## Western cable show brings in big names

**Among speakers and panelists: Eger, Reid, Tunney, Moss, Inouye, Schmidt, Bresnan, Harris, Bradley**

Finances, pay TV and government regulation are topics certain to be discussed, debated and deliberated at the annual Western Cable Television Show and convention, scheduled for the Disneyland hotel, Anaheim, Calif., Nov. 12-15.

Two academicians are among the dozen or more participants in a panel on the financial side of CATV: Richard West, dean of the school of business, University of Oregon, and Bill Melody, professor of communications Annenberg School of Communications, University of Pennsylvania.

A pay-TV session has a host of participants, including Ralph M. Baruch, president of Viacom, presiding. Among those scheduled to comment are Jerry Perenchio of Tandy Productions, whose purchase of KBCS(TV) Corona (Los Angeles) for pay TV purposes was announced only last month (BROADCASTING, Oct. 20); Martin Newman, chairman of the pay TV committee of the National Association of Theatre Owners; Charlton Heston, actor; Alan Adler, Columbia Pictures; Herb Stern, MCA; Irving Kahn, Broadband Communications; Harlan Kleinman, Home Box Office; Mike Dan, Warner Communications, and Ralph Gwin, Cox Cable.

The Washington scene will be covered by, among others: Senators John W. Tunney (D-Calif.) and Daniel K. Inouye (D-Hawaii), both members of the Senate Commerce Committee; Representative John Moss (D-Calif.), chairman of the subcommittee on oversight and investigations of the House Commerce Committee; Lynn May, assistant to the chairman of the Domestic Council of the White House; John Eger, acting director of the Office of Telecommunications Policy, and Charlotte T. Reid, FCC commissioner. Also scheduled is a seminar on "The Washington Scene—Cable's Number One Battleground," to be moderated by Bob Schmidt, National Cable Television Association president, and including a number of Washington lawyers.

Speeches are scheduled for Henry Harris, president of Cox Cable; William J. Bresnan, president of Teleprompter; and Rex M. Bradley, Telecable, chairman of the National Cable Television Association.

And with an eye to the swift-moving entry of CATV into satellite communications, there is a technical session scheduled on satellite receiving stations, to be headed by Bob Cowert of Gill Cable.



# The Broadcasting Playlist **Nov 3**

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

## Contemporary

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

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
43	38	<b>I Want to Do Something Freaky to You</b> (3:35) Leon Haywood—20th Century	38	37	37	38
35	39	<b>You</b> (3:40) George Harrison—Apple	40	38	39	37
46	40	<b>Operator</b> (3:09) Manhattan Transfer—Atlantic	41	40	41	42
—	41	<b>Rockin' all Over the World</b> (2:50) John Fogerty—Asylum	46	41	42	41
42	42	<b>Wasted Days &amp; Wasted Nights</b> (2:41) Freddie Fender—ABC	39	42	45	47
27	43	<b>At Seventeen</b> (3:56) Janis Ian—Columbia	44	43	46	44
28	44	<b>Run Joey Run</b> (3:52) David Geddes—Big Tree	*	*	40	34
41	45	<b>Fallin' In Love</b> (3:13) Hamilton, Joe Frank & Reynolds—Playboy	43	48	44	48
38	46	<b>Daisy Jane</b> (3:07) America—Warner Bros.	45	47	47	45
50	47	<b>Let's Do It Again</b> (3:28) Staple Singers—(Curton)	*	44	48	43
45	48	<b>Love Will Keep Us Together</b> (3:15) Captain & Tennille—A&M	42	*	43	*
—	49	<b>Welcome to My Nightmare</b> (2:44) Alice Cooper—Atlantic	*	45	50	46
—	50	<b>Rock Show</b> (3:39) Paul McCartney & Wings—Capitol	50	50	49	49

## Country

1	1	<b>San Antonio Stroll</b> (2:45) Tanya Tucker—MCA	1	1	1	1
2	2	<b>All Over Me</b> (2:50) Charlie Rich—Epic	2	10	3	7
4	3	<b>Are You Sure Hank Done It This Way</b> (2:53) Waylon Jennings—RCA	5	2	6	2
—	▲4	<b>Love Put a Song In My Heart</b> (2:45) Johnny Rodriguez—Mercury	4	5	7	3
—	▲5	<b>All in the Movies</b> (3:15) Merle Haggard—Capitol	3	6	4	11
6	6	<b>Rocky</b> (3:38) Dickie Lee—RCA	8	7	2	4
5	7	<b>I Like Beer</b> (2:52) Tom T. Hall—Mercury	7	3	5	5
7	8	<b>Blue Eyes Crying in the Rain</b> (2:17) Willie Nelson—Columbia	9	8	11	10
3	9	<b>(Turn Out the Light and) Love Me Tonight</b> (2:18) Don Williams—Dot	6	11	13	9
8	10	<b>What's Happened to Blue Eyes</b> (2:17) Jessi Colter—Capitol	12	4	12	6
14	11	<b>Love Is a Rose</b> (2:44) Linda Ronstadt—Asylum	10	9	10	19
—	▲12	<b>Today I Started Loving You Again</b> (3:24) Sammie Smith—Mega	14	12	8	13
—	▲13	<b>I Still Believe in Fairytails</b> (2:20) Tammy Wynette—Epic	11	18	9	18
—	▲14	<b>We Used To</b> (3:10) Dolly Parton—RCA	13	13	14	14
16	15	<b>I Should Have Married You</b> (3:10) Eddie Rabbitt—Elektra	16	14	15	15
10	16	<b>I'm Sorry</b> (3:29) John Denver—RCA	15	17	16	12
9	17	<b>Don't Cry Joni</b> (2:10) Conway Twitty—MCA	19	15	18	8
15	18	<b>Billy Get Me a Woman</b> (2:28) Joe Stampley—Epic	17	20	20	20
—	19	<b>Everything's the Same</b> (2:34) Billy Swan—Monument	22	16	17	16
12	20	<b>I Hope You're Feelin' Me</b> (2:59) Charlie Pride—RCA	20	19	22	17
11	21	<b>Funny How Time Slips Away</b> (3:02) Narvel Felts—ABC/Dot	18	21	19	21
13	22	<b>Daydreams About Night Things</b> (2:21) Ronnie Milsap—RCA	21	22	23	22
—	23	<b>If I'm Losing You</b> (2:57) Billy Walker—RCA	23	23	21	*
21	24	<b>What in the World's Come over You</b> (2:30) Sonny James—Columbia	25	*	24	23
19	25	<b>Another Woman</b> (3:07) T.G. Shepard—Melodyland	24	25	25	*

## DNC, Chisholm and NOW state their cases on FCC 315 ruling

**Major contention in arguments filed with court is that commission bypassed Congress in changing administration of equal-time law**

The Democratic National Committee and Representative Shirley Chisholm (D-N.Y.), along with the National Organization for Women, weighed in last week with legal arguments in support of their view that the FCC was right the first time, back in the 1960's, when it held in separate rulings that the equal-time law applied to political candidates' news conferences and to political debates.

The briefs, filed in the U.S. Court of Appeals in Washington in a case that will have a significant bearing on the amount of discretion broadcasters will have in covering the upcoming political campaigns, are aimed at the FCC decision on Sept. 30 that it had erred in those earlier rulings and that live, on-the-spot coverage of news conferences and debates is exempt (BROADCASTING, Sept. 22).

The DNC's brief is directed only at the section of the ruling dealing with news conferences; it says the news conference is a "unique" event, over which the candidate has "virtually" complete control. The Chisholm-NOW petition addresses both sections. And the two briefs are as one in arguing that the commission, in its September ruling, misread the law and congressional intent as badly as it had read them correctly in its 1962 and 1964 rulings.

The Chisholm-NOW brief, in addition, contends that the ruling is procedurally defective. It says the commission's refusal to issue a formal notice of, and invite comment on, the requests for rulings on which the action was based—CBS requested the one on news conferences, the Aspen Institute the one on political debates—constitutes a violation of the Administrative Procedure Act and the due process clause of the Constitution. The brief contends that the commission in effect adopted a rule—an action requiring a rulemaking proceeding.

The commission's ruling held that news conferences and political debates fit within one of the 1959 exemptions to the equal-time provision of the Communications Act's Section 315—that dealing with "on-the-spot coverage of a bona fide news event." The only limitations were that the licensee make a "good faith judgment" that the event is "a bona fide news event" and that he not cover it simply to advance the interests of a particular candidate.

Both the DNC and Chisholm-NOW briefs contend that congressional actions

over the years, including the years following the 1962 and 1964 rulings that the commission has reversed, make it clear that Congress acquiesced in and supported those rulings.

Chisholm-NOW, for instance, cited the legislation making possible the Kennedy-Nixon TV debates—legislation the brief contends would not have been necessary if Congress felt debates were covered by the 1969 exemption. Both briefs noted also that Congress in 1971, in adopting the Federal Election Campaign Act, amended a number of provisions of the Communications Act, including Section 315, yet did not change the language of the 1959 exemptions, or indicate that the commission's interpretation of those exemptions had been incorrect. Therefore, DNC said, under accepted statutory construction, "the 1964 interpretation [dealing with news conferences] had either achieved the force of law or, at the very least, could be overcome only by the most cogent and persuasive reasons of necessity not here put forth by the commission.

And both briefs attacked the commission ruling's reliance on broadcasters' good faith judgment as to whether the event being covered is a bona fide news event. There is nothing in the legislative history of the 1959 amendments supporting the proposition that the definition of a bona fide news event should be left to the broadcasters, DNC contended, adding that the commission's decisions in the 1960's were based on the realization that such a delegation to broadcasters "would effectively render Section 315 a nullity in perhaps the most significant area of political advantage."

The Chisholm-NOW brief contended that in failing to take a narrow view of the law, the commission had usurped congressional authority to determine what is exempt from Section 315. And the result, the brief concluded, is that "political broadcasting is in danger of becoming the same kind of 'vast wasteland' as entertainment broadcasting, with the concept of equal time applicable only to those voices which the majority find palatable and non-offensive."

### Newsman object to ABA's proposals on gag rules

The problem of reconciling the free press—fair trial freedoms contained in the First and Sixth Amendments is the topic of long and enthusiastic debate. Now the American Bar Association is attempting to set down proposed court procedures for dealing with the conflict.

The second public hearing on the ABA proposals was held in Washington. The most strident objections from the media were concerned with procedures by which the press would be advised in advance of a restrictive or "gag" order. They would then be able to discuss it with the judge and express comments or objections.

The effect of these recommendations, said Floyd Abrams, NBC counsel, would

be to make the press part of and legitimize the use of prior restraints. He said, "Most important by far, from the press stance [is not the] existence of any new procedures," but rather, is "the retaining of one of the core constitutional distinctions between courts and press. It is, simply put, that judges may, within limits, determine what happens within their courtrooms but that editors may, virtually without limits, decide what to print or telecast."

### Fannin wants to lift law that forces into unions broadcast journalists

A bill to do away with the requirement that radio and TV journalists and commentators join unions such as the American Federation of Television and Radio Artists has been introduced by Senator Paul Fannin (R-Ariz.).

Specifically, the bill (S. 2543) would exempt broadcast journalists and commentators from a section of the National Labor Relations Act that requires mandatory union membership for radio and TV newsmen.

A spokesman for Senator Fannin said forced membership in unions inhibits broadcast journalists' constitutional rights of free speech and free association. Those are the same arguments, he pointed out, invoked recently by three broadcast commentators in a court test of the constitutionality of having to pay dues to AFTRA. The three—William F. Buckley, M. Stanton Evans and Fulton Lewis III—lost their case when the Supreme Court let stand lower court decisions (BROADCASTING, Jan. 6).

### News Council feels backing is strong

The National News Council's report on its first two years of activity finds its support encouraging.

Specifically, Chairman Stanley Fuld wrote, "I am encouraged by the response of such organizations as CBS to requests for cooperation with the council, and by coverage given the council by the Associated Press and United Press International, despite their initial skepticism." A discouraging pattern, Mr. Fuld said, was the lack of cooperation from *The New York Times* and its negative response to requests for information in council investigations.

The report includes a chapter on former President Nixon's charges of "outrageous, vicious, distorted reporting" by the networks in 1973, and details efforts by the White House to block the council's search for specific instances on which Mr. Nixon based his charges.

A statement on general ethics deals with reporters' possible conflicts of interest and a guideline on "checkbook journalism," with reference to CBS News's paid interview with H. R. Haldeman, is included.

## Study says TV ads can distort outlook of some young

Report suggests special panel  
to pretest commercials

Television advertising is causing some children to think thoughts that they may be too young to cope with "without permanently distorting their views of morality, society and business," according to new research to be reported in the November-December issue of *Harvard Business Review*.

The study was initially proposed by Martin L. Smith, co-founder and now primarily responsible for the creative product of Smith/Greenland Co., New York-based advertising agency. It was principally conducted by Dr. Thomas G. Bever, Columbia University professor of psychology and linguistics, and Mr. Smith, who is a graduate student of Dr. Bever's at Columbia.

The research encompassed depth interviews with 48 children between ages 5 and 12. Among the chief findings:

- The 5- and 6-year-olds tended to regard both commercials and programing as entertainment. They are somewhat vulnerable to misleading advertising, but they seem to expect little from TV content and tend to rely on authority figures, such as parents and teachers, for evaluative decisions. "TV commercials appear to have only peripheral impact" on them.

- The 7-to-10-year olds could make distinctions that 5- and 6-year-olds could not, and usually had clear ideas about what advertising "should" and "should not" do, but often felt they could not evaluate advertising. On the whole they "showed tension and anger over their inability to cope effectively with what they believed to be misleading advertising." On learning that misleading advertising may be socially acceptable, children at this age—especially 10-year-olds—are angry "because they feel forced to accept practices that they believe are immoral," and they may resolve their conflict by overgeneralizing that all advertising is misleading.

- The 11- and 12-year-olds can resolve such conflicts more satisfactorily and thus can identify both the good and the bad aspects of advertising. They showed "some indignation toward misleading advertising but also an ability to glean information for it. Instead of suffering the intense conflict of the 9- and 10-year-olds, this group seemed to accept the ways of the world by becoming somewhat cynical. They could usually protect themselves from false implications, but . . . this self-protectiveness may have gone too far. It may eventually make them defensive and distrustful of society."

The authors concluded that responsible

advertisers must give "close scrutiny" to the argument of supporters of advertising "that a child's early experiences with [advertising] are just as essential to his development of consumer skills as crawling and walking are to his ability to run." The "danger signals" exposed in this research, they said, "need to be weighed carefully within broader studies to determine how much maturation time a child actually needs to master the skills necessary for interpreting advertising with a minimum of conflict and disillusionment."

The authors questioned "whether a child's precocious exposure to advertising is necessary (or even beneficial) to his becoming an alert consumer." In other kinds of growth, they said, "early exposure does not accelerate the acquisition of skills."

The report suggested pretesting commercials with panels of parents—and of children—as one approach to reducing "the conflicts that TV advertising appears to impose on children." Over the longer haul, it also raised broader questions. For instance:

"Our findings suggest another problem concerning the 11- and 12-year-olds in our study: While they appeared to be well adjusted to social values and sophisticated about advertising issues, they were less sensitive than younger respondents to key moral issues. The oldest group expressed a high level of skepticism toward authority figures but appeared less bothered than younger groups about adult deceptions

and even cynical about social and economic misrepresentation. If advertising contributes to such an attitude, do we want to continue directing it to this age group?"

"We recognize that TV advertising is only one way in which society affects the child's growth. But at some point we must decide whether we wish to reduce his exposure to apparently institutionalized hypocrisy, which is what misleading advertising represents to the child until he learns how to interpret it."

At another point the report said: "The 10-year-olds' anger toward misleading advertising as well as the 11- and 12-year-olds' increased tolerance of social hypocrisy raise serious questions about the role of TV advertising in the socialization of children. In most cultures, adolescents have had to deal with social hypocrisy and even with institutionalized lying. But today, TV advertising is stimulating preadolescent children to think about socially accepted hypocrisy.

In summary, the authors said, "our findings suggest that all children under 11 are vulnerable to manipulation by irresponsible advertisers but that some age groups are more vulnerable than others. The 7-to-10-year-olds are strained by the very existence of advertising directed to them. Critics as well as advocates of advertising should supplement their concern about the youngest age group with attention to the children whose views of society are the most easily affected—those in middle childhood."



