

Nov. 17, 1975

**Balancing act: Now local sweeps show viewing up
FCC stands fast under Pastore pressure on 315**

Broadcasting Nov 17

The newswweekly of broadcasting and allied arts

Our 45th Year 1975

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SIOUX CITY, IOWA

NEWSPAPER

AP Broadcasters '76...



APB BOARD OF DIRECTORS

Seated, left to right — Anthony Gonzalez, WWRN, Beckley, W. Va.; John Howard, KRCB, Council Bluffs, Ia.; Charles Whitehurst, WFMY-TV, Greensboro, N.C.; Walter Rubens, (APB president-elect), KOBE, Las Cruces, N.M.; Tom Frawley, (APB president), Cox Broadcasting Corp., Washington, D.C.; Frank Balch, (APB immediate past president), WJOY, So. Burlington, Vt.; Harry McKenna, WEAN, Providence, R.I.; W. Jack Brown, WLON, Lincolnton, N.C. Standing, left to right — Curtis Beckmann, WCCO, Minneapolis, Minn.; Roy Morgan, WILK, Wilkes-Barre, Pa.; Thad Sandstrom, WIBW Stations, Topeka, Ks.; Tom O'Brien, ABC, New York, N.Y.; Hal Kennedy, KKTU, Colorado Springs, Colo.; John Salisbury, KXL, Portland, Ore.; Jim Holtón, NBC, New York, N.Y.; Bob Tobey, KOTS, Deming, N.M. and Ken Booth, Shreveport, La. Rex Davis, KMOX, St. Louis, Mo. is missing from picture.

...for better broadcast journalism!

THE ASSOCIATED PRESS BROADCAST NEWS

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HOW GOOD IS YOUR REP?

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Broadcasting
Nov. 17, 1975

	YES	NO
1. Do you stations		
2. Does yo		
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4. Do you a few?		
5. Could y		
6. Does yo		
7. Does yo		
8. Does y involen		
9. Does your rep get for you your rightful share of national dollars going into your market?		
10. Divide the number of stations on your rep's list by the number of rep sales people. Are you getting the attention you need?		

TURN TO PAGE 6 TO GRADE YOUR ANSWERS AND EVALUATE YOUR RADIO REPRESENTATIVE.

Procter & Gamble Co. □ Television's largest advertiser is preparing to roll with widespread first-quarter 1976 spot TV campaign in large number of markets on behalf of various of its products. Through Benton & Bowles, New York, P & G is buying 60-, 30- and 20-second slots catering to women, 18 to 49, and total women.

General Foods Corp. □ First-quarter 1976 plans are being firmed up by General Foods for 13-week spot-TV splurge on behalf of various of its products in extended list of markets, starting in early January. Benton & Bowles, New York, is seeking audiences consisting of total women, women 25 to 49 and total children.

Hills Brothers □ Various coffee products by Hills Brothers Coffee, San Francisco, will be advertised in 16-week TV campaign handled by Doyle Dane Bernbach, Los Angeles. Fringe, daytime and prime-time 30's will run in two flights, December-January and February-March, in substantial number of markets.

Louis Marx & Co. □ Toy-company account of about \$6 million (estimated \$3 million in broadcast) has been resigned by Waring & LaRosa, New York, though Quaker Oats Co., parent of Marx, was reviewing agency set-up at that time. Ted Bates & Co., New York, is reported to be leading contender to replace Waring & LaRosa.

Elizabeth Arden Inc. □ New York-based Arden, has moved its cosmetics, skin care and fragrances account from Foote, Cone & Belding, New York, to Cohen Pasqualina Timberman, New York. Billings run about \$1.5 million, heavily in TV and radio.

U.S. Borax & Chemical Corp.

□ Extensive spot-TV effort in support of Cobex, herbicide for cotton and soybean plants, is scheduled to begin in early January and continue for 15 weeks in about 45 markets in Midwest and South. Ward Archer & Associates, Memphis, is seeking availabilities on news and farm programs to reach men 25 and older.

Publisher's Clearing House

□ Promotion for 30-40 magazines will involve 10 days of day-time, fringe and prime-time TV 30's in support of direct-mail campaign beginning Dec. 26. March Advertising, New York, is preparing spots

for substantial number of markets.

Mrs. Paul's Kitchen □ To bolster introduction of frozen clam products, Mrs. Paul's is mounting spot-radio effort in 15 major markets in Northeast and Midwest, including New York, Boston, Chicago, Minneapolis, St. Louis and Kansas City, Mo. Campaign is set for two weeks beginning Dec. 8, with J.M. Korn & Son Inc., Philadelphia, using 60-minute commercials to reach women, 25 to 49, on weekdays.

WNJU-TV □ In unusual approach, WNJU-TV Newark-Linden, N.J., has bought advertising time on three New York radio stations — WINS(AM), WCBS(AM) and WHN(AM) — to reach advertising and media buying executives with message: "WNJU-TV is New York's leading Spanish-language TV station." Two-week campaign began last week. Conill Advertising, New York, prepared campaign which integrates some Spanish dialogue into commercials to gain listeners' attention.

Woolco □ Department store is running four-week TV campaign for Rockower men's clothes beginning this week in



Plus two for Blair. Donald E. Swartz (c), president of United Television Inc., makes official the appointment of Blair Television, New York, as sales representative for United's newly acquired KTVX(TV) Salt Lake City and KMOL-TV San Antonio, Tex. (BROADCASTING, Nov. 10). Also on hand: Don Saraceno (l), president of Blair Television's Station Division, and Harry B. Smart, president of Blair Television's Market Division. United is a wholly owned subsidiary of 20th Century-Fox Films Corp.

sizable number of markets. Prime-time 30's geared to men, 18 to 49, are being handled by Sawdon & Bess, New York.

Sylvania □ Company's photo lamps get Christmas TV flight in about 50 markets from Nov. 23 through Dec. 23. Markets include New York, Chicago, Dallas and Washington. Doyle Dane Bernbach sources say they'll focus on prime-access, news and late fringe to reach demographic target of adults 18 to 49.

Mem Co. □ Mem's Windrift men's cologne will be advertised in five Eastern markets in four-week campaign beginning Nov. 24. Fringe 30's aimed at men 18 to 49 are being placed by Chapman Communications, New York; creative work is handled by Chalk, Nissen, Hanft, New York.

Schenley □ Company's stock vermouth, number-two-selling imported vermouth (behind Martini & Rossi), will blanket eight radio markets for four weeks, beginning Nov. 26, in addition to buys on ABC Entertainment network and CBS Radio. Markets include New York, Chicago, Detroit and Boston. Sixty-second spot will try to foster image of vermouth as aperitif to be consumed on rocks, not just as ingredient in martinis. Target audience is adults, 30 to 55. women, 18 to 49.

Hanes Corp. □ Spot-TV campaign for Hanes' L'Eggs pantyhose is scheduled to begin in major markets late this month and continue for four weeks. Through Dancer-Fitzgerald-Sample Inc., New York, L'Eggs will be pushed on daytime, late fringe and prime-time spots to reach women, 18 to 49.

Calibri □ Lighters by Calibri, Providence, R.I., will be advertised in three-week TV campaign by Rosenfeld, Sirowitz & Lawson, New York, to begin Dec. 1. Fringe 30's starring actor Patrick MacNee (*The Avengers*) are scheduled for a number of markets.

Welch Foods Inc. □ Sunshake bottled breakfast drink by Welch, Westfield, N.Y., will be advertised in four-week campaign beginning Dec. 1 in fringe and daytime 30's. R.K. Manoff, New York, is handling TV spots with theme, "freshest tasting breakfast drink under the sun." Agency

"The whole art of teaching is only the art of awakening the natural curiosity of young minds..."

"Why is the sky blue?"

"Why is the pull of gravity stronger on earth than on the moon?"

The difference between the child's questioning of the world around him and the student's probing of the universe isn't as great as it might seem.

Both questions are propelled by the same instinct. Curiosity. Ignore it, and you encourage apathy. Exercise it, stimulate it, and curiosity soon ripens into a robust passion for knowledge.

Radio and television have a responsibility to nurture this curiosity—to direct the interests of young people beyond the limits of their own experience and surroundings, to sharpen appetites for information about worlds they've never seen.

Thus, broadcasting can serve as a powerful force in education. Not so much for the answers it provides as for the questions it provokes.

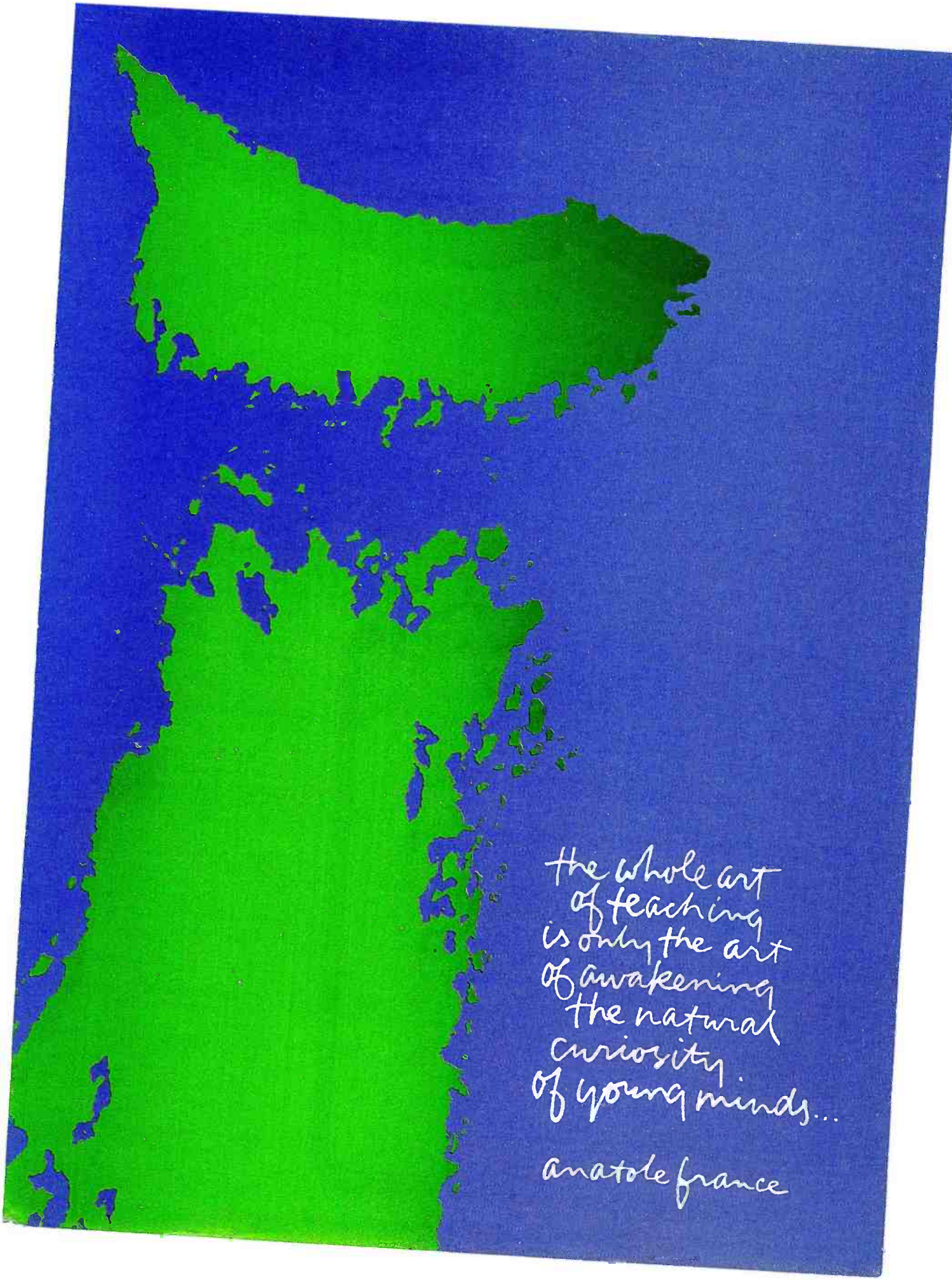
We as broadcasters must be certain those questions are healthy, useful and enriching.

For education leaps a mile forward every time a youngster asks "Why?"



BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KOKA - KOKA-TV
FDRT WAYNE WWO
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KPWB

WESTINGHOUSE BROADCASTING COMPANY



the whole art
of teaching
is only the art
of awakening
the natural
curiosity
of young minds...

anatole france

says "sporadic" radio spots are also scheduled.

Hanover House □ National spot-TV campaign for mail-order "Body Beautifier" exercise machine by Hanover House, Hanover, Pa., is being handled by Triad Media Associates Inc., New York, which has had account for five months. Agency anticipates a 26-week run in 75-100 markets, with initial budget of \$250,000.

John Blair Marketing □ This division of John Blair & Co., dealing with coupon promotions, has scheduled three-day spot radio campaign in 56 markets to promote Blair Inserts, new money-saving coupon supplement appearing yesterday (Nov. 16) in 62 Sunday newspapers. Commercials urged listeners to look for and use coupons offered by advertisers, which included General Foods, Jergens, Colgate-Palmolive, General Mills, R.J. Reynolds, American Safety Razor, Ore-Ida Foods, Carter-Wallace, Comstock Foods and DuPont. Campaign, placed direct, was aimed at adult men and women.

Duofold Inc. □ As part of expansion in use of TV, company is advertising its two-layer insulated underwear in 25 major markets throughout country for two weeks starting Dec. 1. Duofold used TV for first time two years ago in few upstate New York markets, added several others last

BAR reports television-network sales as of Oct. 26

ABC \$560,771,300 (29.6%) □ CBS \$680,760,400 (35.9%) □ NBC \$654,697,300 (34.5%)

Day parts	Total minutes week ended Oct. 26	Total dollars week ended Oct. 26	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	\$ 757,500	4,951	\$ 27,772,000	\$ 19,798,700	+40.2
Monday-Friday 10 a.m.-6 p.m.	1,013	12,267,100	41,673	418,840,500	372,626,100	+12.4
Saturday-Sunday Sign-on-6 p.m.	291	7,413,700	12,306	193,396,000	178,278,800	+8.4
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,123,200	4,264	100,466,400	89,859,700	+11.8
Sunday 6 p.m.-7:30 p.m.	22	1,011,900	682	17,467,100	13,827,100	+26.3
Monday-Sunday 7:30 p.m.-11 p.m.	414	31,618,900	17,073	999,257,600	962,104,600	+3.9
Monday-Sunday 11 p.m.-Sign-off	206	4,467,600	8,097	139,029,400	125,503,200	+10.8
Total	2,188	\$60,659,900	89,046	\$1,896,229,000	\$1,761,928,200	+10.7

Source: Broadcast Advertisers Reports

year and now has branched out throughout U.S. Evans, Garber, Ligas & Paige, Utica, N.Y., has created 10- and 30-second commercials to appeal to both adult men and women and is seeking daytime, sports and news periods.

Calvert Distillery □ Company's Party Time cocktail mix goes out on multi-

station four-week radio buy later this month. Doyle Dane Bernbach will buy middle-of-the-road-music, talk and news AM stations to reach adults, 25 to 49.

Mazda East. □ Distributor of Japanese import car is going into high gear with four-week spot campaign later this month in about 30 major markets including Washington, Pittsburgh, Boston, Atlanta, Baltimore and Buffalo, N.Y. RDR Associates, New York, is buying 60-second commercials in drive time to reach men 25 to 49.

Columbia Records □ Albums of five recording artists will be spotlighted in spot-TV campaign, with each album running in from three to six markets for one week. Starting dates vary from late this month to mid-December. Young & Rubicam International, New York, is zeroing in on teen-agers.

Allegheny Airline □ company late this month will introduce its new Boston-to-Toronto run with five-week spot-radio buy in those two markets. Agency is Van Sant Dugdale of Baltimore, which will be aiming for adults 18 to 49.

Rep appointments □ Jack Masla & Co., New York, has been appointed representative for WSHE(AM)-WSRF(FM) Fort Lauderdale, Fla., and for WEFM(FM) Chicago. Jalco/The J.A. Lucas Co., Los Angeles, has been appointed national rep for KUDE-AM-FM Oceanside, Calif. H-R/Stone, New York, has been appointed national rep for KKSS(FM) St. Louis.

HOW GOOD IS YOUR REP?

TEN IMPORTANT QUESTIONS TO ASK YOURSELF ABOUT YOUR RADIO REP

...Questions asked on page 2

Count 1 point for each Yes answer to questions 1-5 and 2 points for each Yes answer to questions 6-10.

If your total score is:

- 14 or 15 Call your rep and congratulate him.
- 12 or 13 Situation can probably be straightened out, but work on it and demand a more professional effort.
- 11 or under You are losing money and we should talk. Please call me at (212) 682-9100.

Dick Kellher, SR. Vice President
Metro Radio Sales
485 Lexington Avenue
New York, NY 10017



METRO RADIO SALES
A DIVISION OF METROMEDIA

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • PHILADELPHIA • ATLANTA • DALLAS

The Carolinas Made History in the American Revolution.

The Greenville-- Spartanburg-- Asheville Market Is Still Making It.

Bicentennial Note: The Battle of Kings Mountain (Oct. 7, 1780) gave the Revolution a figurative shot in the arm — and the British a literal shot elsewhere.

Bands of riflemen commanded by Col. Isaac Shelby surrounded a British force of 1,100. After a bloody fight on the mountain's rocky slopes, during which Major Patrick Ferguson, the British commander, was

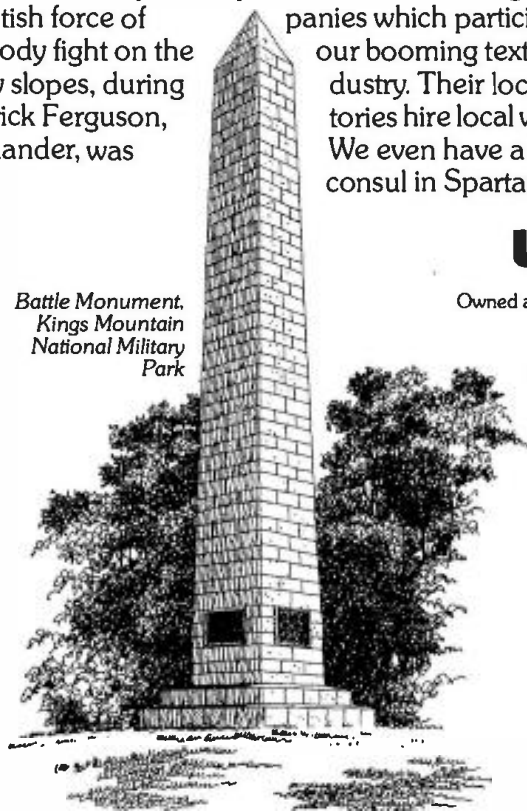
killed, the British surrendered. Kings Mountain National Military Park, within easy range of WSPA-TV's transmitting tower on Hogback Mountain, marks the scene.

The Greenville - Spartanburg-Asheville market has a new group of invaders today. We greet them with open arms. They represent some 24 foreign companies which participate in our booming textile industry. Their local factories hire local workers. We even have a Swiss consul in Spartanburg,

and the Greenville - Spartanburg Airport in 1972 was declared an Inland Port, a first for the southeast. The U.S. Customs operates at the airport, handling significant jet freighter tonnage from abroad.

Our Area of Dominant Influence (481,800 TV households in 31 counties*) makes this market important in regional marketing strategy. With dominant CBS programming and highly rated local programs, we offer high exposure at efficiently low rating point cost. For availabilities, check our national reps.

*Battle Monument,
Kings Mountain
National Military
Park*



WSPA-TV

Owned and Operated by Spartan Radiocasting Company,
Walter J. Brown, President.
TV 7 · AM 95 · FM 98.9

*CBS Affiliate in the Nation's 36th Market**

National Reps: H-R Television, Inc.

*Arbitron TV ADI Book '75-'76.

**You can
say a lot about
a movie.**

**Or you can
simply count
the house.**

	NETWORK SHARE
The African Queen	43%
Walking Tall	45%
<small>The Autobiography of</small> Miss Jane Pittman	47%
Sad Sack	40%
Jane Eyre	43%
Roustabout	48%
All in a Night's Work	43%
Hardcase	40%
Blue Hawaii	45%
Lions Are Free	40%
Fun in Acapulco	43%
Don't Give Up the Ship	41%
Girls! Girls! Girls!	42%

If you enjoy a good audience as much as a good movie
call us for Viacom Features today.

Viacom

Television's new major source for movies.

Source: NTI shares, 1964-75. Audience estimates are subject to qualifications available on request.