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## Percy keeps pressing for safeguards in children's advertising

**Campaign includes sessions with networks, FCC, FTC**

Making good on his promise to work from his seat in the Senate for stronger protection of children against "the potential hazards of television advertising," Senator Charles Percy (R-Ill) has begun a series of private meetings with the heads of the three TV networks, the FCC and the Federal Trade Commission.

Two weeks ago, he met with CBS President Arthur Taylor, at Mr. Taylor's request, and, according to an aide of the Senator, emphasized his concern that the industry's advertising standards for children, primarily those embodied in the TV code of the National Association of Broadcasters, apply to only a small fraction of the programming hours during which children are watching TV. In an earlier letter to FTC Chairman Lewis Engman, Mr. Percy had said, "It seems to me that the criterion for special protection should be the number of children watching at a given time" (BROADCASTING, Sept. 15).

During the meeting, Mr. Taylor offered family viewing as the prime exhibit of the industry's commitment to good taste, and Senator Percy concurred that family viewing is "a very significant movement," in the aide's words, toward protecting the interests of children. But the senator went on to say that family viewing is not the "be-all and end-all" on children's TV viewing, the aide said.

Before the meeting with Mr. Taylor, Senator Percy had met with FCC Chairman Wiley, again about possible ways to steer the industry toward greater sensitivity to children. The aide said Mr. Percy plans further meetings with representatives of ABC, NBC and the FTC.

Senator Percy began his advocacy of better children's TV in September with letters to the networks and the two government agencies. His goal, according to the staffer, is to promote change through personal dialogues. Legislation, if any is needed, will be left to the Communications Subcommittee, of which the senator is not a member.

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## OTC drug ads get another beating on Capitol Hill

In his remarks opening two days of hearings on over-the-counter sleep aids, tranquilizers and stimulants, Senator Gaylord Nelson (D-Wis.) criticized TV advertising of such products.

"It is not just the use of specific over-the-counter drugs which is the primary problem". In my judgment, it is the lifestyle which television is purveying to the public, especially to our children—the

sense of moral values, the materialism, the conspicuous consumption, the idea that through the use of drugs we are better able to cope with life's normal difficulties."

The Senate Monopoly Subcommittee heard a number of medical witnesses state that most, if not all, of these nonprescription drugs are of no value taken at their recommended doses and that excessive quantities can cause "excitement, hallucinations, delirium, psychosis and dangerous elevations of body temperature and blood pressure."

This information is not included in advertisements for such products, said Anthony Kales of the Pennsylvania State University School of Medicine, and of even greater harm is the impact that the televised ads have on children. He said, "I believe that it encourages the widespread use of drugs for what usually are responses to normal frustrations of life. I believe that for youngsters it is a very small step to extend this concept of immediate self-medication of nonprescription drugs to immediate mood alteration with drugs of abuse."

Another witness, William H. Forrest Jr. of Stanford University, stated that television and print ads did not contain enough information about the product's ingredients and the purpose of each. Dr. Forrest recommended that "The supervision of over-the-counter advertising be transferred from the Federal Trade Commission to the Food and Drug Administration, and that the FDA be given the authority to regulate advertising of these products as it now does for prescription drugs."

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## Sponsors back out of edited repeat of 'Born Innocent'

**Seven or more advertisers decline to stick with NBC Saturday movie when 'Midnight Man' is switched to repeat of controversial TV film; NBC says it mostly made up for them; gays say show is still denigrating**

At least seven advertisers withdrew from sponsorship of the repeat showing of the controversial film, "Born Innocent," on NBC-TV on Oct. 25, but the network said other sponsors came in as replacements and only one and one-half minutes of time went unsold.

A network spokesman said the company has a policy of not disclosing the identities of advertisers that elect to back away from sponsorship but he confirmed the number was at least seven. He pointed out that in the instance of "Born Innocent," carried as part of *Saturday Night At the Movies*, (9-11 p.m.), the feature originally scheduled was "Midnight Man." Some advertisers withdrew as soon as they learned that "Born Innocent" was the substitute film.

The made-for-TV movie created waves when presented in September 1974 be-

cause of a scene in which a jailed teen-ager is raped with a broom handle by other inmates.

NBC-TV said it had edited the rape scene for the repeat presentation. Representatives in New York of the Gay Media Coalition and the Lesbian Feminist Liberation group contended last week that despite the editing, the film shows the lesbian in a damaging, anti-social way.

Eleanor Cooper, a spokesperson for Lesbian Feminist Liberation, identified four of the defecting sponsors as Chevrolet Motors Division, Peter Paul Inc., Holiday Inns and Pfizer Inc.

Representatives of the four defecting advertisers insisted they canceled because they believed that "Born Innocent" was not an appropriate vehicle for their commercial messages.

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## Ney protests CBS use of Jell-O in cancer report

**Y&R chief says product closeup wrongly implied disease link**

Should an advertising agency boycott a medium it believes has treated one of its clients unfairly? Edward N. Ney, president of Young & Rubicam International, New York, leans toward the punitive approach but has stopped short of actually withholding advertising from CBS which, he maintains, was unfair to General Foods on one of its recent TV documentaries.

CBS-TV carried *The American Way of Cancer* on Oct. 15. The program dealt with environmental causes of the disease, and one sequence discussed Red Dye No. 2, a food coloring deemed safe by the Food and Drug Administration but still under study. In one scene the camera focused on a box of raspberry-flavored Jell-O. It was the only closeup of a consumer product on the program, Mr. Ney said.

He maintained that this was an irresponsible act by CBS, claiming this would lead the viewer to believe that some Jell-O is dangerous. When an advertiser believes a medium has been damaging, Mr. Ney said, the question becomes, "Do you really want to use that medium?"

General Foods is the third largest advertiser on TV (behind Procter & Gamble and General Motors) and spent more than \$146 million in the medium in 1974. Asked last week if Young & Rubicam plans to withhold General Foods advertising from CBS-TV, an agency spokesman said: "Of course not. Mr. Ney felt he had something to say and he said it."

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## TVB agenda puts focus on outlook for television sales

Changes occurring in national and local TV sales, in the way station representatives operate, in retail selling and in client and agency functions and station produc-

tion operations will be explored at the Television Bureau of Advertising's 21st annual meeting, to be held Nov. 18-20 at the Americana hotel in New York.

Some 300 broadcasters are expected to attend, surpassing last year's record by 35 or more. Among other highlights scheduled:

Wall Street experts will assess the outlook for both broadcast and print media for 1976 and into the 1980's. Robert Broadbent, board chairman of Gimbel Brothers, New York, will tell how TV activities by retailers are changing the retail business and what TV stations should do to get a bigger share. TVB will unveil its new TV/newspaper multiscreen presentation. Dr. David Blank, CBS chief economist, will forecast the kind of business increases stations can expect in 1976. Station executives will look at station commercial production, others will offer new ways to increase local sales, and still others will review opportunities in co-op advertising.

The meeting opens with a Hall of Fame banquet Tuesday evening, Nov. 18, and winds up with a reception and luncheon on Nov. 20.

## ARF meeting set to cover waterfront on advertising research

Close to 1,300 advertising researchers and executives are expected to gather at the New York Hilton hotel next Monday and Tuesday (Nov. 10-11) for updating on new techniques and old problems at the Advertising Research Foundation's 21st annual conference.

In morning sessions they will hear reports on such subjects as frequency of commercial exposure, laboratory methods to predict market performance, comparison advertising and response error. In the afternoons they will participate in concurrent presentations by 19 major research supplier organizations.

One of the highlights will be a report Tuesday morning by Erwin Ephron on the ARF Television Audience Measurement Committee's findings and recommendations for curbing hyping and for extending the length of local TV ratings sweeps.

Paul Harper, chairman of Needham, Harper & Steers, will open the business sessions Monday morning with the keynote address. Another Monday-morning feature will be a three-man report on "The Impact of Frequency of Commercial Exposure on Purchasing Behavior," by Charles Benesch of General Foods, George Williams of Young & Rubicam and John Adler of AdTel Ltd.

Speakers Tuesday morning are to include Peter Wright of Stanford University on reactions to communications, William Wilkie of the University of Florida on comparison advertising, Sol Dutka and Lester Frankel of Audits and Surveys on response error and Phillip Jursek of Foster Advertising, Toronto, on diary-keeping innovations by the Canadian Bureau of Broadcasting Measurement.

## Equipment & Engineering

# Something for the TV viewer who has everything

**Sony unveils, starts selling home recorder-player that permits simultaneous taping of two shows; it's a high-price item but company says it has 2.4 million prospects**

Sony Corp. of America, New York, last week unveiled a "time shift machine," the fruit of Sony research for more than a decade. The Betamax LV-1901 home video-recording system went on sale in 24 metropolitan New York stores last Saturday (Nov. 1) at a retail price of \$2,295.

The Betamax comprises a 19-inch Trinitron color-television set with a video-cassette player/recorder in one unit, capable of receiving and recording two programs simultaneously, for playback at the viewer's convenience. Cassettes are available in 60- and 30-minute half-inch magnetic video tapes, which sell for \$15.95 and \$11.95, respectively. Dealer markup on the unit is estimated to be 35%.

At a press demonstration, Harvey Schein, president, and Morton Fink, vice president-development, took turns declaring that home video's time has come—admittedly after a number of false starts. Mr. Schein said that, theoretically at least, the Betamax concept would make the idea of prime-time viewing obsolete by allowing viewers to tape shows for viewing at any hour.

Sony is not making overly optimistic sales predictions, saying they expect a "slow start," given the recession year and the hefty price tag. Mr. Fink said the Betamax is not intended as a competitive item, rather as a prestige item playing on convenience and design appeal—"the first guy on the block syndrome." A certain amount of consumer education is a must, he said; the company's advertising department has elaborate plans on that score.

Dan Gallagher, national advertising

manager, said media use will be carefully tailored to reach an affluent, well-educated, male audience. Marketing research (based on analysis by a Wall Street investment firm) indicates there are 2.4 million potential customers who fit the demographics requirements. "We're creating a market for this product," Mr. Gallagher said.

Doyle Dane Bernbach, New York, is handling the campaign, to begin in print media Nov. 15 for four months in New York, then spread to Chicago, Los Angeles and San Francisco and other markets as the product is made available. A "broad reach" television campaign is expected to begin in February in New York, Los Angeles and Chicago with a "have your cake and eat it too" angle: No need to miss a show when two "must-



see" programs run in the same time period.

The copyright issue, still unresolved, was termed "a minor problem" by Mr. Schein, "no more significant than with an audio cassette recorder." Technically, individuals copying material protected by copyright could be held in violation of the law; the extent, to which Sony could be held party to the violation is less clear. In essence, "We're selling a Xerox for television," he said.

## ABC, NAB fear incursion of STL, pickup frequencies

ABC and the National Association of Broadcasters have gone on record in opposition to an FCC proposal to permit government earth stations to use the 2025-2035 mhz band for earth-to-space transmissions in tracking, telemetry and telecommand at Wallops Island, Va., Seattle and Honolulu.

The rule change had been requested for

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the Geostationary Operational Environment Satellite System, a federal project that will issue short-range weather forecasts and warnings.

According to ABC, fixed and mobile services are presently authorized for the entire 1990-2110 mhz band, but only television pickups and television studio-to-transmitter links are permitted to operate.

ABC and NAB expressed fears that shared use by government and private industry would have a "serious impact on spectrum availability" and a potential for interference with existing or future private authorizations.

ABC said there is a very limited number of channels permitted for TV pickups, and they must be kept available if ABC is to serve its affiliates. ABC added that it has three pending applications for authorizations in the 2025-2035 mhz band.

### Technical Briefs

**Two-tones.** McMartin Industries Inc., Omaha, Neb., is providing complete emergency broadcast system with new FCC two-tone capability. Commission has

ruled all radio and TV stations must have two-tone EBS unit in operation by April 15, 1976. McMartin unit to gain FCC type acceptance is designated TG-2 EBS.

**Smooth sync.** WSM-TV Nashville claims to be first independent station to apply frame-synchronizing concept to satellite transmissions. WSM-TV used Telemation-supplied Nippon Electric Co.'s FS-10B frame synchronizer during Oct. 13 country music awards telecast. Since one singer to be nominated for award was on tour in Australia, satellite feed was necessary to telecast his acceptance of award. Rather than genlocking local system to remote signal with chance of sync interruption, WSM-TV employed Nippon device which retimed incoming signal to local sync.

**International bidding.** Firms from Canada, France, Great Britain, Italy, Japan and West Germany will support Lockheed Missiles & Space Co. in its bid to furnish the International Telecommunications Satellite Organization with its next generation of satellites. Capacity of new Intelsat V satellites will be almost double that of current IV-A satellites and construction of seven satellites with options for up to eight

more are at stake. Selection of winning contractor is expected in mid-1976.

### TK-76's ready to roll in April

More than 80 of RCA's new 19-pound portable color TV cameras are on order and deliveries will start in April, RCA spokesmen reported last week.

They said the camera, designed for electronic news gathering and first displayed at the National Association of Broadcasters convention last spring (BROADCASTING, April 14), is ready to go into production.

The pending orders, RCA said, came from NBC and ABC, "several" large group station owners and "a good many" individual stations. Spokesmen declined to identify the stations or specify the size of individual orders.

The camera, designated TK-76, is priced at approximately \$35,000. It requires no backpack and is said to have been designed for use much like a film camera in news coverage.

### 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
Kansas State Network.....	year 8/31	11,165,000	+12.9%	1,280,000	+14.3%	.75	9,884,000	1,119,000	.66
Schering-Plough Corp.....	9 mo. 9/30	600,996,000	+14%	108,013,000	+10.2%	2.00	526,913,000	97,953,000	1.82
Storer Broadcasting.....	9 mo. 9/30	70,214,000	+ 8.7%	8,575,000	-15.8%	1.88	64,565,000	10,175,000	2.15
Twentieth Century-Fox.....	9 mo. 9/27	257,382,000	+27.8%	18,917,000	+290%	2.50	201,332,000	4,842,000	.60

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

Stock symbol	Exch.	Closing Wed. Oct. 29	Closing Wed. Oct. 22	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	N	21	21 1/2	- 1/2	- 2.32	28 3/8	12 3/8	8	17,187	360,927	
CAPITAL CITIES	N	40 1/4	42 1/2	- 2 1/4	- 5.29	43 1/2	19 1/2	14	7,208	290,122	
CBS	N	47 1/2	50	- 2 1/2	- 5.00	53 1/8	20 1/8	12	28,313	1,344,867	
CONCERT NETWORK*	O	1/4	1/4		.00	7/8	1/8		2,200	550	
COX	N	25 1/4	25	+ 1/4	+ 1.00	26 1/2	9 3/8	13	5,812	146,753	
GROSS TELECASTING	A	9 1/8	9 1/8		.00	13 5/8	6 3/8	6	800	7,300	
LIN	O	7	7 1/2	- 1/2	- 6.66	9 1/8	2	7	2,382	16,674	
MOONEY	O	1 7/8	1 7/8		.00	3 5/8	1	5	385	721	
RAHALL	O	5 5/8	5 1/2	+ 1/8	+ 2.27	6 1/4	1 3/4	12	1,297	7,295	
SCRIPPS-HOWARD	O	20	19 1/2	+ 1/2	+ 2.56	22	13 1/2	7	2,589	51,780	
STARR	M	3	3 3/8	- 3/8	- 11.11	9	3	3	1,091	3,273	
STORER	N	14 7/8	17 3/8	- 2 1/2	- 14.38	20 5/8	10 7/8	7	4,571	67,993	
TAFT	N	20 1/2	20 1/4	+ 1/4	+ 1.23	27 1/4	10 3/4	7	4,042	82,861	
WOODS COMM.*	O	1/2	1/2		.00	1 1/4	1/4	4	292	146	
<b>TOTAL</b>									<b>78,169</b>	<b>2,381,262</b>	
<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	1 7/8	1 7/8		.00	2 1/2	3/4	11	1,248	2,340
AVCO	AV	N	6 1/8	6	+ 1/8	+ 2.08	8 7/8	2 1/8	2	11,481	70,321
BARTELL MEDIA	BMC	A	3/4	3/4		.00	2 3/8	5/8	1	2,257	1,692
JOHN BLAIR	BJ	N	4 5/8	4 7/8	- 1/4	- 5.12	7 1/2	3 1/2	22	2,403	11,113
CAMPTOWN IND.*	O	1/8	1/8		.00	7/8	1/8	2	1,138	142	
CHRIS-CRAFT	CCN	N	5 1/2	5 5/8	- 1/8	- 2.22	6 1/2	1 1/2	20	4,164	22,902
COMBINED COMM.	CCA	N	1	9 3/8	- 8 3/8	- 89.33	16 1/8	1	1	4,673	4,673
COWLES	CWL	N	6 7/8	7 1/4	- 3/8	- 5.17	8 7/8	3 7/8	6	3,969	27,286
DUN & BRADSTREET	DNB	N	6 7/8	28 5/8	- 21 3/4	- 75.98	36	6 7/8	5	26,520	182,325
FAIRCHILD IND.	FEN	N	6 3/8	6 1/2	- 1/8	- 1.92	8 3/4	3 3/4	6	4,550	29,006
FUQUA	FOA	N	4 1/4	4 1/2	- 1/4	- 5.55	10 3/4	3 1/8	7	8,086	34,365
GANNETT CO.	GCI	N	35 3/4	33 3/4	+ 2	+ 5.92	38 1/2	20 1/2	22	21,108	754,611
GENERAL TIRE	GY	N	16 1/2	17 3/8	- 7/8	- 5.03	18 1/4	10 1/4	5	21,523	355,129
GLDBETROTTER	GLBTA	O	7/8	1 1/4	- 3/8	- 30.00	4 3/4	7/8	4	2,783	2,435
GRAY COMMUN.	O	6 1/2	6 1/2		.00	8 1/2	5	5	475	3,087	
HARTE-HANKS	HHN	N	18 1/4	20 1/2	- 2 1/4	- 10.97	20 1/2	6	12	4,369	79,734
JEFFERSON-PILOT	JP	N	31 1/4	30 1/4	+ 1	+ 3.30	38 1/4	20 1/2	13	24,066	752,062