Monday Memo

A broadcast advertising commentary from Howard Cohen, chairman, Cohen Pasqualina Timberman, New York

Why big agencies can't write good radio spots

The only way to do good radio advertising is to have the people doing it be committed to doing good radio. But big agencies usually put their best creative effort only into the big-prestige, big-bucks medium—television. Big agencies fail to meet the radio advertising challenge in several ways:

□ **"Junioring" the radio effort.** Big advertising agencies are layered: creative director/creative group head/copy supervisors/copy writers/juniors/trainees. The higher up the creative ladder you get, the more important to the agency you are and the more important, more visible work they give you. The most experienced and talented people get to work on major TV campaigns. If there's radio to be done as part of these campaigns, it gets filtered down to the less experienced juniors. They may be eager, but they're cutting their teeth. When I started in this business 10 years ago, I was fortunate enough to get a job right out of college as a trainee at the then-hottest large agency in town. The first week I worked there, I was told to create the radio commercials for a national car account. I had no idea how to write a commercial. I had some very qualified people who supervised me, but I was doing the radio campaign for a major national client. If it had been my money, I wouldn't have wanted me on my account.

□ **Considering radio "Saturday's child."** Even when the radio assignment isn't "junior" it still doesn't get the attention it deserves because the person doing the TV commercials looks at the radio campaign as Saturday's child. It's not the major thrust of the advertising effort so he really doesn't have the impetus to put much into it. To a shocking degree, we see radio campaigns that are nothing more than tracks from TV commercials stuck onto radio. That's not good radio advertising.

One prevailing attitude in the ad world seems to be that radio is a second-class citizen, and therefore anyone who works on radio ads is a second-class creative person. I know that's wrong. Radio is a medium of its own: From a creative point of view it offers a chance to do some really interesting, kooky, sometimes crazy things. From a media point of view it is a very efficient medium which offers a unique opportunity to reach a specific audience in a given market and talk to them in a very special way. You take specific dollars and apply them to a specific demographic target. You can reach a higher proportion of the people you want to talk to, in a highly effective way, for fewer bucks.



Chairman of Cohen Pasqualina Timberman, Inc., New York, Howard Cohen is also the writer on the Cohen/Pasqualina creative team who added a new dimension to the English language with such slogans as "Try it, you'll like it," and "I can't believe I ate the whole thing," created for Alka-Seltzer. Recent radio advertising campaigns include "A sunwich is better than a sandwich 'cause it's made with Sunbeam Bread" (Quality Bakers of America); "The Burry Blues" (Burry Division, Quaker Oats Co.); and "Hey Charger" (Dodge Division, Chrysler Corp.). Prior to joining CPT, Cohen was vice president and group creative director at Wells, Rich, Greene. He has also worked for Gilbert Advertising and Doyle Dane Bernbach.

□ **Fighting the no-win economic battle.** Even if a big agency wants to do good radio ads, it will still have trouble fighting the no-win economic battle, which is really just a function of its size. Big agencies have big overheads. It's easier for a big agency to work profitably on TV commercials. For the same media dollars, it's a lot less work. A small agency is much more flexible because it doesn't have the overhead. They're guerillas out to make a kill for the client and make a kill for themselves, not just to support the staff of hundreds back in the office waiting for their paychecks. A small agency pays more money for better qualified people, gives them more responsibility and has them

participate more. There's no room for lesser people: everyone has to be top-notch. When a small agency does radio ads, top-notch people do the radio ads.

□ **Catching the recognition disease.** When creative ad people go looking for a job, they nearly always show storyboards or reels of their commercials. Creative people naturally seek not only awards in their field, but recognition from their peers. I know—there was a time when winning awards and becoming known among my peers was all I really wanted—no more. Ask most creative people what medium they'd prefer to work in, TV or radio, and most people would answer TV. Ask me and I'll answer "I don't care." I want to work in the medium that will do the best job for my client because I'm a businessman and I want to see my business grow. It's in my own self-interest to use the right medium for a job, regardless of what it is, because the main thing for me is the bottom line. I want my ads to make sales; the client should see results from the dollars he's spending in advertising.

□ **Suffering from "creative limbo syndrome."** Finally, I'd like to talk about what could be termed creative limbo syndrome. A creative person in a big agency is given an assignment to "write three more commercials for Nerds." No one asks him to think about it; he might start asking why all of the Nerds' ad budget is going into TV when Nerds are sold only to one age group in one section of the country and appeal only to one economic level. The creative person in a big agency isn't asked to think about the whole, so he isn't likely to think much about radio if he isn't asked to. He is working in creative limbo, and it's hard to come up with a new approach, a new selling tool when you're thinking in limbo. Small agencies have a better chance to get closely involved in the sales situation as a whole, instead of just worrying about doing a pretty television commercial.

Closing, I'd like to point out that radio advertising can be profitable for an ad agency. If it's good radio advertising it's not only helping the client, it is out there being noticed. For example, the ads we became most famous for, the Alka Seltzer commercials, were actually a radio campaign first. A client we later signed heard the Alka Seltzer commercials while driving through the Midwest. He remembered the radio ads and came to the agency because of them—before the TV campaign ever got started. CPT obviously likes working in radio; we would encourage all creative people to take a second look at the medium—it's economical, effective and offers unlimited opportunities to be creative.

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

Fast, easy, economical *news gathering*.

That's the whole point of ENG.

Fast, easy, economical *operation*.

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

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

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

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

Trinicon® color camera, and camera control unit.

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

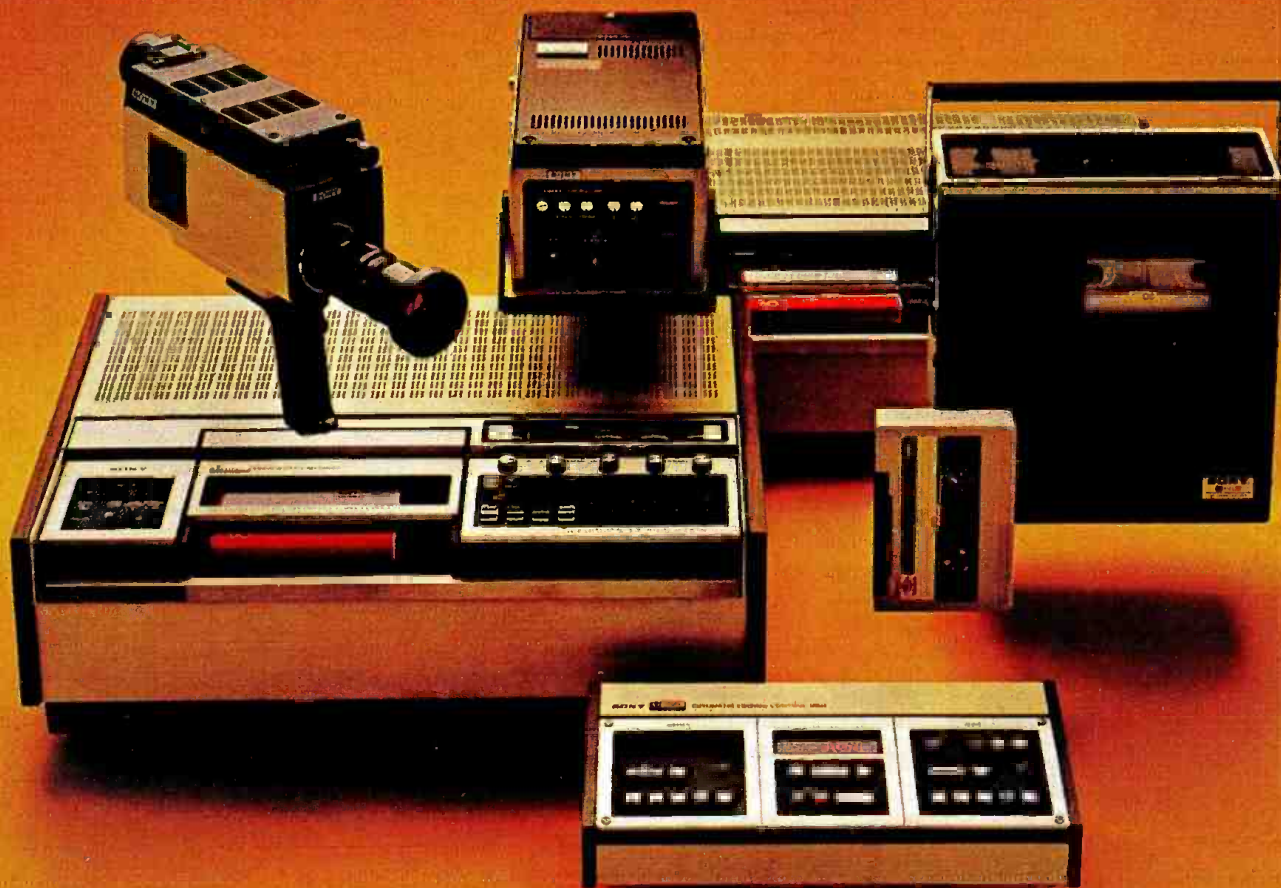
Which means no processing delays. No chemicals to dispose of. No processing costs of any kind.

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

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

SONY®

The complete ENG system.



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 refile of suits were dismissed by Supreme Court (BROADCASTING, May 5).

■ **Broadcasting in Congress.** Special subcommittee of House Rules Committee has begun series of briefings and hearings with technical experts and staff that will lead to drafting of new resolution calling for one-year experiment with daily live broadcasts from House floor. B.F. Sisk (D-Calif.), chairman of subcommittee, is optimistic about chances for such legislation, has said he thinks it can be implemented by Jan. 1. 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 were 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. Commission 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 noncommercial stations has also been issued (BROADCASTING, Aug. 4); comments have been filed (BROADCASTING, Oct. 20).

■ **Consumer agency.** Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is term for Senate's agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill has paragraph saying agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Bill will go to conference between houses to resolve differences, but veto by President is expected.

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee has completed markup on its bill (S. 22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Register of Copyrights Barbara Ringer, final witness, continued lengthy testimony last week.

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). 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). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3). 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

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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). Commission is also considering action against WXPNI(FM) Philadelphia for obscene and indecent broadcasts (BROADCASTING, Nov. 3; "Closed Circuit," Nov. 10).

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.

License renewal legislation. About 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on 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. Briefs have been filed (BROADCASTING, Nov. 10). Commission is expected to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 3). 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 Dis-



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KTRK-Houston	4-5th run	KARD-Wichita	5-6th run
WCKT-Miami	3-4th runs	WOAY-Oak Hill	3-4-5th run
WFLA-Tampa	4-5th runs	WTVW-Evansville	5-6th run
KTXL-Sacramento	5-6th runs	WCYB-Bristol	3-4-5th runs
WCSH-Portland	5-6th runs	WMSL-Huntsville	6th run
WISN-Milwaukee	5-6th runs	KRDO-Colorado Springs	5-6th run
KOA-Denver	4-5th plus unlimited runs	WEZF-Burlington	5-6-7-8th runs
WMC-Memphis	9-10-11th runs	WATU-Augusta	5th run
KPHO-Phoenix	8th plus unlimited runs	KVII-Amarillo	9th run
WTVN-Columbus	5-6th plus unlimited runs	WWAY-Wilmington	3-4-5th run
WVL-New Orleans	5-6-7th runs	KIVI-Boise	3-4-5-6th run
WLKY-Louisville	3rd run	WCTV-Tallahassee	3-4th run
WLOS-Asheville	5-6th run	WLBZ-Bangor	5-6th run
		WEVU-Naples	3-4th run
		KIFI-Idaho Falls	3-4th run
		WLIO-Lima	2-3rd run
		WALA-Mobile	7-8th run

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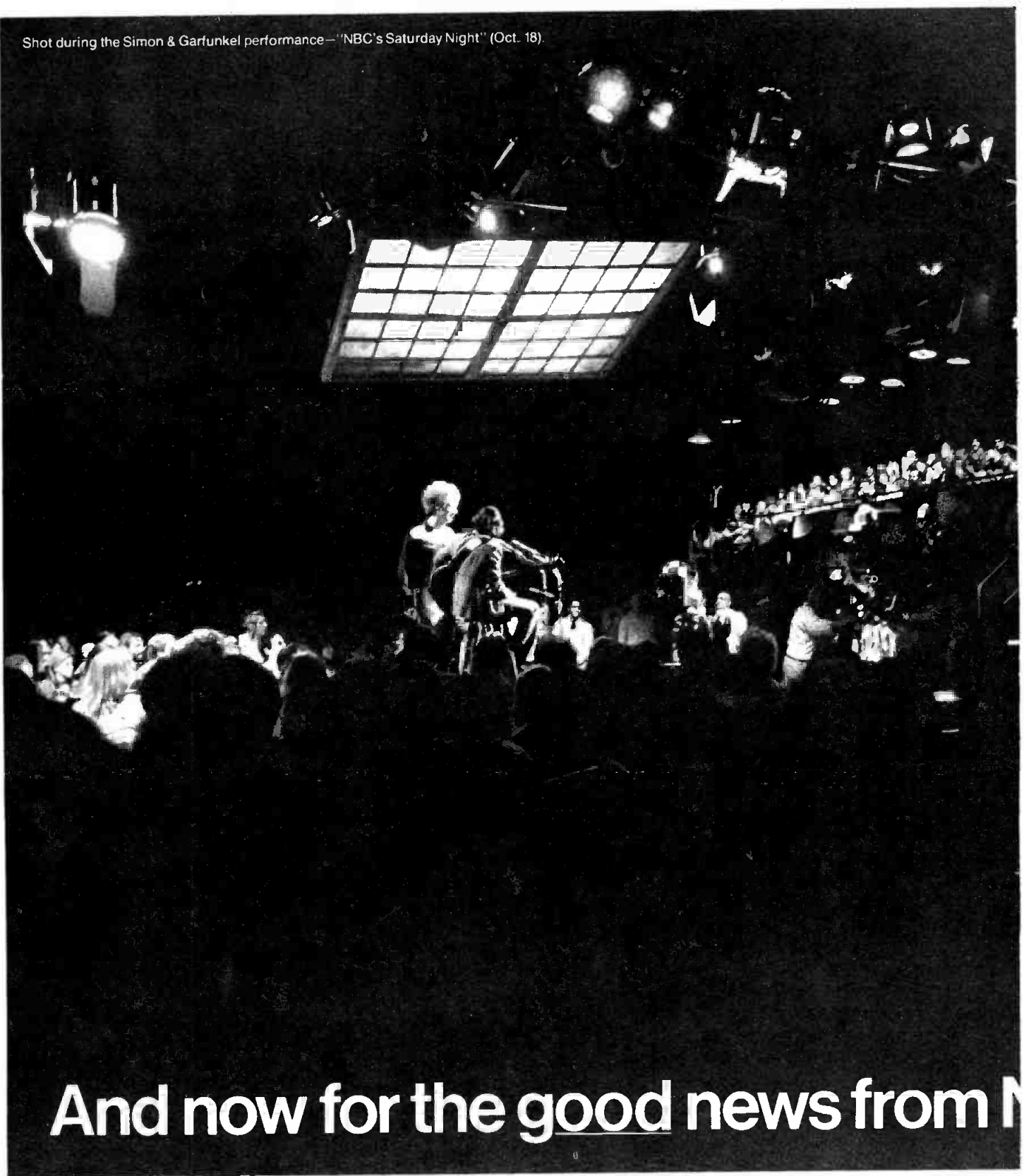


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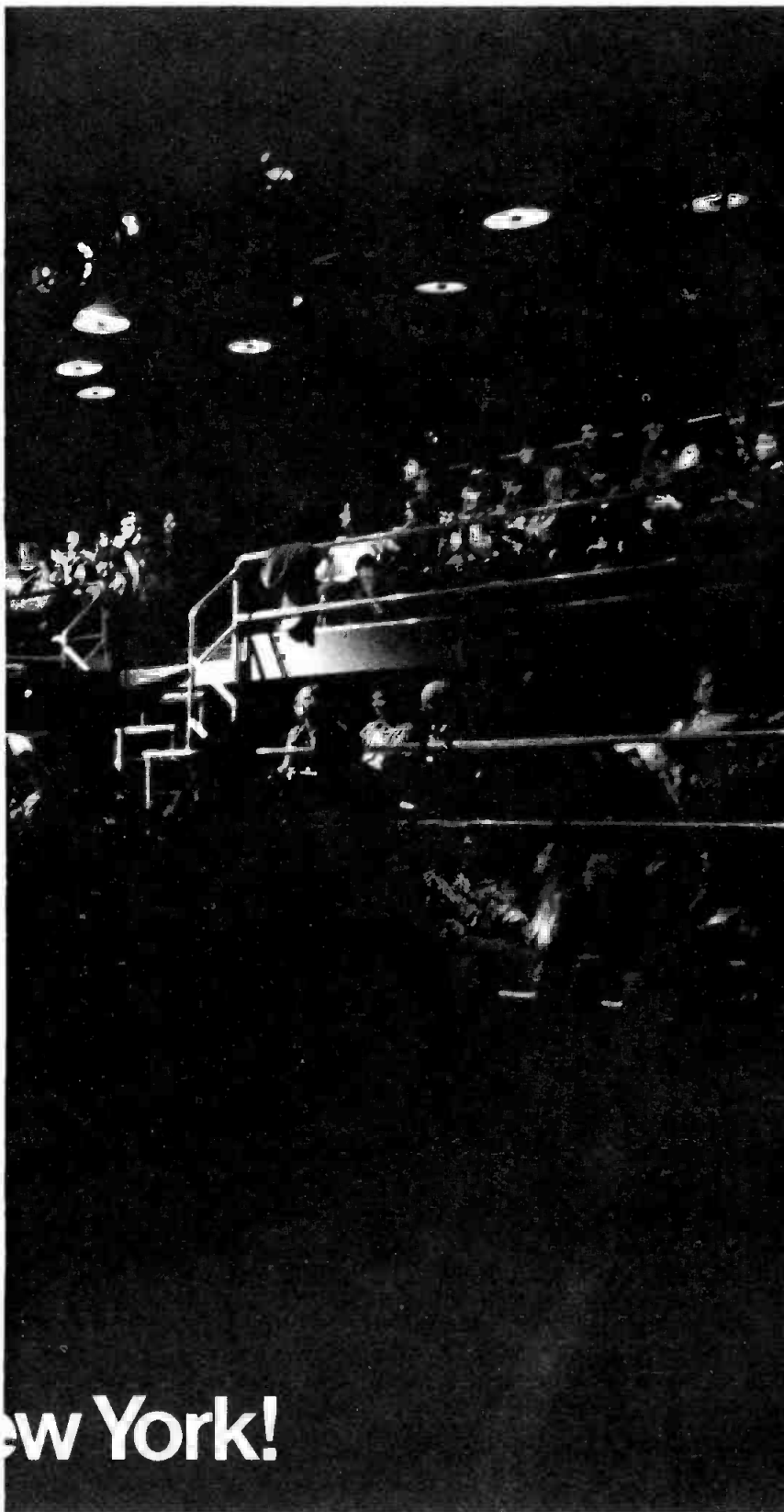
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"The excitement of the live performance was in no way hyped or fabricated...it was real...this is one fast, free, first-rate piece of TV."— **BALTIMORE SUN.**

But much more fun than reading the reviews (although that's fun, too — for us) is seeing NBC's new hit for yourself. Stay in, stay up — and dig.

trict 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 has asked for Supreme Court review of that decision (BROADCASTING, Nov. 10).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. S. 1111 is being considered separately from pending copyright bill, S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

Personal attack rules. FCC order asserting that 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.** House has passed bill authorizing long-term funding for Corporation for Public Broadcasting with last-minute amendment requiring CPB to abide by minority hiring requirements of Civil Rights Act. Bill (H.R. 6461) originally contained provision to appropriate funds for next five years, but that was stricken due to objections of Appropriations Committee, which has promised to introduce three-year appropriation in separate measure. Anticipating that measure, Senate Communications Subcommittee Chairman John Pastore (D-R.I.) introduced new CPB funding bill that provides only for long-term authorization, as does House bill. Full Senate

action on Pastore bill (S. 2584) was expected last week (see story, this issue).

■ **Ratings.** Nielsen prime-time averages, season-to-date (first nine weeks): NBC 18.8, CBS 18.1, ABC 18.0. Ninth week alone: ABC 19.4, NBC 18.2, CBS 17.6.