	Stock Symbol	Exch.	Closing Wed. Oct. 29	Closing Wed. Oct. 22	Net change in week	% change in week	1974-75		PIE ratio	Approx. shares out (000)	Total market capitaliza- tion (000)		
							High	Low					
KAISER INDUSTRIES	KI	A	8 1/8	8 1/4	-	1/8	-	1.51	11 3/8	4 1/4	5	27,575	224,046
KANSAS STATE NET.	KSN	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	6 1/2				.00	7	1 1/2	12	1,154	7,501
KNIGHT-RIDDER	KRN	N	28 3/4	28	+	3/4	+	2.67	32 3/4	9 1/4	19	8,305	238,768
LAMB COMMUN.*	P		1 1/4	1 1/4				.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	18 1/8	18 3/4	-	5/8	-	3.33	19 3/8	10 3/4	10	3,352	60,755
LIBERTY	LC	N	10	10 1/8	-	1/8	-	1.23	15 5/8	7 1/8	5	6,762	67,620
MCGRAW-HILL	MHP	N	12 3/4	12 3/4				.00	13 1/2	5 1/2	11	24,569	313,254
MEDIA GENERAL	MEG	A	14 3/4	15	-	1/4	-	1.66	32 3/4	13 1/2	5	3,604	53,159
MEREDITH	MDP	N	10 3/4	11 1/8	-	3/8	-	3.37	13 3/8	8	4	3,041	32,690
METROMEDIA	MET	N	15 1/2	15 1/4	+	1/4	+	1.63	15 1/2	4 1/2	12	6,553	101,571
MULTIMEDIA	MMED	O	12	12				.00	14 1/4	8 3/4	8	4,389	52,668
NEW YORK TIMES CO.	NYKA	A	10 3/4	11	-	1/4	-	2.27	14 1/2	6 3/4	7	10,938	117,583
OUTLET CO.	DTU	N	13 7/8	13 7/8				.00	62	7	5	1,387	19,244
POST CORP.	POST	O	7 1/4	6 1/4	+	1	+	16.00	16 1/2	4 3/4	29	870	6,307
PSA	PSA	N	4	4				.00	10	1 1/2	8	3,181	12,724
REEVES TELECOM	RBT	A	1 1/4	1 3/8	-	1/8	-	9.09	3	5/8	5	2,376	2,970
ROLLINS	RDL	N	22 3/4	22 1/2	+	1/4	+	1.11	22 3/4	6 1/2	16	13,404	304,941
RUST CRAFT	RUS	A	5 7/8	5 3/8	+	1/2	+	9.30	10 1/4	5 1/8	4	2,328	13,677
SAN JUAN RACING	SJR	N	7 7/8	8 1/8	-	1/4	-	3.07	13 3/8	5 1/2	6	2,509	19,758
SCHERING-PLOUGH	SGP	N	55	54 1/2	+	1/2	+	.91	74 3/8	44 3/4	23	53,938	2,966,590
SONDERLING	SDB	A	6 5/8	6 1/2	+	1/8	+	1.92	10	3 1/2	5	727	4,816
TECHNICAL OPERATIONS	TD	A	3	2 7/8	+	1/8	+	4.34	6 3/4	2 3/8	3	1,344	4,032
TIMES MIRROR CO.	TMC	N	17 1/4	17	+	1/4	+	1.47	19 1/2	9 1/4	10	33,814	583,291
WASHINGTON POST CO.	WPO	A	22 1/2	21 1/2	+	1	+	4.65	28 3/4	14 3/4	8	4,751	106,897
WDMETCO	WDM	N	14 3/8	13 3/4	+	5/8	+	4.54	16 7/8	6 1/4	9	5,775	83,015
TOTAL										373,749	7,738,272		

### Cablecasting

AMECO**	ACO	O	1/4	1/4				.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1	7/8	+	1/8	+	14.28	2 1/8	1/2	8	1,672	1,672
AMERICAN TV & COMM.	AMTV	O	15	14 1/4	+	3/4	+	5.26	19 1/4	5 1/2	27	3,304	49,560
ATHENA COMM.** *		O	1/4	1/4				.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	4	3 7/8	+	1/8	+	3.22	24 1/8	2 1/2	8	8,390	33,560
CABLECOM-GENERAL	CCG	A	5 7/8	5 5/8	+	1/4	+	4.44	7 1/4	1 1/2	11	2,560	15,040
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	1 3/4	2	-	1/4	-	12.50	3 1/4	3/4	7	1,708	2,989
COMMUNICATIONS PROP.	COMU	O	2 1/4	2	+	1/4	+	12.50	3 1/2	1	14	4,761	10,712
COX CABLE	CXC	A	12 1/2	12 3/8	+	1/8	+	1.01	15 7/8	3 3/4	20	3,560	44,500
ENTRON	ENT	O	5/8	3/4	-	1/8	-	16.66	1 1/2	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	8 5/8	8 3/4	-	1/8	-	1.42	17 1/8	5/8	6	7,201	62,108
GENERAL TV		O	5/8	5/8				.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	18 7/8	18 1/2	+	3/8	+	2.02	18 7/8	4	16	966	18,233
TELE-COMMUNICATION	TCOM	O	2 1/2	2 5/8	-	1/8	-	4.76	6 3/8	7/8	2	5,181	12,952
TELEPROMPTER	TP	N	5 3/8	5 1/4	+	1/8	+	2.38	9	1 3/8	12	16,604	89,246
TIME INC.	TL	N	57 1/2	57 1/2				.00	59 1/4	24 7/8	12	9,960	572,700
TOCOM	TOCM	O	1 3/4	2 1/4	-	1/2	-	22.22	4 7/8	1 3/4	4	634	1,109
UA-COLUMBIA CABLE	UACC	O	9 1/4	8 1/2	+	3/4	+	8.82	12 3/4	3 3/4	13	1,714	15,854
UNITED CABLE TV	UCTV	O	2	2 1/4	-	1/4	-	11.11	4 5/8	1/4	4	1,879	3,758
VIA COM	VIA	N	8 3/8	8 7/8	-	1/2	-	5.63	9 1/4	2 5/8	11	3,665	30,694
VIKOA**	VIK	A	1 1/8	1 1/4	-	1/8	-	10.00	4	1/2	1	2,534	2,850
TOTAL										83,760	975,943		

### Programming

COLUMBIA PICTURES	CPS	N	5 7/8	5 3/4	+	1/8	+	2.17	9 1/2	1 5/8	23	6,748	39,644
DISNEY	DIS	N	48 1/4	49 1/8	-	7/8	-	1.78	54 3/4	18 3/4	26	29,755	1,435,678
FILMWAYS	FWY	A	5 1/8	5 1/8				.00	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 3/8	20 5/8	-	1/4	-	1.21	42 1/2	18 3/8	3	14,470	294,826
MCA	MCA	N	75 1/4	77	-	1 3/4	-	2.27	86 7/8	19 1/4	10	8,478	637,969
MGM	MGM	N	13 7/8	14 7/8	-	1	-	6.72	32 1/2	9 1/4	6	12,180	168,997
TELE-TAPE** *		O	1/4	1/4				.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	5	4 1/8	+	7/8	+	21.21	5	1 1/4	10	943	4,715
TRANSAMERICA	TA	N	8 5/8	8 3/4	-	1/8	-	1.42	10 3/8	5 1/2	13	64,945	560,150
20TH CENTURY-FOX	TF	N	13 1/4	14 3/8	-	1 1/8	-	7.82	14 7/8	4 1/2	13	7,547	99,997
WALTER READE**	WALT	O	3/8	1/2	-	1/8	-	25.00	1/2	1/8		4,296	1,611
WARNER	WCI	N	19 1/2	20 3/4	-	1 1/4	-	6.02	20 7/8	6 7/8	8	16,718	326,001
WRATHER	WCD	A	3 1/2	3 3/8	+	1/8	+	3.70	8 1/8	1 1/4	6	2,229	7,801
TOTAL										172,957	3,587,286		

### Service

B8DO INC.	B8DO	O	15 3/4	16 1/2	-	3/4	-	4.54	17 1/2	9 7/8	7	2,513	39,579
COMSAT	CO	N	36	37	-	1	-	2.70	46	23 3/4	8	10,000	360,000
DOYLE DANE BERNBACH	DOYL	O	8 3/4	8 1/2	+	1/4	+	2.94	11 7/8	5 5/8	5	1,816	15,890
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8				.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	9 1/8	9 1/2	-	3/8	-	3.94	11 1/4	5 3/8	6	2,121	19,354
GREY ADVERTISING	GREY	O	6 3/8	6 3/8				.00	8 3/8	1	4	1,213	7,732
INTERPUBLIC GROUP	IPG	N	17	16 1/4	+	3/4	+	4.61	19	8 1/8	6	2,249	38,233
MARVIN JOSEPHSON	MRVN	O	7 3/8	8 1/8	-	3/4	-	9.23	9 3/4	3 1/4	5	2,030	14,971
MCI COMMUNICATIONS	MCIC	O	1 7/8	2	-	1/8	-	6.25	6 1/2	1		13,339	25,010
MOVIELAB	MOV	A	1 1/8	1 1/8				.00	1 3/4	1/2	6	1,407	1,582
MPO VIDEOTRONICS	MPO	A	3 1/8	3 1/8				.00	4	1	17	537	1,678
NEEDHAM, HARPER	NDHMA	O	5 1/2	5	+	1/2	+	10.00	7 1/2	3 5/8	8	853	4,691
A. C. NIELSEN	NIELB	O	18 1/2	20 1/2	-	2	-	9.75	28	7 3/8	17	10,598	196,063
OGILVY & MATHER	OGIL	O	20	18	+	2	+	11.11	23 1/2	10	7	1,805	36,100
J. WALTER THOMPSON	JWT	N	7 1/8	7	+	1/8	+	1.78	12	4 1/4	10	2,649	18,874
UNIVERSAL COMM.*		O	1/4	1/4				.00	3/4	1/8		715	178
TOTAL										55,742	780,172		

Stock symbol	Exch.	Closing Wed. Oct. 29	Closing Wed. Oct. 22	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
						High	Low						
<b>Electronics/Manufacturing</b>													
APX	N	5 5/8	5 1/2	+	1/8	+	2.27	8 3/8	2 1/4	6	10,885	61,228	
CCA ELECTRONICS*	CCAE	O	1/8				.00	1 1/8	1/8		881	110	
CETEC	CEC	A	1 3/4	1 5/8	+	1/8	+	7.69	2 1/8	1	8	2,319	4,058
COHU, INC.	COH	A	2 1/2	2 3/8	+	1/8	+	5.26	3 7/8	1 1/4	28	1,617	4,042
CONRAC	CAX	N	24 5/8	25 1/2	-	7/8	-	3.43	25 1/2	10	11	1,278	31,470
EASTMAN KODAK	EASKD	N	101	102 3/4	-	1 3/4	-	1.70	108 3/4	63	26	161,347	16,296,047
GENERAL ELECTRIC	GE	N	47 7/8	48 3/4	-	7/8	-	1.79	65	30	16	182,885	8,755,619
HARRIS CORP.	HRS	N	30 1/8	28 1/4	+	1 7/8	+	6.63	33 1/2	13 1/8	20	6,160	185,570
HARVEL INDUSTRIES*	HARV	O	5	5				.00	9	2 1/2	31	480	2,400
INTERNATIONAL VIDEO	IVCP	Q	1 5/8	1 7/8	-	1/4	-	13.33	7 1/2	1 1/4	3	2,730	4,436
MICROWAVE ASSOC. INC	MAI	N	14 3/4	16 1/4	-	1 1/2	-	9.23	26 7/8	9 3/4	7	1,320	19,470
3M	MMM	N	57 1/8	59 1/4	-	2 1/8	-	3.58	80 1/2	7 5/8	29	114,240	6,525,960
MOTOROLA	MOT	N	41 1/2	43 1/4	-	1 3/4	-	4.04	61 7/8	34 1/8	19	28,198	1,170,217
N. AMERICAN PHILIPS	NPH	N	18 3/4	19 1/4	-	1/2	-	2.59	24 1/4	11 1/4	9	12,033	225,618
OAK INDUSTRIES	OEN	N	7	7 1/2	-	1/2	-	6.66	12 7/8	5 1/4	3	1,639	11,473
RCA	RCA	N	18 1/2	19	-	1/2	-	2.63	21 1/2	9 7/8	15	74,547	1,379,119
ROCKWELL INTL.	ROK	N	22 1/8	22	+	1/8	+	.56	28 3/8	18 3/8	7	30,913	683,950
RSC INDUSTRIES	RSC	A	1 5/8	1 5/8				.00	2 1/4	1/2	6	3,440	5,590
SONY CORP.	SNE	N	10	9 7/8	+	1/8	+	1.26	29 7/8	4 3/4	26	172,500	1,725,000
TEKTRONIX	TEK	N	41 1/2	41	+	1/2	+	1.21	47 3/4	18 1/2	15	8,671	359,846
TELEMATION	TIMT	O	3/4	1	-	1/4	-	25.00	2 3/4	3/4	4	1,050	787
VARIAN ASSOCIATES	VAR	N	14	15 3/8	-	1 3/8	-	8.94	17 3/4	6	13	6,838	95,732
WESTINGHOUSE	WX	N	13 1/8	13	+	1/8	+	.96	26	8 1/2	36	87,024	1,142,190
ZENITH	ZE	N	23 3/8	24	-	5/8	-	2.60	31 5/8	10	97	18,797	439,379
											TOTAL	931,792	39,129,311
											GRAND TOTAL	1,696,169	54,592,246

Standard & Poor's Industrial Average 100.1 101.6 -1.5

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

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

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

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

## Fates & Fortunes®

### Media

**Terry Simpson**, promotion manager, WTTV(TV) Bloomington-Indianapolis, elected treasurer of Broadcasters Promotion Association, effective Jan. 1, in place of treasurer-elect **Andy Amyx**, WOTV(TV) Grand Rapids, Mich., who resigned.  
**Gail Morrell**, director of advertising and promotion, CFCF-TV Montreal, and **Bob Edell**, advertising and public relations VP, Storer Broadcasting Co., Miami Beach, Fla., elected to BPA board for three-year and two-year terms, respectively.