■ **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). Decision is being appealed to U.S. Court of Appeals in Washington (BROADCASTING, Nov. 3). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3). Commission's action was also dealt with in oversight hearings last two weeks before Senator John Pastore's (D-R.I.) Communications Subcommittee (see story, this issue). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal time which 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 concluded hearings on bill to make sports antiblackout law permanent (BROADCASTING, Nov. 3). 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. In Senate, Communications Subcommittee Chairman John O. Pastore (D-R.I.) has introduced bill to extend current law three years, with amendment to include 24-hour provision as 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).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum 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. 16-19—National Association of Educational Broadcasters 51st annual convention. Keynote speaker will be Ben H. Bagdikian, reporter, author and media critic. On Nov. 18, Public Service Satellite Consortium, non-profit alliance of education and health-care groups, will hold concurrent open meeting. Both events at Sheraton Park hotel, Washington.

Nov. 17—First annual Big Apple Awards luncheon of New York Market Broadcasters Association. Roosevelt hotel, New York.

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.

Also in November

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 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. 1—FCC's new deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Nov. 10. Reply deadline was further extended from Dec. 15 to Jan. 12, 1976. FCC, Washington.

Dec. 3—*Association of Independent Television Stations* board of directors' reception for FCC. Broadcasters Club, Washington.

Major meetings

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

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

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

Feb. 21-25, 1976—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16, Fontainebleau hotel, Miami.

March 21-24, 1976—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington. Dallas (1979) and New Orleans (1980) have been approved as future sites.

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

May 5-9, 1976—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

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

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

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

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.

Dec. 3—FCC's open en banc meeting scheduled. Contact: Public information officer, 1919 M Street, N.W., Washington, 20554; (202)632-7260.

Dec. 3-5—Special meeting of the board of directors of the *Association of Maximum Service Telecasters* to consider pending proceeding before FCC dealing with short-spaced drop-ins in top-100 markets; reports on work in connection with 1979 World Administrative Radio Conference insofar as TV allocations are concerned, and other subjects. Lyford Cay Club, Nassau, Bahamas.

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

Dec. 4-6—*UNDA-U.S.A.* general assembly. UNDA is a group of Catholic broadcasters and allied communicators. Galt Ocean Mile hotel, Fort Lauderdale, Florida.

Dec. 5-6—*Alpha Epsilon Rho* midwestern regional conference (Illinois, Indiana and Kentucky). Southern Illinois University, Carbondale.

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. 8-10—*National Cable Television Association* board meeting. Mayflower hotel, Washington.

Dec. 15—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. Previous deadline was Nov. 10. Deadline for replies was extended from Nov. 26 to Jan. 12, 1976. FCC, Washington.

Dec. 15—FCC's new deadline for comments on proposed changes in program logging requirements (Docket 20500). Previous deadline was Oct. 30. Deadline for replies was extended from Nov. 12 to Dec. 31. 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, 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. 12—FCC's new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Dec. 15. FCC, Washington.

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.

Jan. 30—Deadline for entries for *Janus Awards*, presented annually to commercial radio and TV stations and networks for excellence in financial news programming. Contact: Janus Awards, public relations department, Mortgage Bankers Association of America, 1125 15th Street, N.W., Washington 20005.

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February 1976

Feb. 5-8—*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. Former California Governor Ronald Reagan will be speaker at the Friday banquet. 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 1—Entries in broadcast categories of 19th annual *American Bar Association Gavel Award* competition. Material must have been broadcast in 1975 and must have given recognition to contributions to public understanding of the American legal and judicial systems. Information: ABA Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

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

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 26-29—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.

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EDITOR: I recently wrote Sam Cook Digges, president of CBS Radio, to say that I continue to enjoy the CBS Radio *Mystery Theater*. For the most part, I have found the content and acting of these dramatic mystery scripts to be considerably more absorbing if not acutely suspenseful than was the case with many of the former radio mystery shows of the 1930's and 40's.

Radio drama, when produced and performed with this kind of creative and imaginative input, very definitely still qualifies as the "theater of the mind."—*James P. Storer, assistant to the chairman, Storer Broadcasting Co., Cleveland.*

Don't get the wrong idea

EDITOR: I would like to clarify a statement attributed to me in the Oct. 13 issue. In your article reporting on the panel discussion I participated in during the National Association of Theatre Owners' convention I am paraphrased as advocating that "film suppliers should be getting a percentage of the total monthly subscriber fee—regular cable service included." I believe that your paraphrase may create an incorrect impression. Many pay cable subscribers incur a "regular" cable service fee and also a "pay-TV" charge each

month. That pay-TV charge is, in many cases, broken down into a "service and maintenance" fee and a programing fee. The arbitrary division of the pay-TV fee between these two charges seems, to us, to be unjustified. Therefore, what I asked for in my speech was that the program suppliers receive a percentage of the *total* pay-TV charge regardless of how the subscriber bill may read. At present, many systems are reporting to the program suppliers only on the programing fee. I did not ask for a percentage of the "regular" cable service fee in any way.—*Allen R. Adler, vice president corporate development, Columbia Pictures Industries, New York.*

No wonder

EDITOR: Recently you had a story and an editorial about the drop-off in TV viewing. With the trash that is carried, I'm surprised anyone watches.

For the past four years I have suffered greatly with a back condition and several bouts of pneumonia, been unable to work regularly and have spent much time in bed with plenty of time for TV. Ugh!

Will be confined to home for some time and would love to hear from any old friends who have time for a note.—*Mary Jane Morris, 917 Innes Street, N.E., Grand Rapids, Mich. 49503.* (Miss Morris was secretary of the FCC in 1954-60.)

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Closed Circuit.

Insider report: behind the scene, before the fact

Box-office build-up

Latest tabulations from National Cable Television Association show pay cable serving 413,000 subscribers (at between \$6 and \$10 per hook-up) in 185 communities in 28 states. Numbers reflect 66% increase over pay subscribers reported last summer (BROADCASTING, Aug. 18) and still exclude 30-plus systems that are at various stages of securing earth stations to connect with Home Box Office pay-cable satellite network. Pay subscribers are coming on board at 40,000 per month nationwide, with rate increasing, as evidenced by 60,000 new subscribers in October.

Escape hatch

FCC is trying to find way out of dilemma in which it feels courts have placed it in station format-change cases. Courts have called for hearings to resolve such questions as whether format to be abandoned is unique. But majority of commissioners do not relish involving themselves that deeply in programing, would prefer to leave formats to discretion of licensee and play of marketplace. Accordingly, staff has been instructed to examine problem and recommend way out. What's expected is document that will either state commission policy on format-change cases or initiate inquiry into issues involved.

Policy statement that truly reflects commission majority's view could lead to court test—which commission would probably welcome. Commission has been prepared to take WEFM(FM) Chicago format case to Supreme Court after losing in appeals court, but Justice Department persuaded agency that case was not best on which to seek high court review. Meanwhile, commission has deferred action on two station sales involving format changes—WCKY(AM) Cincinnati and KEZT-FM Dallas. Staff feels former could be approved without hearing, but not latter.

Third strikes

Conviction is growing among industry insiders that there'll be full-fledged "third season" for television networks by next March, to sweep up debris of second season. These insiders say, for example, that CBS is leaving at least three marginal shows on its second-season schedule (*Joe and Sons*, *Switch* and *Bronk*), and that if these series don't gain audience in next two months they'll be replaced by "third-season" shows. Same is true of NBC, according to these sources. NBC's *Movin' On*, *Ellery Queen* and *Petrocelli*, all second-season holdovers, could be

flushed away by February if they're not pulling down at least high-20's shares.

Not enough

Corporation for Public Broadcasting's Task Force on Women in Public Broadcasting is about to release study that concludes women's programing is "clearly lacking" in both public radio and TV. Employment of women is highest at lowest levels and extremely limited at highest levels, with over-all female employment at less than 30%, study notes.

CPB board, which previewed study last week in Atlanta meeting, voted unanimous support for study's recommendations that include: creation of Office of Women's Affairs, grants for training women personnel and establishment of job clearinghouse. Study suggests CPB take lead in structuring its staff to include "fair and equitable distribution of women" and encourage noncommercial TV and radio licensees to follow suit.

Appraiser

National Cable Television Association President Bob Schmidt, still maintaining low profile to outsiders, has been busy internally. Among first priorities has been assessment of staff strengths and weaknesses, with search currently under way for new talent. Restructuring of association is planned to take place over next month and a half. Though new personnel will come aboard, staff size will remain constant. Word has gone out to association staffers that "no job is secure."

Insider

In final negotiation is sale of WADO(AM) New York, Spanish-language station, to group headed by George Wilson, president, radio division of Bartell-Downe Communications, which owns station, for about \$5 million. Mr. Wilson would acquire control. Bartell also is licensee of three FM's (WMJX Miami, WRRQ Detroit, KSLQ St. Louis) plus WOKY(AM) Milwaukee and KCBQ(AM) San Diego. Other properties are being retained, according to authoritative source. WADO is full time on 1280 khz with 5 kw.

Change of life

Whether Richard Jencks, who is leaving CBS Inc. Washington vice presidency via early retirement (at 55), goes into noncommercial work (like presidency of Public Broadcasting Service) or takes year's sabbatical to "improve my tennis,

reduce my waistline and perhaps write a book" depends upon upcoming negotiations. Mr. Jencks has date with Ralph Rogers, PBS chairman, and has talked with William B. Quarton, retired commercial broadcaster and now chairman of PBS selection committee, about PBS job which reportedly pays \$50,000 to \$60,000. With Mr. Jencks's retirement and other income, remuneration presumably isn't determining factor.

Mr. Jencks, who is being succeeded by Bill Leonard, CBS News senior vice president in New York, likes living in Washington area, and whatever he decides to do probably won't involve change of address.

Trading time

It presumably reflects tightness of economy, but barter was one of faster growing elements of radio in 1974, and authorities say it may set new record this year. Newly released FCC figures (BROADCASTING, Nov. 10; also see page 53) put it at \$50.8 million in 1974, which represents 12% increase over 1973. By comparison, television's FCC-reported total of \$61.7 million in barter 1974 represented less than 1% gain from preceding year.

More de-regulation

Staff of Senator Philip Hart's (D-Mich.) Antitrust Subcommittee will draft legislation prohibiting FCC from restricting pay-cable access to theatrical films. Following hearings in May and June, staff became convinced that FCC regulation and exclusivity clauses in network licensing arrangements for motion pictures had restricted growth of pay cable to public's detriment. Draft is still long way off; subcommittee is on verge of hiring two communications experts as consultants.