**Scott Schanzenbach**, director of marketing/research, named to new post of director of marketing services, CBS Radio Division, New York.

**Robert VanDerheyden**, of audio visual department, New Canaan, Conn., school district, named director, information services, WCBF-FM New York.

Newly elected officers, North Carolina Association of Broadcasters: **James G. Babb Jr.**, WBTV(TV) Charlotte, president, **James A. Heavner**, WCHL(AM) Chapel Hill, president-elect, **Eugene H. Bohl**, WGHP-TV High Point, television VP, **Ralph M. Lambeth**, WGBC(AM) Greensboro, radio VP, **Jack Starnes**, WBAG-AM-FM Burlington, secretary-treasurer.

**John S. Schnabel**, credit manager, Media Payment Corp., New York, named to same position, broadcast group of Taft Broadcasting, Cincinnati.

Newly elected officers, Missouri Broadcasters Association: **Charles Earls**, KBOA(AM)-KTMO(FM) Kennett, president; **Robert McKune**, KTTR(AM), KZNN(FM) Rolla, president-elect; **Charles McAbee Jr.**, KCMO-TV Kansas City, secretary-treasurer.



Colloff

**Roger D. Colloff**, legislative assistant to Senator Walter F. Mondale (D-Minn.), named director, government affairs, CBS, Washington, effective today (Nov. 3). He succeeds **C. Sargent Carleton**, who moved to CBS educational publishing division.

**Donald A. Smith**, budget, accounting manager, WKYC-TV Cleveland, named VP, finance, Radio Free Europe/Radio Liberty, Washington.

**Lawrence H. Spegel**, media director, Tracy-Locke Advertising, Dallas, named VP.

**Joan Lundquist**, director of broadcast operations, Parkson Advertising, New York, elected VP.

**Marjorie (Max) Johnson**, broadcast negotiator, Ketchum, MacLeod & Grove, Pittsburgh, named broadcast supervisor.

**John C. Broutin**, art supervisor, Young & Rubicam, Detroit, named executive art director.

**Steve Berman**, copy supervisor/producer, Botsford Ketchum Inc., San Francisco, named associate creative director, Clinton E. Frank, Dallas.

**Robert S. Palne**, manager of research and sales development, ABC-TV, since 1972, named director of marketing and research, Petry Television Inc., New York.

**Michael D. Wortsman**, sales staff, KNBR(AM) San Francisco, named general sales manager, KNAI-FM (formerly KNBR-FM) same city.

**Nancy Duvall**, media manager, Hoffman, York, Baker & Johnson, Chicago, named media planner/ buyer, Henry J. Kaufman & Associates, Washington.

**John Caldwell**, national sales account executive, CBS Television Stations, New York, named retail sales manager, CBS-owned WCAU-TV Philadelphia.

### Broadcast Advertising

**Carroll Larkin**, general manager, WSID(AM) Baltimore, elected VP and Eastern sales manager, H-R/Stone Inc., New York.

**Edward Littleford**, creative director, Foote, Cone & Belding Advertising, New York, elected VP.

**J. Patrick Rickert**, account executive, WYOO-AM-FM Richfield, Minn., appointed sales manager succeeding **Bob Brokman** named sales manager at KTAC(AM) Tacoma-Seattle, Wash.

**Lynn H. Koch**, national, regional sales manager, Western Broadcasting Co., Missoula, Mont., group owner, named executive VP, national, regional sales.

**Joseph A. Barras**, sales manager, Shea/Rustin Inc., Atlanta, named VP/general manager, newly opened Atlanta division, Lindsey, Bradley & Johnston, Chattanooga-based advertising firm.

**Gene Shay**, VP/creative director, Group Two Advertising, Philadelphia, named to creative staff, Kalish & Rice Inc., same city.

**Stan Bermann**, producer, N. Lee Lacy/Associates Ltd., New York commercial production firm, named VP.

## Programming

**Stan Myles**, independent producer-writer, appointed manager, variety programs, NBC-TV West Coast, Hollywood.

**Andy Musser**, sports director, KSDO(AM) San Diego, named Philadelphia Phillies play-by-play announcer next season on WPHL-TV Philadelphia, succeeding **By Saam**, retired.

**Joel Moss**, air personality with WLIR(FM) New York, named program manager.

**Jayne Boyd**, program manager of WKYC-TV Cleveland, named to same post at WKBS-TV Philadelphia.

**Rebecca Wilson**, production assistant/stage manager, KMOX-TV St. Louis, named associate producer.

**Vicki Burton**, traffic coordinator/public service director, WUOA(FM) Tuscaloosa, Ala., named to additional position, program director.

**Claude McCue**, executive secretary of Los Angeles local of American Federation of Television and Radio Artists and AFTRA executive since 1941, retires Dec. 31. He will be succeeded by **Allan Davis**, assistant executive secretary.

## Broadcast Journalism



Adams

**Rich Adams**, assistant news director, WTOP-TV Washington, named editorial director, WTOP-AM-TV.

**Bob McNamara**, reporter, CBS News, Bonn bureau, named CBS News correspondent there.

**Dan Rather**, anchorman of CBS Reports and formerly CBS News White House correspondent, named co-editor of CBS News's 60 Minutes with **Mike Wallace** and **Morley Safer** in new prime-time slot (BROADCASTING, Oct. 27).

**Walter Logan**, assistant foreign editor, United Press International, New York, named foreign editor, succeeding **Wilbur G. Landrey**, who resigned to become foreign editor, *St. Petersburg (Fla.) Times*.

**Richard Sher**, news director, WBAL-FM Baltimore, named reporter, WJZ-TV same city.

**Mike McGee**, reporter/anchor, KCMO-TV Kansas City, Mo., named news director of affiliated KCMO(AM) same city.

**Brad Kramer**, reporter/anchor, WFIE-TV Evansville, Ind., named anchor, WIRE(AM) Indianapolis.

**John North**, correspondent, TVN, Washington, named co-anchor, KGW-TV Portland, Ore.

## Cable

**Bruce N. Burnham**, district manager, Stromberg Carlson Communications, Atlanta, named general manager, Cox Cable's Atlanta Home Theater division, subscription TV service that is to start Nov. 15.

**Dennis B. McAlpine**, senior securities analyst specializing in cable TV, broadcasting, entertainment and communications at Wall Street firm of Tucker, Anthony & R.L. Day, joins Warner Cable Corp., New York, as VP-corporate development, responsible for new business and franchise development and involved in relations with investment community and government.

**Donald J. Schiller**, general manager, American Cable Television's Mojave county, Ariz., systems, named to newly created position of Arizona state district operations manager, Phoenix.

## Equipment & Engineering

**Louis H. Siracusano**, regional sales engineer, Ampex Corp., Redwood City, Calif., named VP, sales, A.F. Associates, Ridgewood, N.J., TV studio design firm.

**Robert D. Pabst**, VP/general manager, Litton Dental Products, Olathe, Kan., named executive VP/general manager, Electro-Voice Inc., Buchanan, Mich.

## Allied Fields

**Thomas J. Keller**, acting general counsel, Office of Telecommunications Policy, Washington, named general counsel.

**Robert (Biff) Bilstein**, Eastern sales service manager, **William E. Thompson**, senior account executive, A.C. Nielsen Co., New York, named VP's.

**John Furia**, president, Writers Guild of America West, elected national chairman for two-year term, succeeding **Manya Starr**, of WGA East.

## Deaths

**William B. Maillefert**, 63, former VP in charge of radio, Edward Petry & Co., New York, died Oct. 20 of massive stroke in Plainfield, N.J. (BROADCASTING, Oct. 27). Mr. Maillefert, who left Petry in 1959, also was founder, general manager of WVET(AM) Rochester, N.Y. (now WRoc) in 1946 and was foreign service officer from 1962 to 1972. He is survived by son, Christopher W., two grandchildren, Sarah and Abigail, and sister, Mrs. Marjorie Brown of Tiburon, Calif.

**Frederic Russell Gambie**, 78, who served for 18 years as president of American Association of Advertising Agencies, died of cardiac arrest

on Oct. 1 in Sussex, N.J. He retired in 1962. Survivors include his wife, Blanche, and daughter, Ursula Blanche.

**Raymond Preston Jordan**, 75, retired Virginia broadcaster, died Oct. 18 in Roanoke, Va., following stroke earlier. Mr. Jordan began as announcer at WDBJ(AM), now WFIR, Roanoke in 1924. He later became program director, then general manager. Times-World Corp. purchased WDBJ, built WDBJ-FM-TV there. Mr. Jordan was managing director of the TV station and later became VP, broadcasting for Times-World until retirement in 1965.



Jordan



Timmons

**Jack Timmons**, 49, general manager, KWKH(AM) - KROK(FM) Shreveport, La., died there Oct. 18 of apparent heart attack. Mr. Timmons started at KWKH as farm director in 1952 and became general manager in 1967. He was president of National Association of Farm Broadcasters in 1957. He is survived by his wife, Wanda, three sons and one daughter.

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# For the Record®

As compiled by BROADCASTING, Oct. 20 through Oct. 24 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

### TV application

■ Longview, Tex.—Channel 16 Inc. seeks ch. 16 (482-488 mhz); ERP 400 kw vis., 71.285 kw aur, HAAT 737 ft.; ant. height above ground 498 ft. P.O. address: c/o Aubrey E. Irby, Box 3367, Tyler, Tex. 75701. Estimated construction cost \$1,065,900; first-year operating cost \$400,000; revenue \$275,000. Legal counsel Bilger & Blair, Washington; consulting engineer Guy C. Hutcheson. Principals: Aubrey E. Irby, Robert Cargill, Jerry S. Harris, Clint C. Blackman Jr., Bill R. Foster, Mayo M. Murphey, Joseph G. Stinecipher, William P. Stoudt (all 12.5%). Principals are involved in various businesses in Texas. Mr. Irby is president, general manager and majority stockholder of KZAK-AM-FM Tyler. Mr. Stinecipher is employe at KLTW(TV) Tyler. Ann. Oct. 24.

### TV start

■ WGPR-TV Detroit—Authorized program operation on UHF ch. 62 (758-762 mhz); ERP 759 kw vis., 75.9 kw aur. HAAT 974 ft.; ant. height above ground 1070 ft. Action Sept. 24.

### TV license

Broadcast Bureau granted following license covering new stations:

■ KMXN-TV Albuquerque, N.M., Spanish Television of New Mexico (BLCT-2429). Action Oct. 17.

### AM applications

■ Danville, Ky.—Honus Shain seeks 1000 khz, 1 kw-D. P.O. address: 107 S. 4th St., Williamsburg, Ky. 40769. Estimated construction cost \$21,000; first-year operating cost \$30,875; revenue \$75,000. Format: C&W, religious. Principals: Mr. Shain owns WEZZ(AM) Williamsburg and is partner in electronics manufacturing firm. Ann. Oct. 20.

■ Inez, Ky.—Martin County Broadcasting seeks 1590 khz, 10 kw-D. P.O. address: Box 215, Inez 41224. Estimated construction cost \$40,580; first-year operating cost \$50,000; revenue \$75,000. Format: MOR, C&W. Principals: John R. and J.B. Triplett, Ray Fields, Harrison Jude and Herbert B. Cline III (20% each). John R. Triplett is attorney and has mining interests; J.B. Triplett has interests in mining and leasing companies, and bank; Mr. Fields is county judge and owns trucking company; Mr. Jude owns lumber company and Mr. Cline is high school basketball coach. Ann. Oct. 21.

■ Murray, Ky.—American Music Broadcasters seeks 1130 khz, 250 w-D. P.O. address: 106 S. 12th St., Murray 42071. Estimated construction cost \$30,745; first-year operating cost \$44,900; revenue \$75,645. Format: contemporary. Principals: Joe M. and Sammy J. Parker (50% each) are supermarket owner and university instructor in communications, respectively. Ann. Oct. 23.

■ Cambridge, Minn.—Isanti Broadcasting Co. seeks 1070 khz, 10 kw-D. P.O. address: 540 N. Emerson, Cambridge 55008. Estimated construction cost \$78,969; first-year operating cost \$34,391; revenue \$60,000. Format: MOR. Principals: Jack I. Moore (52.5%) Timothy W. Eftmann (14%), Stuart G. Dahl (10%), Bruce B. James (10%), Allison Mercer (10%), et al. Mr. Moore is 95% owner, president and general man-

ager of KABG(FM) Cambridge. Mr. Eftmann is electronics instructor at Brown Institute, Minneapolis. Mr. Dahl is sales manager at KABG. Mr. James is attorney. Mr. Mercer is insurance salesman. Ann. Oct. 20.

■ Benton, Tenn.—Stonewood Communications Corp. seeks 1540 khz, 250 w-D. P.O. address: Box K, Benton 37307. Estimated construction cost \$60,927; first-year operating cost \$36,000; revenue \$65,000. Format: C&W, religious. Principals: W. Jasper Woody and J.E. Firestone (50% each) are both ministers. Mr. Woody also owns newspaper and Mr. Firestone is county finance officer. Ann. Oct. 21.

### FM applications

■ Bloomfield, Ind.—Radio Bloomfield seeks 92.7 mhz, 1.75 kw., HAAT 380 ft. P.O. address: Rt. 4, Box 365, Bloomfield 47424. Estimated construction cost \$26,300; first-year operating cost \$14,000; revenue \$24,000. Format: C&W, gospel. Principals: Gary D. King (17½%) Charles D. Sears (20%), et al. Mr. King is general manager of WVAK-AM-FM Paoli, Ind. Mr. Sears is broadcast engineer at WTTV(TV) Bloomington, Ind. and owns broadcast technical maintenance service. Ann. Oct. 23.

■ Missoula, Mont.—Rex K. Jenes seeks 93.3 mhz, 45 kw., HAAT 2480 ft. P.O. address: 4620 N. Maple Grove, Boise, Idaho 83702. Estimated construction cost \$39,100; first-year operating cost \$47,940; revenue \$36,000. Format: rock. Principal: Mr. Jensen is general manager and stockholder of KBRJ(AM)-KBBK(FM) Boise. Ann. Oct. 23.

■ Kingston, Tenn.—Kingston Broadcasting Co. seeks 92.7 mhz, 3 kw., HAAT 36.4 ft. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost \$40,000; first-year operating cost \$40,000; revenue \$50,000. Format: Top 100, easy listening, modern country, standard pops. Principals: Millard V. Oakley, Edward M. Johnson and Robert W. Gallaher (33-1/3% each). Mr. Gallaher owns and manages WUCR(AM) Sparta, Tenn. Messrs. Oakley and Johnson own WCSV(AM) Crossville, Tenn. They are applicants for various AM's in Tennessee. Ann. Oct. 21.

■ Marlin, Tex.—Midwestern Broadcasting Corp. seeks 96.7 mhz, 1.25 kw., HAAT 200 ft. P.O. address: 8906 D Trone Circle, Austin, Tex. 78758. Estimated construction cost \$51,739; first-year operating cost \$29,424; revenue \$36,000. Format: C&W, contemporary. Principals: Janelle Eastham (49.4%), Vicki Briant (48%), et al. Ms. Eastham is employe of Southwestern Bell. Ms. Briant is a preparer of tax returns. Ann. Oct. 21.

■ Superior, Wis.—WDSM Inc. seeks 102.5 mhz, 29.7 kw., HAAT 592.5 ft. P.O. address: 230 E. Superior St., Duluth, Minn. 55802. Estimated construction cost \$90,443; first-year operating cost \$12,288; revenue \$30,000. Format: standard pop. Principals: Robert B. Ridder Jr. (51%), and Robert Blair Ridder (49%). Robert Blair Ridder is president of Mid Continent Radio-television which owns 53% of WCCO-AM-FM-TV Minneapolis, and operator of cable system in Rice Lake, Wis. Robert B. Ridder Jr. is president, director and general manager of WDSM Inc. Ann. Oct. 23.

### FM actions

■ El Cerrito, Calif.—Application by El Cerrito High School for FM on 88.1 mhz dismissed (BPED-2032). Ann. Oct. 21.

■ Mariposa, Calif.—Application by Mariposa Broadcasting for FM on 104.7 mhz dismissed (BPH-9552). Ann. Oct. 21.

■ San Luis Obispo, Calif.—Application by San Luis Obispo County Community College for new FM on 91.9 mhz dismissed (BPED-2088). Ann. Oct. 21.

■ Eastman, Ga.—Farnell O'Quinn—Broadcast Bureau granted 92.1 mhz, 1.8 kw, HAAT 378 ft. P.O. address: Box 389, Baxley 31513. Estimated construction cost \$25,392; first-year operating cost \$2,500; revenue \$10,000. Format: C&W/gosp/top 40. Principal: Mr. O'Quinn owns WUFF(AM) Eastman and has interest in several Georgia and Tennessee stations and Georgia CATV franchise (BPH-9296). Action Oct. 16.

■ Durham, N.C.—Application by M.C.S. School of

the Air for FM on 88.5 mhz dismissed (BPED-2076). Ann. Oct. 21.

■ Wilkesboro, N.C.—Wilkes Community College.—Broadcast Bureau granted 90.1 mhz, 10 w., HAAT 29 ft. P.O. address: Collegiate Dr. 28697. Estimated construction cost \$16,770; first-year operating cost \$2,000. Principal: Al G. Stanley, instructor, chief of operations (BPED-1999). Action Oct. 15.

■ Cheraw, S.C.—Application by Cheraw Broadcasting Co. for FM on 103.1 mhz returned. Ann. Oct. 21.

### FM starts

■ KTKC Springhill, La.—Authorized operation on 92.7 mhz, ERP 3 kw, HAAT 175 ft. Action Oct. 9.

■ WQAB Philippi, W. Va.—Authorized program operation on 91.3 mhz, TPO 10 w. Action Oct. 2.

### FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KOOL-FM Fort Collins, Colo., Beef Empire Broadcasting Co. (BLH-6757). Action Oct. 15.

■ WCSG Grand Rapids, Mich., Grand Rapids Baptist Bible College and Seminary (BLED-1435). Action Oct. 15.

■ KWKQ Graham, Tex., KSWA Inc. (BLH-6776). Action Oct. 15.

■ KRNB-FM Neah Bay, Wash., Makah Communications Enterprises (BLED-1439). Action Oct. 15.

## Ownership changes

### Applications

■ KLAJ-AM-FM Lakewood, Colo. (AM: 1600 khz, 5 kw-DA-N; FM: 107.5 mhz, 86 kw)—Seeks transfer of control of Lakewood Broadcasting Service from Edward S. Scott (100% before; 30% after) to Lutheran Church-Missouri Synod Foundation, trustee (none before; 70% after) and assignment of license of KLAJ-AM-FM from Lakewood Broadcasting Service to KLAJ Inc. for \$1,500,000 plus note of \$1,000,000. Transfer is contingent on grant of assignment of license. Principals: Mr. Scott is donating stock to foundation. KLAJ Inc. is owned by McCoy Broadcasting, Arthur H. McCoy (85.05%), George B. Hagar (11.4%), et al. Ann. Oct. 21.

■ WFMW-AM-FM Madisonville, Ky. (AM: 730 khz, 500 w-D; FM: 93.9 mhz, 27.1 kw)—Seeks transfer of control of Sound Broadcasters from Gladys Kelley, executrix of estate of Elmer L. Kelley Jr. (100% before; none after) to Gladys Kelley (none before; 100% after). No consideration. Transfer of control to Mrs. Kelley, president of Sound Broadcasters, is to complete execution of will of Mr. Kelley. Ann. Oct. 21.

■ WADD Brockport, N.Y. (AM: 1560 khz, 1 kw-D)—Seeks assignment of license from Brockport Broadcasting Inc., to Canal Communications Inc. for \$110,000. Seller: Brockport Broadcasting, Erwin L. Duryea, president, has no other broadcast interests. Buyers: Donald W. Fuller Jr., Frank E. Penny and Warren F. Haas (each 1/3). Mr. Fuller is employe at WINR Binghamton, N.Y. Messrs. Penny and Haas each own 1/3 of WEBO-AM-FM Owego, N.Y. Ann. Oct. 24.

■ WNCN(FM) New York, (formerly WQIV(FM)) (104.3 mhz, 5.4 kw)—Seeks assignment of license from Starr WQIV to GAF Broadcasting Co. for \$2,200,000. Seller: Starr WQIV is subsidiary of Starr Broadcasting, licensee of radio stations in San Francisco, Dallas, Detroit and other markets as well as television stations in Hawaii, Kentucky and Virginia. Among principal stockholders are William F. Buckley Jr., Peter H. and Michael F. Starr and Gordon M. Ryan. Buyer: Parent of GAF Broadcasting is publicly held GAF Corp. which is involved in production of chemical and photographic products and building materials.

Dr. Jesse Werner is chairman and director. Ann. Oct. 21.

■ **WFRC(AM)** Reidsville, N.C. (1600 khw, 1 kw-DA-N)—Seeks assignment of license from WFRC Inc. to Travis Broadcasting for \$350,000. Seller: Eugene F. Smith, president, has no other broadcast interests. Buyers: Charles C. (45%) and Jessica Travis (55%). Mr. Travis is salesman for WFRC(AM). Mrs. Travis has interest in restaurant and apartment buildings. Ann. Oct. 24.

■ **WLWT** Cincinnati, Ohio (ch. 5)—Seeks assignment of license from Avco Broadcasting Corp. to Multimedia Inc. for \$16,300,000. Seller: Avco is in process of selling WLWC(TV) Columbus, WLWD(TV) Dayton, both Ohio and KMOL-TV San Antonio, Tex. Buyer: Multimedia Broadcasting, subsidiary, is licensee of WFBC-AM-FM-TV Greenville, S.C., WBIR-AM-FM-TV Knoxville, Tenn., WMAZ-AM-FM-TV Macon, Ga. and WWNC(AM) Asheville and WXII(TV) Winston-Salem, both North Carolina and has recently bought KAAY(AM) Little Rock, Ark., WAKY(AM) Louisville, Ky. and KEEL(AM)-KMBQ(FM) Shreveport, La. Corporation is publicly traded. Ann. Oct. 23.

■ **WCHA(AM)-WCHM(FM)** Chambersburg, Pa. (AM: 800 khz, 1 kw-D; FM: 95.1 mhz, 2.8 kw)—Seeks transfer of control of Chambersburg Broadcasting Co. from John S. Booth, trustee for John S. Booth (living trust) (71% before; 42.5% after) to his children, John S. Booth III, Thomas E. Booth and Harriett D. Booth, custodian for Margaret A. Booth. Consideration: none. Ann. Oct. 24.

■ **WOHN(AM)** Herndon, Va. (1440 khz, 1 kw-DA-DA)—Seeks assignment of license from My Staff Inc. to United Communications Corp. for \$180,000 plus assumption of \$130,000 in liabilities and \$35,000 covenant not to compete. Seller: James F. Beattie owns half of WSSA(AM) Morrow, Ga. and is in process of buying WEXY(FM) Oakland Park, Fla. Buyers: Michael S. Hollis is attorney and Ronald Loewenthal is partner in advertising agency. Ann. Oct. 17.

■ **WVAY(AM)** Huntington, W. Va. (1470 khz, 5 kw-D)—Seeks transfer of control of Ohio River Broadcasting Corp. from Husco Broadcasting and Electronics Corp. (100% before; none after) to Richard H. Husted (none before; 100% after). Consideration: forgiveness of debt, exchange of stock, \$10,000 a year for five years advertising allowance. Principal: Mr. Husted is president, director and 24% shareholder of WWHY. Ann. Oct. 24.

#### Actions

■ **KPBA(AM)** Pine Bluff, Ark. (AM: 1590 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio Pine Bluff to KPBA Inc. for \$155,000. Sellers: Bruce and John K. Gresham own WJPR(AM) Greenville, Miss. Buyers: Larry S. Tabor (30%) is executive director of nursing home and real estate broker. Frank M. Deraum (30%) is attorney in Mississippi. Dan W. Curran (30%) is pharmacist and part owner of drugstores in Mississippi. Dan D. Moulds (10%) is general manager of WMBC(AM)-WJWF(FM) Columbus, Miss. (BAL-8447). Action Oct. 15.

■ **KOST(FM)** Los Angeles (103.5 mhz, 12.5 kw)—Broadcast Bureau granted pro forma assignment of license from McLendon Pacific Corp. to Coronado Communications. Action Oct. 9.

■ **KPGA(FM)** Pismo Beach, Calif.—Broadcast Bureau granted assignment of license from James M. Strain to Jack and Lovely-Lois Gale for \$70,000. Seller: Mr. Strain has no other broadcast interests. Sellers: Mr. and Mrs. Gale have recently sold KFTW(AM) Fredericktown, Mo. (see below) (BALH-2162). Action Oct. 17.

■ **KEST(AM)** San Francisco (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of KEST Inc. from John F. and Georgiene A. Malloy, Delmor A. Courtney and Alan P. Schulz (100% before; none after) to Marvin Kosofsky, Howard and Miriam Warshaw and Lawrence and Carol Brandon (none before; 100% after). Consideration: \$1,187,252. Principals: Sellers are retiring from broadcasting. Buyers together own WYLO(AM) Jackson, Wis.; WTHE(AM) Mineola, N.Y.; WARO(AM) Canonsburg, Pa., and KUXL(AM) Golden Valley, Minn. Mr. Kosofsky and Mr. and Mrs. Warshaw own KPPC(AM) Pasadena and KMAX(FM) Arcadia, both

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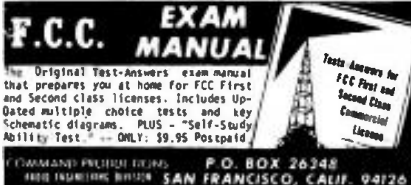
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California. Mrs. Brandon also has interest in WYAM(AM) Bessemer, Ala. (BTC-7824). Action Oct. 15.

■ WGTW(AM) Mount Dora, Fla. (1580 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Lake Radio Inc. to Community Broadcasting for \$87,000. Seller: Houston L. Pearce, chairman of the board, has interest in WARF(AM) Jasper Ala., WDAL-AM-FM Meridian, not yet on the air WPEN(FM) Pascagoula, both Mississippi and is applicant for FM in Tuscaloosa, Ala. Buyers: Matthew G. Byrne, Ronald J. Aicher, Stephen G. Aicher and Walter J. Kaufman Jr. (each 25%). Mr. Byrne is insurance salesman and director of barber supply company. Ronald Aicher is newscaster for WMID(AM) Atlantic City, N.J. Stephen Aicher is sports announcer and salesman for WBCB(AM) Levittown, Pa. Mr. Kaufman is insurance agent (BAL-8474). Action Oct. 16.

■ WLAG-AM-FM LaGrange, Ga. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 104.1 mhz, 29.5 kw)—Broadcast Bureau granted assignment of license from LaGrange Broadcasting Co. to LaGrange Radio for \$285,000. Seller: Edwin Mullinax, president. Buyers: Paul E. Reid (50%) owns WBHB(AM) Fitzgerald, Ga. L. A. Wood Jr. (50%) is employed in public relations department of Southern Bell Telephone & Telegraph, Atlanta (BAL-8481, BALH-2169). Action Oct. 15.

■ WV1M(AM) Vicksburg, Miss. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio Vicksburg Inc. to Vicksburg Radio Co. for \$165,000. Seller: J.W. Furr owns three AM and three FM stations in Mississippi. Buyers: James A. West (50%) and Paul Meacham (50%). Mr. West owns KDMS(AM)-KRIL(FM) El Dorado, Ark.; Mr. Meacham is general manager there (BAL-8460). Action Oct. 15.

■ KFTW(AM) Fredericktown, Mo. (1450 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Love Broadcasting Co. to Madison County Broadcasting Co. for \$100,000. Sellers: Jack and Lovey Lois Gale, owners, have purchased KPGA(FM) Pismo Beach, Calif. (see above). Buyers: W.N. Cate Jr. (51%) has interest in KRLW(AM) Walnut Ridge, Ark. Bobby Hutcherson (20%) manages and has interest in furniture store. Ray Turbyville and James Bragg (each 10%) are salesmen (BAL-8433). Action Oct. 15.

■ WWSC-AM-FM Glens Falls, N.Y. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Normandy Broadcasting Corp. from Gretchen D. Lynch, executrix of estate of John B. Lynch (100% before; none after) to Thomas M. Lawson, trustee (none before; 100% after) (BTC-7745). Action Oct. 15.

■ WSJW(AM) Woodruff, S.C. (AM: 1510 khz, 1 kw-D, 250 w-CH)—Broadcast Bureau granted assignment of license from S.J. Workman to RFD Radio for \$140,000. Seller: Mr. Workman wishes to assign station due to health reasons. Buyer: Ronald K. Edwards (100%) is attorney and has various real estate interests (BAL-8479). Action Oct. 15.

■ KBAL(AM) San Saba, Tex. (1410 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Lora Stephens to Hill Country Broadcasting for \$100,000. Seller: Mrs. Stephens is executrix of estate of Harrison A. Stephens. Buyers: M. Bryan Healer and Ernest F. Cadenhead Jr. (25% each) are attorneys and along with Stephen F. Pasquini (25%) own KLSN(FM) Brownwood, Tex. David Joel Fair (25%) is general manager of KEAN(AM) Brownwood (BAL-8425). Action Oct. 17.

■ WISM(AM) Madison, Wis.—Broadcast Bureau granted pro forma assignment of license from Heart O' Wisconsin Broadcasters to WISM Inc., wholly owned subsidiary of Heart O' Wisconsin (BAPL-465). Action Oct. 17.

## Facilities changes

### TV application

■ WDCA-TV Washington—Requests authority to install subscription television equipment. Ann. Oct. 23.

■ WFTW Fort Walton Beach, Fla.—Seeks CP to increase daytime power to 2.5 kw; change type trans. Ann. Oct. 21.

■ WLYH Lancaster, Pa.—Seeks CP to change ERP to vis. 570 kw (max), 369 kw (H), aur. 73.8 kw (H); change trans. location; change type trans.; ant.; and HAAT 1364 ft. Ann. Oct. 24.

## Call letters

### Applications

Call	Sought by
	<b>New FM's</b>
*KRTU	Trinity University, San Antonio, Tex.
*WBHM	Board of Trustees of University of Alabama for University of Alabama in Birmingham, Birmingham, Ala.
KNPT-FM	Yaquina Radio, Newport, Ore.
	<b>Existing TV's</b>
WCMH-TV	WLWC Columbus, Ohio
WNMU-TV	WNPB Marquette, Mich.
WTVF	WLAC-TV Nashville
	<b>Existing AM</b>
WZYQ	WHMI Frederick, Md.
	<b>Existing FM's</b>
WWJY	WSBT-FM South Bend, Ind.
KWEB-FM	KNCV Rochester, Minn.
WKZL	WSGH-FM Winston-Salem, N.C.
KSTG	KMPL-FM Sikeston, Mo.
KBRD	KTAC-FM Tacoma, Wash.
WZYQ-FM	WHMI-FM Braddock Heights, Md.
KHIS	KIFM Bakersfield, Calif.
WZXR	WREC-FM Memphis

### Grants

Call	Assigned to
	<b>New AM</b>
KANI	Beverly Ann Irish, Wharton, Tex.
	<b>New FM's</b>
*KOTO	SanMiguelEducationalFund.Telluride, Colo.
WNFM	Norman A. Thomas, Dayton, Tenn.
WFTA	Itawamba County Broadcasting Co., Fulton, Miss.
KAAP-FM	William F. and Anne K. Wallace, Santa Paula, Calif.
KLUK	Cass County Broadcasting Co., Atlanta, Tex.
*WKKC	Kennedy-King College, Chicago
WXIL	Electrocom Inc., Parkersburg, W. Va.
	<b>Existing AM's</b>
KIKM	KRRV Sherman, Tex.
WZTQ	WPNS Hurricane, W. Va.
KPPR	KWJB Globe, Ariz.
WNYG	WBAB Babylon, N.Y.
WGLD	WNOS High Point, N.C.
	<b>Existing FM's</b>
WGLD-FM	WNOS-FM High Point, N.C.
WFHG-FM	WKYE-FM Bristol, Va.
WNCN	WQIV New York
KIKM-FM	KSHN Sherman, Tex.
KSND	KORE-FM Springfield-Eugene, Ore.

### TV actions

■ WANE-TV Fort Wayne, Ind.—Broadcast Bureau granted CP to change type trans. (BPCT-4873). Action Oct. 17.