Party postponed

NBC is changing dates for next year's golden anniversary convention for TV and radio affiliates. New dates: June 20-23. Reason: Because it's NBC's 50th anniversary year and nation's 200th, officials say they want to make appropriately elaborate presentation centering on NBC-TV's 1976-77 schedule. But they've concluded there wouldn't be enough time to get it ready by original April 25-28 date, since, according to usual timetable, new schedule itself probably won't be complete until around first of April. Convention site unchanged: Waldorf-Astoria, New York.

The Week in Brief

PARADOX IN TV RATINGS? □ Arbitron's October reports finds local-market measurements for the new season are up. This contrasts to earlier Nielsen data that showed a slump in prime-time ratings. **PAGE 26.**

JANUARY ALREADY? □ NBC announces second-season changes: Five new shows, including one from Norman Lear, and a surprise move of Chico and the Man to Wednesday. **PAGE 27.**

HOPES IN ANAHEIM □ De-regulation of cable television was the main topic as the Western Cable Television Show got under way. Washington speakers see that relief as imminent. **PAGE 27.**

ON FREEDOM'S SIDE □ Though retiring Associate Justice William O. Douglas is hardly the first man most broadcasters would think of as their friend in government, communications lawyers point out that his record reflects how highly he valued First Amendment rights. **PAGE 28.**

RADIO UPSURGE □ Dramatic gains in radio listenership turn up in Arbitron's ADI-based national survey. Radio network audiences are shown to be 20-65% higher than previously recognized. **PAGE 29.**

HARDY SHOOTS BACK □ FCC's general counsel says that among critics of the commission are some that seek public notice, some that are victims of false rumor. **PAGE 29.**

BACKFIRE ON UTILITY □ Producer-writer Don Widener wins \$7.7-million damage suit against Pacific Gas & Electric Co. as the result of the utility's alleged countermeasures to a Widener documentary. **PAGE 29.**

FCC GRILLED □ Senator Pastore battles commission on Section 315 changes during Hill oversight hearings. Citizen agreements, ascertainment procedures and equal-employment area also get prime attention. **PAGE 32.**

IRONING OUT KINKS □ An FCC self-diagnosis results in rulemaking involving a 10-point plan to speed up adjudicatory proceedings. Law judges would be most affected in revamp for less paperwork, tighter deadlines and other reforms. **PAGE 33.**

ADDENDA □ After June 1, 1976, license-renewal forms will include new questions on children's programing and advertising to children. **PAGE 33.**

FIVE YEARS FOR CPB □ House passes bill for funding as an authorization, with appropriation yet to be made. Condition will be CPB raising other money. **PAGE 37.**

CHEATERS BEWARE □ Advertising Research Foundation committee advocates eight-week sweeps to fight hyping. **PAGE 38.**

SETBACK FOR BILL GILL □ Judge dismisses some \$2.5 million worth of claims made against ABC by former network newsman. Decision—rejecting seven of 11 complaints—will be appealed. **PAGE 40.**

SKIN RESPONSE □ Electrodes attached to hands are said to have high accuracy in testing spot effectiveness. **PAGE 48.**

NO SURE WINNER □ As first place in the ratings game changes each week, networks set stage for second-season battle. **PAGE 53.**

RADIO'S DILEMMA □ FCC's market-by-market report for 1974 shows greater revenues but profits undercut by greater expenses. **PAGE 53.**

MCA TV'S MAN, GODFREY □ In the front row of TV syndication for more than two decades, Keith Godfrey plans to retire at the end of 1975. He looks back at the good years and good friends. **PAGE 83.**

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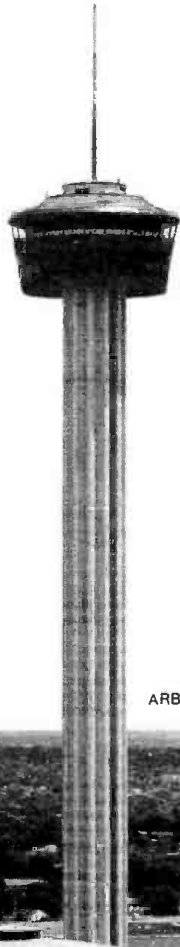
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Broadcasting Nov 17

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Top of the Week

Paradox in ratings: locals up, nationals down

Prime-time gains are discovered in Arbitron's October local reports after network figures fall off

The mystery of the declining national TV ratings thickened last week as the first local-market measurements of the new season came in. They showed viewing up, not down.

Arbitron Television said an analysis of the reports for the 33 markets it measures in October found homes using television (HUT) about 3% higher this year than in October 1974, with usage during prime time up almost 3.3% (see table this page).

The 3.3% prime-time increase stands in contrast to a decline of about 5% in prime-time ratings—and more than that in daytime periods—in the A. C. Nielsen

Co.'s network measurements this fall (BROADCASTING, Oct. 6, et seq.).

ARB and Nielsen measurements are not directly comparable, of course. However, other sources said Nielsen's October local-market reports also show uptrends in TV usage, and Nielsen sources agreed that the emerging findings in their October reports—which cover 23 markets—seem "similar" to those reported by Arbitron.

Nielsen, which has been trying for several weeks, with no apparent success, to find an explanation for the network ratings decline, presumably would have an even harder time explaining why its local and network services reach opposite results. This and an accompanying wish to avoid adding to the confusion presumably figured in its not making available an analysis comparable to ARB's.

There was some speculation, half-hearted, that the trend in Arbitron's 33 major markets—or in Nielsen's 23—could be up but then be offset by downtrends in the smaller markets. But nobody seemed to think it likely, statistically or otherwise.

The Arbitron analysis, covering 33 leading markets, found this October's prime-time viewing higher than last year's in 21 markets, lower in nine and unchanged in three.

In late-afternoon periods (4:30-6 p.m.)

HUT levels were up about 3% this year, on average. By market, they were up in 17, down in nine and unchanged in seven.

In early fringe (6-7:30 p.m.) the average increase was about 2%, with 19 markets showing gains, 11 declines and three no change.

In late-evening, where Arbitron said improvements in its diary-keeping instructions might be responsible for gains, there was an average 7% rise in viewing in the 11-11:30 period and a 5% increase in 11:30 p.m. to 1 a.m.

Morning viewing (9 a.m. to noon) held even with October 1974 levels on average. Arbitron said it increased in 14 markets, declined in 14 and was unchanged from last year in five.

A collateral finding in the analysis suggested that set-usage during prime-access periods had declined substantially. Though the 8-11 p.m. period showed a 3.3% increase, the 7:30-11 block was up only 1.7%. A marked drop at 7-7:30 would be needed to slow the over-all gain that much. Arbitron officials said they had not yet analyzed the 7:30-8 p.m. results specifically to get exact comparisons.

Nor had they yet determined how HUT levels at 8-9 p.m. have fared since that period became a "family viewing" hour.

So what do the conflicting figures mean?

Year to year. Here's how viewing went in 33 leading U.S. markets in October this year as compared with October 1974, as measured by Arbitron Television. The markets are all of those that Arbitron measured in both Octobers.

City	Mon-Fri 9 a.m.-noon		Mon-Fri 4:30-6 p.m.		Mon-Fri 6-7:30 p.m.		Mon-Sun 8-11 p.m.		Mon-Fri 11-11:30 p.m.		Mon-Fri 11:30 p.m.-1 a.m.		Mon-Sun 9 a.m.-Mid	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Allanta	16%	14%	34%	34%	55%	49%	61%	60%	35%	40%	13%	16%	35%	34%
Baltimore	16	15	32	34	44	45	82	64	40	45	17	20	34	34
Boston	13	14	36	30	52	52	61	63	40	43	16	17	34	36
Buffalo, N.Y.	15	16	37	37	48	50	59	65	46	53	18	23	35	37
Chicago	17	18	29	28	43	45	62	62	60	63	35	34	35	35
Cincinnati	19	17	32	36	48	49	67	66	50	51	19	22	38	39
Cleveland	16	17	35	36	46	47	64	66	48	50	21	22	36	37
Columbus, Ohio	17	19	34	38	45	47	63	65	39	45	17	20	35	37
Dallas-Fort Worth	19	18	31	30	46	44	60	61	55	55	27	28	35	35
Denver	16	13	23	26	42	41	58	60	47	51	20	22	31	31
Detroit	16	17	37	37	51	52	64	66	45	47	20	19	37	36
Hartford-New Haven, Conn.	13	12	35	35	50	51	63	65	34	41	12	15	33	34
Houston	19	18	34	32	51	48	62	62	56	59	27	28	37	36
Indianapolis	21	19	31	32	43	45	64	65	54	53	28	27	36	36
Kansas City, Mo.	17	17	29	28	44	40	60	59	58	55	27	25	35	32
Los Angeles	12	13	33	37	50	54	59	61	29	32	11	13	32	33
Memphis	20	21	32	30	51	45	62	60	50	50	24	26	37	36
Miami	15	17	38	45	56	55	58	64	39	42	16	17	35	38
Milwaukee	19	18	34	30	46	39	64	62	60	59	32	31	38	35
Minneapolis-St. Paul	13	17	25	26	38	39	59	60	56	59	27	29	32	33
Nashville	20	18	34	32	53	51	61	61	47	49	20	21	36	35
New Orleans	25	21	36	36	56	51	65	64	57	55	32	32	41	39
New York	12	11	31	33	48	52	64	66	43	47	19	22	33	34
Philadelphia	14	14	36	35	47	47	62	65	43	48	18	19	34	35
Pittsburgh	17	16	39	39	47	53	64	68	55	60	23	25	39	40
Portland, Ore.	16	17	37	41	52	55	57	56	24	25	10	11	32	34
Providence, R.I.	14	15	38	40	51	53	62	66	37	45	14	18	34	38
Sacramento-Stockton, Calif.	15	15	37	36	51	52	60	57	28	24	11	8	34	32
St. Louis	17	18	32	32	45	45	60	63	59	61	30	32	35	35
San Francisco	12	11	29	32	47	49	56	55	28	30	11	11	30	30
Seattle-Tacoma	18	18	37	41	55	56	57	58	27	29	12	12	34	35
Tampa-St. Petersburg, Fla.	16	16	40	41	57	55	60	62	36	39	14	17	36	36
Washington	11	13	30	32	45	47	59	61	39	38	15	16	32	33
Weighted Average	15	15	33	34	48	49	61	63	43	46	20	22	34	35

Network researchers appear convinced that there has been no real decline in network viewing despite the slippage in Nielsen network figures—which, they also point out, started last May, not with the opening of the new season in September.

They are satisfied there has been no lessening of viewing for several reasons. Not only do Arbitron's and Nielsen's new local figures show increases, they say, but Nielsen's overnight ratings in New York and Los Angeles have shown no decline and neither did the Arbitron and Nielsen local measurements in July and May.