■ WSYR-TV Syracuse, N.Y.—Broadcast Bureau granted CP to change type trans. (BPCT-4875). Action Oct. 17.

■ KGW-TV Portland, Ore.—Broadcast Bureau granted CP to install alt. main trans. (BPCT-4840). Action Oct. 17.

### TV start

■ Following station was authorized program operating authority for changed facilities on date shown: WHRO-TV Hampton-Norfolk, Va. (BMPET-835), Oct. 2.

### AM applicants

■ KMCW Augusta, Ark.—Seeks CP to increase daytime power to 500 w. Ann. Oct. 23.

■ KVEN Ventura, Calif.—Seeks CP to change from DA to non-DA, redescribe trans. and studio location. Ann. Oct. 23.

■ WQIK Jacksonville, Fla.—Seeks CP to change frequency to 1050 khz; reduce daytime power to 5 kw-DA. Ann. Oct. 20.

■ WIRK West Palm Beach, Fla.—Seeks CP to increase nighttime power to 5 kw. Ann. Oct. 20.

■ KTTS Springfield, Mo.—Seeks CP to change ant.-trans. and studio location and construct new ant. system. Ann. Oct. 23.

■ KNFT Bayard, N.M.—Seeks CP to increase daytime power to 5 kw. Ann. Oct. 23.

■ KDRY Alamo Heights, Tex.—Seeks CP to increase daytime power to 5 kw. Ann. Oct. 23.

### AM actions

■ WYLS York, Ala.—Broadcast Bureau granted CP to make changes in ant. system; conditions (BP-20090). Action Oct. 17.

■ KGBS Los Angeles—Broadcast Bureau granted mod. of CP to make changes in daytime directional pattern; conditions (BMP-14052).

■ WDJZ Bridgeport, Conn.—FCC denied WNAB Inc., licensee of WNAB(AM) Bridgeport, Conn., reconsideration of action granting applications of Connecticut Coast Broadcasting Co. for authority to change ant.-trans. location of WDJZ and for extension of time to construct facilities. WNAB directed its request for reconsideration solely against determination that WDJZ was financially qualified to construct and operate proposed station. Action Oct. 15.

■ KIOA Des Moines, Iowa—Broadcast Bureau granted CP to decrease height of east center tower of ant. array; conditions (BP-19901). Action Oct. 17.

■ WNMT Garden City, Ga.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 2105 Louisville Rd. (U.S. Hwy. 80), Garden City; conditions (BP-20091). Action Oct. 17.

### FM actions

■ KFMF Chico, Calif.—Broadcast Bureau granted CP to install new polarized antenna; ERP 14 kw (H&V); antenna height 215 feet (H&V); remote control permitted; condition (BPH-9656).

■ KJLH Compton, Calif.—FCC granted request by John Lamar Hill for extension of special temporary authority to continue to operate KJLH(FM) from proposed new site until decision is made on whether his application for permit should be accepted for filing and granted. Action Oct. 22.

■ WNNS Louisville, Ky.—Broadcast Bureau granted CP to install new antenna; ERP 100 kw (H&V); antenna height 500 feet (H&V); remote control permitted (BPH-9645).

■ \*WMHW Mt. Pleasant, Mich.—Broadcast Bureau granted CP to install new antenna; make changes in ant. system; remote control permitted (BPED-2115).

■ \*WFAC Columbus, Ohio—Broadcast Bureau denied application for mod. of CP to change frequency and facilities, and its request for waiver, and dismissed application (BMPED-1260).

■ KYKR-FM Port Arthur, Tex.—Broadcast Bureau granted CP to change trans. location to 6 miles south of Vidor on Church House Rd., near Vidor, Tex.; install new ant. and trans.; make change in ant. system; ERP 100 kw (H&V); ant. height 420 ft. (H&V) (BPH-9119).

■ KSL Salt Lake City—Broadcast Bureau granted CP to install new alternate main trans.; ERP 13 kw (H), 11.5 kw (V); ant. height 3,650 ft. (H&V) (BPH-9644).

### FM start

■ Following station was authorized program operating authority for changed facilities on date shown: WLBG-FM Laurens, S.C. (BPH-9425), Oct. 8.

## In contest

### Procedural rulings

■ Ocala, Fla., **FM proceeding**: Harold James Sharp, Greater Ocala Broadcasting Corp. and Hunter-Arnette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-12)—Review Board added nondisclosure and financial issues against Harold James Sharp and issues to determine whether Hunter-Arnette Broadcasting Co. failed to report adverse determination by FAA on its proposed tower and if so, effect on its comparative qualifications. Actions were in response to petitions by Greater Ocala Broadcasting Corp. Actions Oct. 16 and 20.

■ Fort Valley, Ga., **FM proceeding**: Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—Review board added issues to determine whether Apostolic made misrepresentations to FCC in connection with its petition for continuance



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# Service Directory

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\*1970 Readership Survey showing 3.2 readers per copy.

## Summary of broadcasting

### FCC tabulations as of Aug. 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,422	3	28	4,453	45	4,498
Commercial FM	2,680	0	40	2,720	143	2,863
Educational FM	750	0	21	771	82	853
<b>Total Radio</b>	<b>7,852</b>	<b>3</b>	<b>89</b>	<b>7,944</b>	<b>270</b>	<b>8,214</b>
Commercial TV	700	1	8	709	51	760
VHF	509	1	2	512	9	521
UHF	191	0	6	197	42	239
Educational TV	225	9	13	247	14	260
VHF	89	3	4	96	6	102
UHF	136	6	9	151	8	159
<b>Total TV</b>	<b>925</b>	<b>10</b>	<b>21</b>	<b>956</b>	<b>65</b>	<b>1,020</b>

\*Special temporary authorization

\*\*Includes off-air licenses

and prehearing conference and whether Apostolic possesses basic qualifications to be FCC licensee. Action Oct. 15.

■ Princess Anne and Pocomoke City, Md., **FM proceeding:** Maranatha Inc., Leisure Time Communications and Peter and John Radio Fellowship, competing for 102.5 mhz (Doc. 20388-90)—Review Board denied motion by Peter and John Radio Fellowship to add issues against Maranatha Inc. Peter and John requested addition of issues to determine whether Maranatha's proposal was for specialized station with predominantly religious programming, whether its application was designed to obscure nature of its proposal and, if so, effect on Maranatha's basic qualifications to be licensee. Action Oct. 15.

■ Monticello, N.Y., **FM proceeding:** Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—Review board scheduled oral argument for Nov. 20 on competing applications for new FM. ALJ David I. Kraushaar approved application of Robert M. and Hillary E. Zitter, and denied that of Dan Communications in initial decision. Action Oct. 10.

#### Review board decisions

■ Arab, Ala., **FM proceeding:** Brindlee Broadcasting Corp. and Marshall County Broadcasting Co. (WRAB[AM] Arab), competing for 92.7 mhz (Docs. 19849-51)—Review board affirmed initial decision of ALJ David I. Kraushaar that granted application of Brindlee Broadcasting Corp. for new FM. Initial decision favored Brindlee on diversification of control of mass communications media chiefly because Marshall County already is licensee of AM station in Arab. Action Oct. 16.

■ Newark, N.J., **AM proceeding:** Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, W.M.E.D. Associates and Venture III Corp., competing for 1430 mhz (Doc. 20407-20412)—Review board granted in part joint petition by Sound Radio and Venture III Corp. to add issues against Gilbert Broadcasting Corp. Board said it would add issue to determine whether Gilbert principal Rose Penner engaged in fraudulent billing while she was employed by WNRJ Radio Company as sales manager and saleswoman and if so, what effect this might have on basic or comparative qualifications of applicant. Action Oct. 15.

### Fines

■ WGSB(AM) Huntington Station, N.Y.—Broadcast Bureau notified WGSB Radio Inc., it is apparently liable for \$1,000 forfeiture for violations of rules by failing to maintain power of trans. to authorized power of 1000 w and failing to cease operation by remote control when accurate readings could not be obtained. Action Oct. 17.

■ WLEO(AM) Playa de Ponce, Puerto Rico—Broadcast Bureau notified Ponce Broadcasting Corp., that it is apparently liable for \$500 forfeiture for violation of rules by failing to make required entries in maintenance log by holder of first class radiotelephone operator license and by failing to make weekly inspections by such operator. Action Oct. 16.

### Other actions

■ KNBC(TV) Los Angeles—FCC renewed license of

KNBC(TV) owned by National Broadcasting Company, for remainder of its license term—Dec. 1, 1977. It conditioned renewal on whatever action FCC might take, if any, on conclusion of several civil anti-trust suits to which NBC is party, and cases against NBC filed with Equal Employment Opportunity Commission. It directed NBC to notify FCC immediately of final disposition of each case. Action Oct. 21.

■ KCBS(AM) San Francisco—FCC granted application of CBS for renewal of KCBS and denied petition to deny that application, filed by Chinese for Affirmative Action. Renewal was conditioned on outcome of civil antitrust proceeding involving CBS that is now pending litigation. Action Oct. 21.

■ KSFY(FM) San Francisco—FCC dismissed petition by Community Coalition for Media Change for reconsideration of July 30 action denying coalition's objections to license renewal application of American Broadcasting Companies for KSFY(FM). In opposing renewal coalition alleged KSFY(FM) discriminated in employment, maintained incomplete public file and violated "payola" provisions of Communications Act. Action Oct. 22.

■ WREM-AM-FM Jenkins, Ky.—Broadcast Bureau granted request to identify as Jenkins-Pound, Ky. Action Oct. 15.

■ WXYZ-TV Detroit—FCC granted application of WXYZ Inc. for renewal of license for WXYZ-TV. FCC denied complaint by Center for Public Interest, alleging that WXYZ-TV entered into agreement with National Organization for Women "in total derogation of station's duty to operate in public interest." Action Oct. 21.

■ WABG-AM-TV Greenwood, Miss.—FCC granted applications of Greenwood Broadcasting Co. and commonly-owned Mississippi Telecasting Co. for renewal of licenses for WABG(AM) and WABG-TV, respectively. Commission also granted motion by Delta Coalition for Better Broadcasting to dismiss petition to deny renewal applications. Coalition objected to operation of WABG-TV, alleging that licensee failed in ascertainment efforts, particularly concerning black community, and discriminated in its employment practices. Action Oct. 21.

■ WCBS-TV, WABC-TV, WNEW-TV, New York—FCC granted 1972 applications of CBS Inc., American Broadcasting Companies, and Metromedia Inc., for renewal of licenses of WCBS-TV, WABC-TV and WNEW-TV, respectively. Renewals were conditioned on whatever action FCC might take, if any, on conclusion of civil anti-trust proceedings in which three licensees are defendants. Action Oct. 21.

■ WNYC-AM-FM-TV New York—FCC deferred action on renewal applications of City of New York Municipal Broadcasting System for renewal of licenses for WNYC-AM-FM-TV pending receipt within 30 days of additional information on stations' equal employment opportunity program. Action Oct. 22.

■ WRFM(FM) New York—FCC granted application of Radio New York Worldwide for renewal of its license for WRFM(FM). Grant was conditioned on Radio New York submitting within 30 days list of local black organizations, agencies, community leaders, schools and colleges with which it will maintain systematic communication each time it seeks to fill job position. Action Oct. 21.

■ KITE(AM) Terrell Hills, Tex.—FCC granted application of Doubleday Broadcasting Co. for renewal of KITE. FCC denied petition opposing renewal filed by Bilingual Bicultural Coalition on Mass Media. Commission said in light of its conclusions regarding allega-

tions, it could find no merit to assertion that they signified Doubleday's lack of required good character to serve public interest. Action Oct. 21.

## Allocations

### Actions

FCC took following actions on **FM allocations:**

■ Oklahoma and Maryland—Broadcast Bureau assigned ch. 265A (100.9 mhz) to Sapulpa; ch. 285A (104.9 mhz) to Bristow and ch. 232A (94.3 mhz) to Okmulgee all Oklahoma; and ch. 276A (103.1 mhz) to Graysonville, Md. (Docs. 20434, 19784). Actions Oct. 14 and 16.

## Translators

### Applications

■ Translator TV Inc., Denver—Seeks ch 10, rebroadcasting KMGH-TV Denver via K59AA Estes Park, Colo. (BPTTV-5422); and ch 12, rebroadcasting KBTB Denver via K61AA Estes Park, Colo. Ann. Oct. 24.

■ Translator TV Inc., Glen Haven, Colo.—Seeks ch 3, rebroadcasting KWGN-TV Denver via K63AB Estes Park, Colo. (BPTTV-5420); and ch. 8, rebroadcasting KOA-TV Denver via K65AA Estes Park, Colo. (BPTTV-5421). Ann. Oct. 24.

■ Allen Logging Co., Allen Camp, Forks, Wash.—Seeks ch. 13, rebroadcasting CBUT-TV Vancouver, B.C. (BPTTV-5419). Ann. Oct. 23.

■ K09KD Allen Logging Camp, Forks, Wash.—Seeks CP to change frequency from ch. 9 to ch. 10; change primary station to KATU Portland, Ore. (BPTTV-5418). Ann. Oct. 23.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Central California Communications Corp., for Morro Bay, Calif. (CAC-05725): Requests certification of existing operations.

■ Multivision Northeast, for Cornelia, Ga. (CAC-05728): Requests certification of existing operations.

■ Medicine Lodge CATV, for Medicine Lodge, Kan. (CAC-05729): Add KBMA-TV Kansas City, Mo.

■ Border Area Cable TV, for Baudette, Minn. (CAC-05726): Add CKND-TV Winnipeg, Manitoba.

■ Cable TV Puget Sound, 1651 Center St., Tacoma, Wash. 98409, for Steilacoom, Wash. (CAC-05727): KCTS-TV, KING-TV, KIRO-TV, KOMO-TV Seattle; KSTW, KTPS, KPEC-TV, KTVW Tacoma, Wash.; KPTV Portland, Ore.; CBUT Vancouver, B.C.

### Certification actions

■ Pinellas Park, Fla.—Cable Bureau dismissed application by Pinellas Park Cablevision for certificate of compliance (CAC-2769). Action Oct. 22.

■ Decatur, Ind.—Cable Bureau dismissed application by Decatur Cable Co. for certificate of compliance (CAC-02884). Action Oct. 20.

■ Derby, Kan.—Cable Bureau denied in part application by Derby Cable TV for certificate of compliance to extent it requested authorization to carry KPLR-TV St. Louis, which was inconsistent with rules (CAC-05315). Action Oct. 21.

■ Pelican Rapids, Minn.—Cable Bureau dismissed application by Lakeland Cablevision for certificate of compliance (CAC-03097). Action Oct. 20.

### In contest

■ Poway, Calif., **cease and desist proceeding:** Mission Cable TV (Doc. 20381)—FCC dismissed proceeding in which Mission Cable TV was ordered to cease and desist from carrying three Los Angeles stations on its system in Poway, Calif. FCC held that Mission's failure to bring its Poway system into compliance with 1968 ruling restricting carriage of Los Angeles signals by certain systems in San Diego area was not necessarily intentional violation. Action Oct. 15.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### Help Wanted Management

**Partner needed** to manage small market station. \$5,000 cash required. Box K-181, BROADCASTING.

**General Manager** for small market N.E. North Carolina power daytimer. Excellent salary and bonus arrangement. Personal selling a must. Announcing helpful. Equal Opportunity Employer. Box M-4, BROADCASTING.

**WYNE Appleton, Wisconsin** wants Sales Pro. To manage AM regional powerhouse. Excellent base plus incentive. Professional staff. S.M.S.A. market of 300,000. Call Carl Como after 8 PM nites at 305-822-7384.

**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

**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.

**Experienced self-starter** for rated medium market contemporary New York State. Good opportunity. Reply Box K-209, BROADCASTING.

**Top Ten Market** station needs hard-working, creative salesperson. List available. Send resume. Box M-12, BROADCASTING.

**\$12,000-\$15,000 first year.** 1/3 news, 2/3 sales. Established account list with fine growth possibilities. Must be self starter. Prosperous midwest non-metro market. Resume. Box M-21, BROADCASTING.

**Salesperson needed,** great account list, small board shift. All you can do is make money. Send resume to KRAL Radio, Rawlins, WY. Now!