As for critics' contentions that the drop-off in ratings was caused by the introduction of "family viewing" or this "lousy programing" of the new season in general, or by both, network researchers reply that, as one put it, "Every season is lousy to some of those guys, and anyway, neither family viewing nor the new schedule could be responsible because the decline had already started and it had occurred in all principal dayparts."

His best bet, shared by at least some other network experts, was that Nielsen over time had made a number of changes, probably small, perhaps in some cases without being aware that they would have any bottom-line effect, and that together those changes have led to a lowering of the numbers. If so, and if these researchers can be satisfied that the changes are for the good—that is, make for sounder research—they say they are willing to accept the lower numbers even though, as one said, "I know there's just no way there can have been such a change in viewing patterns."

Just when, if ever, the mystery will be resolved to a certainty still remained unclear last week. CONTAM—the long-standing Committee on Network Television Audience Measurement, composed of research experts of ABC, CBS, NBC and the National Association of Broadcasters—has become active in the efforts to untangle the problem, and CONTAM's technical consultant, the research firm of Statistical Research Inc., was said to be conferring with Nielsen officials. "We hope," said one network executive, "to have a report by the end of the year."

NBC moves 'Chico' to Wednesday in series of shifts for second season

Five new shows are added; two others get new time slots

NBC-TV has engineered a couple of surprises into its second-season schedule which became known last Friday (Nov. 14).

The hit comedy, *Chico and the Man*, was moved out of family-viewing time at 8:30-9 p.m. Friday to Wednesday at 9-9:30 p.m. NYT. This was one of four time-slot changes. The others being the transfers of NBC's Monday movie night to Thursday

(9-11 p.m.), *Joe Forrester* from Tuesday to Monday (9-10 p.m.) and, in what was a last-ditch attempt at salvage, *Ellery Queen* from Thursday to Sunday (8-9 p.m.), following *Wonderful World of Disney*. NBC is adding five new series to its second-season schedule: *The Rich Little Show* (Monday, 8-9 p.m.), a comedy-variety outing that will focus on Mr. Little's talent for mimicry; *Jigsaw John* (Monday, 10-11 p.m.), an MGM-TV cop show starring Jack Warden as a Los Angeles homicide detective; *The Dumbplings* (Wednesday, 9:30-10 p.m.), Norman Lear's sitcom starring James Coco as a guy who runs a luncheonette; *The Practice* (Friday, 8:30-9 p.m.), a sitcom from Danny Thomas Productions, in association with MGM-TV, which stars Mr. Thomas as a crusty New York general practitioner; and a 60-minute action show still to be announced, which will go Tuesday at 10.

These changes signaled the demise of two more NBC series, Universal's *Doctors Hospital*, and Columbia Pictures Television's *Medical Story*.

De-regulation occupies minds at Western cable convention

Government and industry leaders address themselves to reduced role of government in cable affairs

De-regulation of cable television was the main topic of the first two days of last week's three-day Western Cable Television Show and convention in Anaheim, Calif.

Washington types who addressed the meeting, sponsored by the California, Arizona and Hawaii cable associations, directed themselves to the subject of reducing government impact on the industry.

David Kinley, chief of the FCC's Cable Television Bureau, said that momentum was building at the commission for de-regulating cable. He indicated that the commission will act soon in the leapfrogging proceeding and that the industry can look to that action as a bellwether of the agency's intentions in de-regulation.

Sol Schildhouse, now a Washington lawyer, but formerly the first chief of the FCC's CATV bureau, pointed out that in the commission's recent decision to relax its rules regarding cable carriage of series-type programing, it had relaxed one of its rules without imposing a more burdensome one. However, he said that a revision in nonduplication requirements, expected soon, would probably result in more complex regulations.

John Eger, acting director of the Office of Telecommunications Policy, said he believed White House legislation aimed at

de-regulating cable might be drafted within 60 days of a meeting of OTP with the White House regulatory reform group and economists (see page 28). He said that OTP has moved away in its thinking from some of the more restrictive recommendations of the Nixon administration's cabinet-committee report on cable. He also said pay cable should be allowed to purchase rights to whatever entertainment programs the public will buy.

Lynn May, of the White House Domestic Council's group on regulatory reform, said "it is too soon" to say where the administration is going to land on the cable de-regulation issue, but he assured cable operators that the White House will follow the lead set in its other de-regulatory efforts for the railroad, airline and trucking industries. He promised that the White House would try to remove artificial regulatory barriers to competition and increase the number of services available to consumers.

Industry leaders also addressed the hot topic of de-regulation.

William J. Bresnan, Teleprompter vice president, disclosed that he has written FCC Chairman Richard E. Wiley and suggested the establishment of an industry-public committee, with Mr. Wiley as chairman, that would consider de-regulation and the future of CATV. The group should report its findings to the FCC by July 1, 1976, said Mr. Bresnan. He also sounded a de-regulation warning: cities and states may pick up regulations the federal government drops off. In fact, he said, the federal government must pre-empt regulation to prevent states and cities from assuming more control over cable.

Henry Harris, president of Cox Cable, called for greater cooperation between cable and broadcasters for the good of the communications industry as a whole. Although his audience was skeptical, Mr. Harris said that cable must move to the offense and work with local television stations, particularly independents, for the benefit of both.

Rex Bradley, of Telecable Corp., chairman of the National Cable Television Association, told his audience to seize the opportunities offered by de-regulation. He also said NCTA is studying Teleprompter's copyright proposals (BROADCASTING, Nov. 3) and may "reconsider" its position endorsing the present copyright bill.

State control of cable regulation was also discussed at the convention by two academicians. Richard West, dean of the University of Oregon School of Business, said cable might be better off regulated by "professionals" at the state level than by "amateurs" at the local level, even though he believes that cable is not a "natural" monopoly falling under state public utilities regulation. William Melody, of the University of Pennsylvania's Annenberg School of Communications, said that the industry should push for establishment of state cable commissions rather than fall under the power of state PUC's. State cable commissions, he said, are more likely

On freedom's side. Associate Justice Willion O Douglas—liberal in outlook, anti-establishment in attitude, and unconventional in lifestyle—is hardly the person most broadcasters have thought of first when reviewing names of their friends in government. But his retirement from the Supreme Court last week is, in the view of communications attorneys who have followed his career, a loss to broadcasters who value their First Amendment rights. For at least in recent years, Justice Douglas was an absolutist in his approach to the First Amendment. To him, the guarantee of a free press meant what it said, and without qualification for broadcasting.

Justice Douglas did not participate in the landmark *Red Lion* case, in which the court, by a 7-to-0 vote, upheld the constitutionality of the fairness doctrine. (BROADCASTING, June 16, 1969). But four years later he participated in the *Democratic National Committee* case, in which the court upheld broadcasters' right to impose a flat ban on the sale of time for political advertising. And in a separate opinion, he made clear his views on the relationship of the First Amendment to broadcasting. Where the majority opinion said a broadcaster has a large degree of journalistic freedom but not as much as that exercised by a newspaper, Justice Douglas said: "My conclusion is that TV and radio stand in the same protected position under the First Amendment as do newspapers and magazines." And, to complete the record, he said he did not support the *Red Lion* decision. "The fairness doctrine," he said, "has no place in our First Amendment regime."

to be interested in promoting cable than in regulating rates and profits.

It wasn't all issues in Anaheim. The technical exhibits featured one device of growing importance to operators: secure devices designed to prevent free rides by individuals who illegally tap into a system.

Delta-Benco-Cascade, Toronto, displayed its "Intelligent Tap," which permits remote control of all cable TV services from a headend or system office. It permits the operator to provide several levels of service or none. The device serves four subscribers at once and is billed at \$80-\$100.

Tocom Inc., Dallas, showed a similar device, the "Graduate Tap," which is also addressable from the headend or office, permits several levels of service and is priced at \$100.

Also shown was a simple housing for securing converters and unhooked-up taps, priced at 30 cents and 35 cents respectively by the manufacturer, Cambridge Products, Somerville, Mass.

Meanwhile, back at the White House . . .

The White House Domestic Council's regulatory reform group is getting a second wave of comments and arguments on administration plans for legislation to deregulate cable. Last month, the group held face-to-face meetings with broadcasters, cable operators, copyright owners, theater owners, sports interests and citizen groups. Last week, written arguments began flowing in.

Broadcasters submitted a dozen letters and studies designed to answer in the affirmative the question of whether evidence exists that cable importation of distant signals would have an adverse impact on the economic strength of TV stations.

The National Cable Television Association, according to published reports, has submitted its recommendation for legislation that would, it says, permit cable to develop "into an integrated distribution and programing service encompassing a

total communications industry." And the motion picture producers argued, as they did in their meeting with the regulatory reform group, for lifting of restrictions on pay cable operations but a preservation of restrictions on cable's importation of distant signals.

Among the studies broadcasters said warrant their concern about the importation of distant signals was one supplied by Wilson Wearn of the Multimedia stations, chairman of the National Association of Broadcasters. It says that in communities with 50% cable penetration, the importation of four independent stations will reduce station revenues by 22.6%. A loss of that magnitude, Mr. Wearn said, would cause many stations either to reduce service or to go off the air. ABC presented a study, which showed similar results.

And the Association of Maximum Service Telecasters, in a letter by its executive director, Lester Lindow, said losses are not merely theoretical, that adverse impact has already occurred. It said Marion, Ind.; Yuma, Ariz., and Fayetteville, Ark., were among a number of cities serviced by cable-imported distant signals where television stations have ceased operating. However, AMST said it knows of no "thorough and impartial analysis" of claims that the stations failed because of the presence of cable television. It also said there are instances where cable activity has caused licensees to downgrade stations to the status of satellites and has discouraged holders of construction permits from building and operating television stations.

And both ABC and AMST expressed concern about pay cable; both cited figures of potential growth and power of a pay-cable industry that, unless checked, they said could outbid free television for programs.

NCTA's idea of ideal cable legislation does not reflect such concerns. It would establish as national policy a recognition of cable's role "as an independent medium." It would give the FCC responsibility for implementing the policy and describe "those areas of regulation appropriate for local regulation subject to federal standards." But the commission would be prohibited "from making any rules or

regulations generally determining the number, source or any other terms or conditions of the transmission of broadcast signals by CATV systems." NCTA would also bar the commission from imposing restrictions on pay-cable operations, except those involving sports.