**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 & WSBI FM, 801 Mansfield Street, Brunswick, GA 31520.

### Help Wanted Sales Continued

**Salesperson wanted** for N.C. good music station. Send resume and expected draw to Stewart Grant, WOMG, PO Box 6702, Greensboro, NC 27405.

**Providence, Rhode Island** leading station looking for self starter. Searching for hard worker with need for success. Call Warren Gregory, 401-521-2711.

**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.

**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.

**Major Denver radio** station seeks competent experienced sales person now. Must have outstanding broadcast sales track record and be able to prove it. Send resume to Sales Manager, PO Box 2097, Denver, CO 80201. An 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.

**Only answer if** good deep voice, good, smooth, reading. All around job, small-town East. Box M-16, BROADCASTING.

**Radio as a career?** Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

**Creative Morning Person** wanted. Copy writing and production experience a must. Commercial experience necessary. Send tape-resume to Gary James, WARE, P.O. Box 210, Ware, MA.

**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.

**First phone,** combo person, willing to work and learn in small mkt. in northern N.H. 1-603-752-2670.

### Help Wanted Announcers Continued

**PD-Morning Person.** Some PBP of major university and high school sports optional. Untempo MOR with outstanding news and sports profile. Beautiful recreational growth area in southern Illinois. EOE M/F. Call Ron Hines days 618-942-2181 nights 618-985-3452.

### Help Wanted Technical

**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.** 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.

**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.

**Chief Engineer Needed!** Full maintenance on automation, AM (non-directional) & stereo FM systems. Salary is open; call Bud Pentz, 402-223-5121.

### Help Wanted News

**News person 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.

**News Director:** Solid small market net station. Local news and morning board; will train right person. KMCD, Fairfield, IA. 515-472-4191.

**Play by play.** Sports Director needed. Experienced people need apply. Must sell also. Good account list, good money. Send complete resume to KRAL Radio, Rawlin, WY. Home of fresh air and down home livin!

**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.

**WTAE AM & FM,** Pittsburgh is looking for an experienced News Director who is strong in administrative areas and on-air delivery. Individual selected must have major market sound. General production voicing ability required as well as Public Affairs interviews and production. Person hired will also be responsible for setting up Pittsburgh Steelers and University of Pittsburgh football networks and will act as network liaison throughout the season, will oversee 6 person department, mobil equipment and will work with ABC News. Top pay for this position which will be available after January 1, 1976. Tapes and resumes only to Ted J. Atkins, Vice President and Station Manager, WTAE Radio, 400 Ardmore Boulevard, Pittsburgh, PA 15230. An Equal Opportunity Employer. M/F.

**Going all news** with NIS in Shreveport, Louisiana. Have staff. Need director with experience and talent. Call 318-222-0732.



## Help Wanted Programing, Production, Others

**Talk Host** for New Hampshire's leading news/sports/information stations. Must be experienced, informative objective and entertaining; also handle some commercial production, limited sales and public service. Third class endorsed required. Send resume, non-returnable tapes, income expectations, references to B. Mack, General Manager, WGIR/WGIR-FM, PO Box 487, Manchester, NH 03105.

## 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.

**The right program director** at the right time. Box M-5, BROADCASTING.

**Is your station** in trouble! Turn it into a winner! Five success stories. Believe in right programing, sales-motivation, fiscal responsibility and community affiliation. Definitely bring your bottom line up. Box M-9, BROADCASTING.

**Attention small market owners:** It takes two to make a profit, sales & programing, why not hire a team? One a talented, experienced PD who doubles as a DJ; the other knows the business of radio and doubles as record setting salesman. Put this team to work for you and for profits. Box M-23, BROADCASTING.

**Highly motivated general manager** wants management position. Strong financial and sales management background. Experience includes Radio, CATV and television. Excellent references. Box M-27, BROADCASTING.

**22 years of hard, honest work**, in all phases of broadcasting. Excellent track record. Seeking GM. Prefer Northeast small to medium market. Evenings 804-288-2529.

**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

**3 years exp.** Sales manager-small market desire station or sales management. Small to medium California market. Responsible, cost-conscious, good administrator, strong-on community and public relations. Box M-1, BROADCASTING.

**Experienced radio salesman** looking for larger market. No. 1 AE, four years media sales. \$18M plus. Box M-29, BROADCASTING.

**Young, capable, responsible broadcaster** desires first fulltime sales/combo position. FM-TV announcer, engineering experience. First, BSEE, currently working on MBA. Northeast preferred. Small markets considered. Curt Colopy, 124 Brooks-Clarkson, Potsdam, NY 13676.

## Situations Wanted Announcers

**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Basketball**, play-by-play. One of the nation's best. Exciting delivery. Box J-110, BROADCASTING.

**Adult Contemporary** or rock personality. Pleasant, but not heavy voice; humor, creative production, 3rd, seeks top 100 markets. Box K-199, BROADCASTING.

**Young, single announcer** seeking small to medium market & Adult Contemp/MOR station. Hard working, dependable, no screamer. Prefer all-night shift. Currently employed. 1½ yrs. exp. 3rd endorsed. Will relocate. Box M-3, BROADCASTING.

**Anc'r:** Experienced. Will accept Good Music, and/or MOR. Box M-6, BROADCASTING.

## Situations Wanted Announcers Continued

**Hard-working P.D.**-announcer-production-news-copy writer with FCC first needs home with a Northeast Medium market station offering permanent employment. Please write only if you have immediate openings. Box M-10, BROADCASTING.

**No. 1 A.R.B.'s.** I doubled my nearest competitor with all age groups of women! Big voice, personality, first phone. Box M-26, BROADCASTING.

**Married Ball State Radio/TV grad** with 2½ years experience with Indiana medium market Contemporary station. Call Stan at 317-288-3568 or my PD at 317-644-1255!

**Fooul Scoring PBP voice** available soon. Increase numbers and billing with Jerry Lund. 805-644-6517.

**Family man** with three years broadcast experience, seeks country market, any size, anywhere. Above average copy and production, also news & sports PD experience. 1-602-726-0858.

**Five years**, experienced announcer, professional, mature voice, good production, sales oriented, dependable, desire responsibilities. Call Bill 612-447-2835.

**Dynamite rocker**, witty, ultra fast, extremely tight announcer. Creative "today" production. 3 years. Call Charlie Tiger 307-864-2352.

**Sportscaster.** Want to learn rest of business while doing sports. Third endorsed. Just graduated college. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543. 914-698-4826.

**Student seeks job** at progressive FM station for non-resident term Jan. 5-Mar. 2, 1976. Willing do anything, pay not important. Steve Frailey, Box 261, Bennington College, Bennington, VT 05201.

**3rd phone**, want to break into DJ work, newscasting, sales. Good voice, good board. Minn., N. Dak., S.D. Dave Halvorsen, 218-681-7350.

**Station Managers attention!** Can you use hard working young Navy vet with some broadcast experience? Good DJ, news, sports, copywriter. Will be an asset to your station. John Parker, 576 Flower St. Apt. 9, Chula Vista, CA 92010. 714-426-9358.

**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.

**Top 40 D.J.** with 3rd endorsed seeking first pro job. Program director of college station. Strong production. Relocate anywhere. Bill 303-669-4260.

## 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.

**Chief, AM or FM.** Age 40, single, nondrinker. FCC first phone, second telegraph, "ham," presently CE at automated AM/FM, earning \$12,000. Available immediately. Have "blessings" of boss! He knows of this ad. Very heavy theory. Meyer 618-532-0320 or Box M-13, BROADCASTING.

**Working Engineer**, with good background of experience seeking job opportunity with small or medium market. 216-688-2395.

## Situations Wanted Technical Continued

**Chief Engineer** seeks position. Primary interest FM subcarrier. Background Music systems service calls. 305-428-3161.

**Engineer**, 6 years Radio D.A., AM and FM. Nites: 301-944-1750.

## Situations Wanted News

**Experienced ND**, Southeast small market, thrives on local news. Ready to move up. B.A. apply Box K-157, BROADCASTING.

**Opportunity to grow sought** by newsman, with 14 years experience. Now in northeast suburban. Box K-200, BROADCASTING.

**All-around Newsman.** Dig, write, and air. "Actuality-oriented." Broadcasting degree. Prefer East or Midwest. Will consider others. Box M-19, 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.

**Newsman**, Skilled, experienced, B.A., 3rd endorsed. Ralph Gonzalez, 3327 Thornton Ave., Anaheim, CA 92804. 714-828-8151.

**Broadcast Newswoman**, creative, efficient, unencumbered. College plus 3 years experience. Sue McNett, 14306 Lowe, Riverdale, IL. 312-849-2303.

**PBP Man.** Experience in major college hockey, college and prep basketball, football and baseball. Ready to relocate and cover the best. Call Pete at 309-342-3525.

## Situations Wanted Programing, Production, Others

**The Right Program** director at the right time. Box M-5, BROADCASTING.

**Looking:** Ten years experience. Third, single, 33. Strong on contemporary music, production, etc. Seeking automation responsibilities in small/medium market. Permanent. Rob Wortham. 602-268-4998.

**PD or MD.** NYC or area. Top 40 preferred. Experienced programing NYC station. Extensive chart research. College grad. Available January. Joe Persek, 42-20 Ditmars Blvd., Astoria, NY 11105. or 212-932-8714.

**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.

## TELEVISION

### 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.

**Largest Cable Television** system in U.S. seeking an experienced, energetic radio or television advertising sales person. Station growing, great market to live in! Send resume to: Box 20847, San Diego, CA 92120 or call Dick Fairbanks 714-562-1180.

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## Help Wanted Technical

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**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.

**Operating Engineers** wanted for new public TV station in Anchorage AK. Experienced and training applicants considered. Must have FCC 1st phone. Write Frank Mengel, CE, KAKM, 3211 Providence Drive, Anchorage, AK 99504, by Nov. 8, 1975. E.O.E.

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## Help Wanted News

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**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.

**Anchorperson** major Gulf Coast resort city. Hard investigative news. We are already Number One, but not satisfied. Send all information and tape on first reply. Tapes returned. KIII-TV, Box 6669, Corpus Christi, TX 78411.

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## Help Wanted Programing, Production, Others

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**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.

**Publicity Manager** for northeastern public television station. Responsible for all "non-paid" promotion, including production of on-air promos, press releases, spot copy, critics previews in two major cities. Applicants should have three years experience. To \$14,000 depending on background. Equal Opportunity Employer. Send resume to Box M-22, BROADCASTING.

**Growing PTV station** needs person with work experience in cinematography to shoot and edit limited-budget projects, do portapak work and occasional studio and remote TV directing. Send resume and salary requirements to KPTS, Box 288, Wichita, KS 67201. Equal Opportunity Employer.

**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 programming and employment, and minority candidates are encouraged to apply.

**Executive Television Producer** position in University Telecommunications department. Will coordinate all production activities, develop program concepts with faculty and community groups, supervise production budgets and grants. Coordinate university programing with local public broadcasting facilities. Must have masters in Broadcasting, communication or related field, 6 years experience in television production. Applications closed November 24, 1975. Send resumes to: Dr. Clair R. Tetterer, Director, Telecommunications, Wright State University, Dayton, OH 45431.

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## Situations Wanted Management

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**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.

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## Situations Wanted Management Continued

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**General Manager**, Sales manager-program director etc. Thoroughly experienced all phases, including station-ownership. Special expertise in: management, sales management-sales (local, regional; national), programing, film-buying, production, promotion; community-involvement. Outstanding credentials! Television, 22 years; prior radio. Mid-forties. Degreed. Programming and sales specialist! Management-troubleshooter, achiever of rapid turn-arounds. Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor. Can increase substantially profits and prestige. Arranging weekend interviews. Box M-17, BROADCASTING.

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## Situations Wanted Sales

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**Experienced radio salesman** looking for opportunity in larger market television. No. 1 AE, four years media sales. \$18M plus. Box M-28, BROADCASTING.

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## Situations Wanted Technical

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**First ticket technician**. Major market TV and videotape construction and operations, some maintenance. Single, will relocate. Salary flexible. K. Derrard 212-772-7406.

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## Situations Wanted News

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**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.

**Young sportscaster** in Top-10 market wants move. Entertaining, knowledgeable, comprehensive anchor. Reporting, PBP. Familiar with eng, VTR. Available immediately. Box K-188, BROADCASTING.

**Experienced "beat" reporter** with excellent credentials wants major market challenge with news and production emphasis. Box K-207, BROADCASTING.

**Producer-Cinematographer**, 26, sound news judgment: 5 years TV news experience. Seeking position on documentary unit or in production minded news department. Box M-2, BROADCASTING.

**Qualified anchorman**, stress qualified. Five years experience, college graduate, age 27. Box M-7, BROADCASTING.

**Dynamic small market anchorman**. Five consecutive books increased ratings. Desires discovery by sharp, aggressive, professional organization. Box M-8, BROADCASTING.

**Sportscaster, experienced**. Television or radio. Anchor, reporter, or PBP basketball or baseball. Box M-24, BROADCASTING.

**Sportscaster-Commentator**. Want to relocate. 7 years experience. Television and radio sportscasts. Eager to get into large market. Great on the air. Can do play by play. Tape available. Box M-25, 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.

**Howard Cosell** I'm not. But that's my style. Young aggressive sportscaster seeks TV sports position in Top 50 market. Presently sports anchor in top Midwest medium market. Excellent film features, and commentary. Outstanding references. Call 319-377-3536.

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## Situations Wanted Programing, Production, Others

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**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.

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## CABLE

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### Help Wanted Management

**CATV Manager** and chief technician wanted. Prefer dual-skill individual. Will consider applications for either position. Available Spring 1976 for construction; Wisconsin County-wide CATV. Send resume: WWCC Cable, c/o Ralph Evans, 3500 N. Sherman Blvd., Milwaukee, WI 53216.

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### Situations Wanted Management

**Highly motivated** Cable Television manager. Wants new opportunity. Strong financial background. Very active in Rate increases, labor negotiations and day to day operations. Prefer equity position. Excellent references. Box M-14, BROADCASTING.

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## BUY-SELL-TRADE

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### WANTED TO BUY EQUIPMENT

**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.

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### 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 hit parade format. \$14,500.00 803-279-2330. WZZV, 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.

**RCA BTF-3B XMTR**, includes GE BM-1-A monitor, Mosely SCG-25CA, rack, spare tubes, parts. FCC SCA approved. \$3,000. KPMJ 805-483-2303.

**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.

**Gretag 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 92712.

**RCA-BTA**, 250 M transmitter with tubes Vernon H. Baker. PO Box 889, Blacksburg, VA 24060. 1-703-552-4252.

**Moie 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 Equipment Continued

**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.

**153-foot self** supporting AM tower. Good condition. Disassembled. Best offer. Donnie Goodale, WJRI, Lenoir, NC. 704-754-5361.

**Weather radar:** X band radar with complete spares including spare receiver-transmitter and synchronizer units. Twelve inch PPI and remote scopes. Used 8 months. Complete test equipment. Aeromet, Inc., Box FF, Norman, OK 73069. 405-329-2424.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

## MISCELLANEOUS

**\$25,000-\$200,000.** Available for loan and/or equity. Include requirements and support material. Box M-18, BROADCASTING.

**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. 318-861-7727.

**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.

**Prizes Prizes!** Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Managers:** Do your sports match your station's sound the rest of the week? Retire that out of date gear. Give us your specs and we'll custom-design a system for you. Free quotes J.M.A., Box 334, Lansing, MI 48902.

**Stereo good music** record library. Send detailed description and asking price to Creative Radio, 517 Julie Lane, Brandon, FL 33511.

## 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

**Grantham's FCC License** Study Guide. New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

**Job opportunities** and announcer-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 are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

**No: tuition, rent!** Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

## 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.

**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 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.

### Help Wanted Programing, Production, Others Continued

**Radio-TV faculty opening** beginning 1976-77, subject to budget authorization. Candidate should have significant professional experience; advanced academic degrees preferred. Opportunities for leadership in developing radio-TV resources and curriculum. Send resume to Dean, School of Journalism, Drake University, Des Moines, Iowa 50311. Applications from minorities, women encouraged.

## 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 Technical

## BROADCAST MAINTENANCE ENGINEER

Excellent opportunity for individual who will be responsible for the maintenance, installation and operation of components in a broadcast quality television system. 5-10 years maintenance experience required. Specific familiarity needed with Quad recorders, RCA 44 cameras, production and routing switching, time code editing, remote production, audio and digital equipment. Individual should be able to work well independently.

Generous remuneration, extensive benefits and career development. Please send your resume in confidence, including salary history to:

**W.F. Schreiber**  
Employee Relations Services



**STANDARD OIL  
COMPANY  
(INDIANA)**

200 E. Randolph Drive  
Mc 0302  
Chicago, Ill. 60601

An Equal Opportunity Employer m/f

### BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

**YOU BELONG IN  
BROADCASTING!**

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



**Help Wanted Technical  
Continued**

**TELEVISION TECHNICIAN**

Major television station needs additional technicians immediately. Excellent opportunity to move up to a top 20 market facility with latest equipment including, microwave ENG. Required: First Class license with 3-5 years experience in operation and maintenance of color television broadcast equipment. Salary to \$17,000, depending on experience with excellent fringe benefits. Send resume to Box M-20, Broadcasting. An equal employment opportunity employer: minorities and women are encouraged to apply.

**Help Wanted Programing,  
Production, Others**

**TELEVISION**

Customer Service Representative—challenging opportunity with company offering nationwide computerized traffic/billing systems. Traffic/Operations Management experience necessary. Must be willing to travel.

Send resume to Kaman Sciences Corporation, P. O. Box 7463, Colorado Springs, Colorado 80933, or call George Beattie at (303) 599-1602. An equal opportunity employer male/female.

**SALES/TRAFFIC  
OPERATIONS**

Person with Broadcasting background in Sales/Traffic area to convert data and train TV personnel in the operation of new, in-house computer system. Broadcasting experience required. Experience on any Broadcast computer system a plus. Heavy Travel.

To be considered resume must include salary information. Send to David A. Young, Conversion/Training Manager, Cox Data Systems, Inc., 1601 W. Peachtree St., N.E., Atlanta, Georgia 30309.

**COX DATA SYSTEMS,  
INC.**

A business service of  
Cox Broadcasting Corporation  
An Equal Opportunity Employer

**Situations Wanted News**

**FIELD REPORTER:** with No. 1 station in market—reached my peak here, want larger operation in top 30. Regular contributor to network. 6 years experience includes radio.

Box-K-122, BROADCASTING.

For Fast Action Use  
BROADCASTING'S  
Classified Advertising

**Miscellaneous**

**Do your listeners know...**

- Latest tax laws?
- New warranty requirements?
- Rights as employees?

"Law for Laymen", a two-minute radio program produced by Georgetown University, answers these and other crucial questions for your audience. Our easy access to Congress, the Federal agencies and our own Law Center helps us bring you the latest information on the law and its meaning for laymen.

"Law for Laymen" cover new laws as they go into effect. The week that Title IV became law, Law for Laymen" covered its major aspects in four programs.

Like to hear an audition tape? Write to: Ms. Pam D. Ginsbach, Director, News Bureau, Georgetown University, Washington, D.C., 20057 or call (202) 625-4151.

**FOR LEASE  
RADIO BROADCAST STUDIOS  
WASHINGTON, D.C.**

Approximately 3,550 sq. ft. of operational radio broadcast studios available for short or long-term lease. Prime downtown location near the White House.

Joel Cannon, Charles E. Smith Mgt. Co.  
(202) 296-2200.

**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 Proposal" 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 Proposal".

WILLIAM H. APPLGATE  
Village Administrator

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for  
Broadcasters**

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The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

**Rates, classified listings ads:**

- Help Wanted. 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted. 40c per word—\$5.00 weekly minimum.
- All other classifications. 60c per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

**Rates, classified display ads:**

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, 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: \_\_\_\_\_

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# Profile

## Helping a President to communicate with the nation

If Jack Armstrong had a sister, she probably would grow up to be someone like Margita White, assistant news secretary to President Ford and director of the White House office of communications.

There is about Mrs. White something of the all-American girl. She was homecoming queen at the University of Redlands, in San Bernardino, Calif., in 1958, a year before she graduated magna cum laude in government and went on to graduate school at Rutgers. The professional life in which she functions as an aide to the President is balanced by a private one in which she lives with her husband, who is a successful lawyer, their two children and a housekeeper in an elegant home on a hill with a swimming pool in the backyard in fashionable McLean, Va. And, for Republicans, making the picture complete was this from one of her friends the other day: "A loyal Republican."

It has not been nothing but successes for Mrs. White. In fact, she has been associated with the campaigns of politicians in whom voters generally did not share her confidence—Richard Nixon in 1960, Senator Barry Goldwater in 1964 and assorted Republican members of the Hawaiian state legislature in the early 1960's, when she served as minority press secretary for the Hawaiian house. But somehow, she has managed to rise above those misfortunes.

And she has done it without developing any visible rough edges, physical or psychic, with the possible exception of a smoking habit. The homecoming queen is still very much in evidence in the scrubbed good looks, and while some of those who know her say she is "politically savvy" and capable at her job (although, some add, probably not as familiar as she might be with the technical requirements of broadcasting), one also hears her described as "feminine" and "a nice lady." Indeed, one colleague in the administration who has a firm notion of what a news secretary's real job is, or should be, faults her for not being able to "sell" President Ford's views. "She's a straightforward news person," he said—and he did not mean it as a compliment.

Mrs. White would probably take it as one, however. She talks of herself as an "idealist," one who has been concerned since her undergraduate days, when she did a senior thesis on the subject, with the importance of communication between the government and its people. "One reason I'm so enthused about my job with President Ford," she says, "is that he truly believes in communicating, in carrying on



Margareta (Margita) Eklund White—assistant news secretary to President Ford and director of White House office of communications; b. June 27, 1937, Linköping, Sweden; emigrated to California with family in 1948; U.S. citizen, 1955; University of Redlands, BA magna cum laude; 1959; Rutgers University, MA, political science, 1960; worked in Nixon presidential campaign, 1960; administrative assistant, Whitaker & Baxter advertising agency, Honolulu, 1961-62; minority news secretary, Hawaii House of Representatives, 1963; research aide to Senator Barry Goldwater and research associate, Republican National Committee, 1963-64; research assistant and writer, Free Society Association, 1965-66; research assistant and writer to late Raymond Moley, 1967; aide in Nixon presidential campaign, 1968; assistant to Herbert G. Klein, director of White House office of communications, 1969-73; assistant director, U.S. Information Agency, 1973-75; deputy to Gerald Warren, director of White House office of communications, February-June, 1975; m. Stuart C. White, June 24, 1961; two children—Suzanne, 8; Stuart Jr., 3.

a dialogue with the people."

Mrs. White, who started working for the Nixon administration in 1969 as an aide to Herbert G. Klein, the first director of the office of communications, was appointed to her present job in June, after spending the grimmest part of the Watergate years—from February 1973 to February 1975—at the U.S. Information Agency as assistant director for public information. And although her present office has been downgraded—it now comes under the jurisdiction of the White House news secretary, rather than operating as a relatively independent office, as it did under Mr. Klein—the functions remain about the same.

She and a staff of 15 try to serve the needs of the media west of the Potomac—broadcast stations and newspapers with no Washington correspondents—feeding them presidential statements and background material, and answering questions.

The office also coordinates public relations activities of executive branch departments (though only where their activities overlap; the White House has drawn back from the close coordination it practiced under President Nixon), and aids networks and stations searching for administration spokesmen to appear on news or public affairs programs.

President Ford's willingness, even eagerness, to submit to interviews, to hold news conferences and to meet with editors and broadcasters while on the road has created a whole new dimension of responsibility for the office of communications. Mrs. White is primarily responsible for arranging the sessions.

There is no ready explanation for the quiet drive for success that Mrs. White manifests. Her mother offered her the role model of housewife, although her father's mother was an author and member of the Swedish parliament, and Mrs. White says she has been told she takes after her. But if so, only within limits. Her family emigrated to California from socialist Sweden when she was 11 and are definitely Democratic. She was, too, until persuaded by a couple of courses in college—in political theory and constitutional law—to rethink her position. She now considers herself to the right of center, politically.

It probably was not only the courses. The political company she started to keep might have been a factor, too. The first politician she worked for, as an intern in 1958, was then-Senator William Knowland of California, one of the toughest-minded conservatives in the Senate. But whatever the chemistry producing the drive and ideology, Mrs. White probably has no more enthusiastic or prouder booster than her former boss, Herb Klein, who is now an executive with Metromedia Inc. "She is one of the brightest people I know in government," he said last week. "She is conscientious and dedicated."

Now, her days generally begin with a 7:30 a.m. meeting of White House news secretary Ronald Nessen's staff and ends, she hopes, in time for her to get home to tuck her 3-year-old son, Stuart Jr., in by 7:30 p.m.

Mrs. White said the other day that she cannot see herself maintaining that pace indefinitely, although, she added, she intends to continue to pursue a career. She began that pursuit before the women's liberation movement was receiving much attention and, although she says the movement has helped women, she seems to feel it is superfluous in her case.

Sitting in her large, sunny office in the executive office building next door to the White House, she said, "I feel that if you work hard and prove you can do the job, being a woman needn't be a disadvantage. It hasn't been to me."



# Editorials

## Troubled season

If any certainty may be found in the current upheaval in prime-time network television, it is that predicting public taste is an uncertain art. How many millions of production dollars will go down the drain is beyond calculation at this point, but the number will be considerable if not a record. Going into last week, CBS and NBC had canceled four series each, and all three networks had many more on their endangered lists. For the first time in recent memory the networks seemed to be rotating first place in the ratings and, worse yet, the ratings showed a decline in homes watching television and nobody had found a satisfactory explanation for it.

What went wrong? Some observers said the family-viewing concept has drained everything but pap out of the 8-9 p.m. (NYT) period and overloaded 9-11 p.m. with cops and doctors. Almost everybody hoped Nielsen would find some snafu in its system or its sample to explain away the over-all ratings decline and show that viewing isn't really down at all.

That wouldn't explain what happened to a lot of individual shows, however, including some for which great expectations were held, such as *Beacon Hill*. More careful analysis may in time pinpoint exactly what did go wrong. The most that can be said now is that the public has shown again that it is its own judge, and trying to forecast its behavior is a chancy business. We say that with some certainty because, early on, we thought this fall's schedule had a little more than usual going for it. Remember?

## Inch by inch

There is renewed movement in the slow progress toward the opening of public sessions of the Congress to broadcast coverage. As reported here last week, the staff of a special subcommittee is preparing a recommendation for a year's test of audio-visual arrangements that would be not unlike those in use at the United Nations headquarters in New York, a full-text feed accessible to broadcast pickup at will.

Representative B.F. Sisk (D-Calif.), chairman of the subcommittee, has said that House adoption of the plan may be possible before the end of this session, meaning that the system could be introduced next year. A fitting celebration of the 200th anniversary of democratic government.

## Thigh slapper

The inexhaustible inventiveness of government lawyers has been demonstrated again in the suit to force cigarette manufacturers to finance antismoking messages in advertising media, including broadcast. The boys who thought that one up must have laughed all the way to the courthouse.

As reported here a week ago, the Department of Justice has asked the courts to exact the antismoking campaign as a penalty for the tobacco companies' alleged violation of Federal Trade Commission rules requiring the display of health warnings in packaging and advertising. If the courts oblige, the tobacco industry will be paying for the kind of "public service" spots that were driving it up the wall before it figured out how to get the antismoking propaganda off the air by killing the cigarette advertising that triggered it.

Short memories may not recall that in its own inventive applica-

tion of the fairness doctrine, the FCC in 1967 decreed that cigarette advertising was a controversial issue of public importance and as such required a presentation of opposing views. Antismoking messages began appearing in all periods of the broadcast day. By happenstance or not, cigarette consumption began declining.

The cigarette manufacturers' answer was to lobby for the law that Congress passed in 1970 to ban all cigarette advertising from the air. That ended the profusion of antismoking messages, and the cigarette market stabilized as had been correctly forecast by the cigarette companies, which had used broadcast advertising primarily to persuade smokers to switch brands.

Come to think of it, the fairness doctrine could be invoked anew if cigarette makers started buying broadcast advertising to warn against smoking. If cigarette commercials were controversial, anticigarette messages must be controversial too. If one federal law prohibits cigarette advertising, another contains the doctrine that the FCC applied in 1967.

The last laugh may not have been heard in this case.

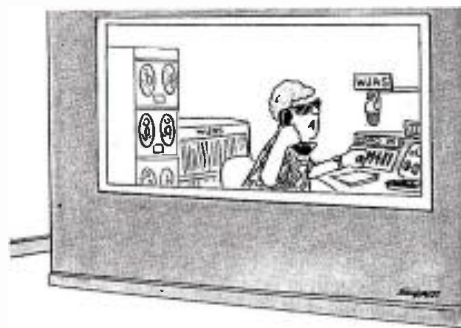
## Sneak attacks

Now, in addition to all of the other governmental interference that besets it, American business must beware of the sandbag and sneak punch from the Antitrust Division of the Department of Justice. That's the uninhibited word from T.E. Kauper, the assistant attorney general in charge of antitrust. Mr. Kauper has served notice that his division, which he has headed since July 1, 1972, won't confer with antitrust targets to work out possible consent decrees as alternatives to prosecution. He said the practice has produced disappointing results.

This bespeaks a hardening attitude of the antitrust division and therefore bodes no good for broadcasters, particularly those with crossownership in other media. Antitrust has been on the attack against multimedia organizations for years. It has tried repeatedly to goad the FCC into tighter crossownership rules under the "public interest" standard, which is easier to invoke by agency fiat than the antitrust laws are to enforce through the courts.

As if the new ban on consent settlements is not enough, Mr. Kauper is forming a new "regulated industries section" to initiate or intervene in cases before the independent agencies. That will institutionalize the kind of intercessions Justice has been making all along at the FCC.

Are these punitive moves consistent with the President's pledge for less interference with business? Mr. Ford's word has been "de-regulation."



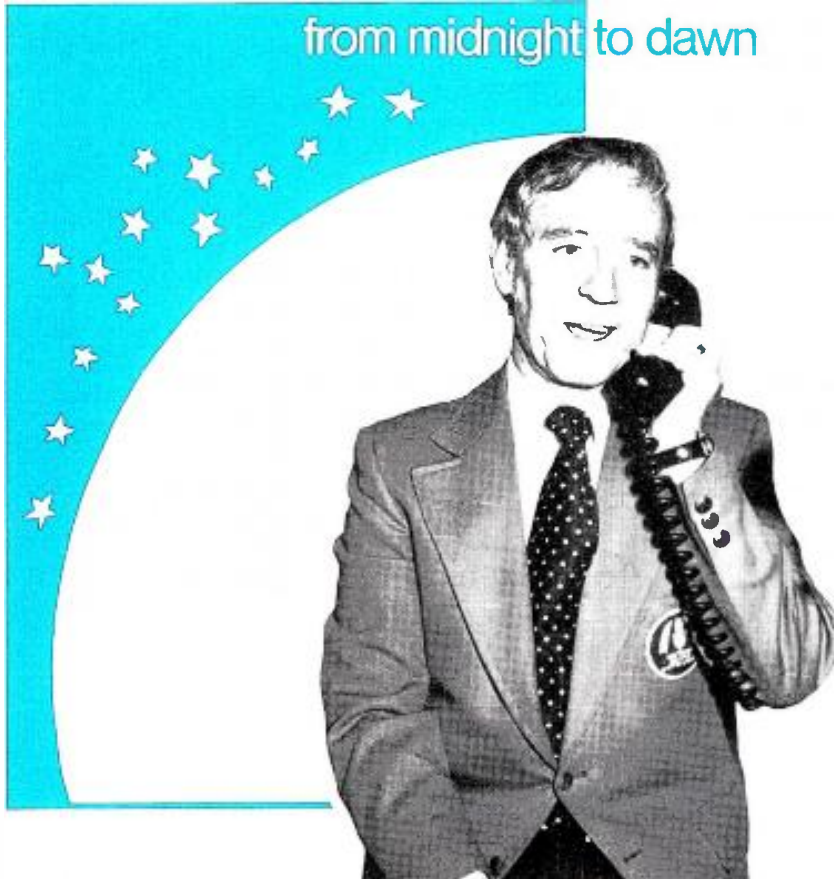
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