The Motion Picture Association of America, speaking for the copyright owners, did more than argue for unrestricted pay cable and a limitation on distant signals (MPAA is concerned about fragmentation of audiences of programs sold to stations by association members). It also included a critical analysis of Teleprompter Corp.'s proposal for copyright legislation affecting cable (BROADCASTING, Nov. 3). The study, done for MPAA by the National Economic Research Associates Inc., in response to a request by the House Judiciary subcommittee considering copyright legislation, concludes that the bill would shift the copyright liability burden from larger to smaller systems and that while it would exempt a large number of systems from copyright liability, would increase substantially the burden shouldered by those who remain liable. Teleprompter's own burden, according to the study, would be reduced by 13%.

With the material now in, a group of economists assembled at the request of the Office of Telecommunications Policy, will sit down on Friday with OTP staffers and other members of the regulatory reform group in an effort to help analyze arguments that have been made. The economists include: Bruce Owen, Stanford University; Stanley Besen, Rice University; Roger Noll, California Institute of Technology, and Bridger Mitchell, Rand Corp. Robert Crandall, formerly economist on the staff of FCC Commissioner Glen O. Robinson who is now with the President's Council on Wage and Price Stability, will be present as part of the administration's regulatory reform group.

The FCC, which has until now been shut out of the administration's consideration of cable legislation, has been invited to send a representative to the meeting. Chairman Richard E. Wiley said a staffer would be sent as an observer.

News to Sigma Delta Chi

ABC News anchorman Harry Reasoner told delegates to the 66th annual Sigma Delta Chi convention in Philadelphia last week that television news is entering a new era that will see "reality programing" superceding traditionally dominant crisis-type stories. By "reality programing" he meant stories—about energy or the environment, for example—that affect the lives of most people. He said he expects to see more programs like CBS's *60 Minutes* in the future.

Mr. Reasoner led off a parade of speakers and panelists that included Edwin Newman of NBC; SDX President William Small, CBS News senior vice president; Bernard Kalb and Fred Graham

of CBS News; Representative Barbara Jordan (D-Tex.), and others from broadcast stations and newspapers around the country.

The delegates received the association's freedom-of-information report asserting that journalists have a First Amendment crisis on their hands in S. 1, the Senate bill to revise American criminal law, and in "gag rules" in the courts. S. 1, the report says "is a superbomb... with the explosive potential for leveling First Amendment freedoms." Among the bill's provisions is one that would make reporters subject to felony prosecution if they breach government security. It would be a crime, if the bill were enacted, for a government employe to leak classified information to reporters and for a reporter to read private government correspondence without the permission of the recipient of the correspondence.

The report also said the Supreme Court's refusal to review a contempt-of-court decision against two New Orleans reporters who violated a court order not to print news about a criminal case will lead to even more "gag orders" in the lower courts.

The report noted with approval President Ford's attempt to make himself accessible to the press and the FCC's decision to exempt candidate debates and news conferences from the equal-time provisions of the Communications Act.

Hardy shoots back at FCC snipers

Commission general counsel questions motives of some, says others have been victimized by 'false rumor'

FCC General Counsel Ashton Hardy last week hit back at the commission's critics, those in broadcasting as well as citizen groups. Among both, he said in a speech to the Oregon Association of Broadcasters in Eugene, there are those who feel the public interest coincides with their own. And too many groups and individuals, he said, feel the only way to remain visible to their publics "is to criticize the FCC." He seemed particularly concerned about groups who, criticizing the commission's equal employment opportunity program proposals, have called the agency racist and sexist. He said much of the criticism was the result of "a false rumor, based on misinformation" that the commission would no longer require small-market stations to submit annual employment reports. It took weeks to straighten that out, he said. He also had a word for the television writers who have sued the commission over the family hour issue: "I personally feel that there are people who are more concerned about the effect of the family-viewing hour on their pocketbooks or bank accounts than about the effect of excessive sex, violence and obscenity on the people of this nation."

ADI-based report shows huge jump in radio audience

Dramatic gains in radio listenership were reported last week in Arbitron Radio's nationwide radio network survey, delivered to three subscribing organizations: ABC Radio, NBC Radio and Katz Radio for its unwired network ("Closed Circuit," Nov. 10). By this count, radio network audiences are 20-65% higher than previously recognized.

The report, which Arbitron says signals "a new era in radio network measurement," covers 207 TV ADI's (areas of dominant influence), providing station-by-station figures based on groupings of ADI's by region—a departure from former metro survey area measurements. The report also contains refinements in diary research: Audience estimates for the Arbitron study were based on some 160,000 diaries kept for over 1.1 million measurement days from the April-May sweep, which is "the largest sample size we know of used to measure and report radio network audience," according to Bill McClenaghan, Arbitron Radio's vice president and general manager. Previously, telephone survey totals accounted for only 4,418 samples.

With radio listenership figures non-comparable to other media, it is generally expected that radio's cost-per-thousand will become more competitive—although the extent of a drop in C-P-M is debatable.

The average quarter-hour estimates for the Monday-Sunday 6 a.m. midnight sweep for audience age 12-plus, tally as follows in the new report: NBC Radio, 1,864,500 (a 20% gain); ABC-FM, 803,000 (62% gain); ABC Information, 1,779,700 (33% gain); ABC Entertainment, 1,517,000 (45% gain); ABC Contemporary, 1,778,200 (27% gain); Katz Radio, 2,558,900 (27% gain); CBS Radio, 2,026,400 (16% gain) and Mutual Broadcasting System, 1,486,600 (65% gain).

Backfire on utility

PG&E allegations about documentary found defamatory and libelous

A Hollywood TV documentary newsman won a \$7.7-million damage suit against Pacific Gas & Electric Co. last week in a contest that the successful plaintiff says "will send a signal to all the board rooms across the country that the First Amendment is not to be tampered with."

Don Widener, the producer-writer, made that statement after winning a unanimous jury verdict in California superior court in San Francisco for \$7 million in punitive damages, \$750,000 for actual damages against PG&E, and \$8,000 actual damages against J. C. Carroll, a PG&E steam generation engineer. The libel-defamation suit, filed four years

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In Brief

Special subcommittee of House Rules Committee has given go-ahead for draft of resolution to permit one-year experiment of live **broadcasting of House floor proceedings**. Under plan, networks (including Public Broadcasting Service) would provide and pay for all broadcast equipment and personnel. Estimated cost: \$829,000. House would pay for TV monitors in leaders' offices and audio monitors in members' offices. Resolution will specify that live coverage will extend from beginning to end of all floor proceedings and can be carried wholly or in part by any stations without commercial sponsorship. Hearings on resolution will begin first week in December. ■ Senator Frank Moss (D-Utah), speaking at National Association of Broadcasters regional convention in Chicago last week, called **family viewing** "a responsible response" to problem of broadcast sex and violence. He also urged congressional action to bring UHF to technical parity with VHF. FCC Commissioner Robert E. Lee told same group that when broadcasters can satisfy commission and Congress that they "willingly assume" responsibility to exercise "highest journalistic standards," perhaps public "at some future date" will not need safeguards of **equal-time law and fairness doctrine**. Mr. Lee dissented to FCC's recent decision enlarging exemptions to equal-time law. In same vein, Representative Lionel Van Deerlin (D-Calif.) said there is "no way" Congress will repeal that law. In address to NAB regional meeting in New Orleans earlier in week, Mr. Van Deerlin also said **license renewal bill** should include both radio and television. ■ Warner Cable Corp. has asked Massachusetts Supreme Judicial Court to **enjoin state's cable commission** from regulating subscriber rates. Warner has complained of commission inaction on requests for rate increases. ■ NBC-TV has scheduled three-hour prime-time **special on American foreign policy** for Jan. 5 with John Chancellor as anchor. ■ Former President **Richard M. Nixon** has denied report by Harry O'Connor, Los Angeles program producer, that he intends to be radio commentator (BROADCASTING, Oct. 27). Denial was reported by Paul Stanford, news director, WNEB(AM) Worcester, Mass., who says he carries on correspondence with Mr. Nixon. ■ Senate Communications Subcommittee will hold hearing Friday (Nov. 21) on Chairman John O. Pastore's (D-R.I.) bill to extend **sports broadcast antiblackout law** another three years. There'll be witnesses from professional sports leagues and FCC. On another matter, Senator Pastore says he will "press vigorously for an appropriation bill for the Corporation for Public Broadcasting which provides the highest level of **insulation from government control** of programing content." He made comment in response to letter from John Eger, acting director of Office of Telecommunications Policy. ■ Jack Matranga, of independent KTXL(TV) Sacramento, Calif., is offering his 24-hour-a-day **broadcast service to cable operators** that will share cost of distribution by domestic satellite. He announced proposal at Western cable show last Friday (see also page 27). ■ Goldmark Communications Corp., Stamford, Conn., has been awarded U.S. patent (No.3,319,474) for Transcan electronic process of **transferring motion picture film** shot for wide-screen theater to video tape for viewing assertedly without loss of information. ■ FCC representatives will meet **face to face with public** in San Francisco during Western swing this week after all. Chairman Richard E. Wiley, Commissioner Benjamin L. Hooks and staffers who had been scheduled only for public call-in program on KTVU(TV) Oakland on Thursday night will hold additional two-hour session with groups that afternoon in San Francisco federal court house. Same FCC group will meet the people in Denver on Tuesday and Los Angeles on Wednesday. ■ Maurie Webster, long-time CBS Radio executive, more recently executive VP of Compu/Net, is forming **The Webster Group** as radio-oriented consulting firm in marketing and sales strategy with offices at 35 Sutton Place, New York 10022, telephone 212-371-4828. ■ Federal Trade Commissioner Elizabeth Hanford and Senator Robert Dole (D-Kan.) **will be married** next month, they announced last week. ■ **Robert L. Coe**, 73, who helped put KSD(AM) St. Louis on air in 1921, KDS-TV in 1947 and WPIX(TV) New York in 1948 and who subsequently headed station relations for old DuMont TV Network and later ABC-TV until his retirement in 1967, died of heart ailment Nov. 12 at Columbia Presbyterian Medical Center, New York. Surviving is wife, Michelle. ■ **David Ross**, 84, announcer who became known for poetry recitations on CBS, Mutual and NBC in 1930's and 1940's, died of heart attack on Nov. 12 in New York. Surviving are wife, Beatrice, and three children, David and Jonathan Ross and Helen Weber. ■ A.C. Nielsen Co. says start of its meter-based overnight TV rating service for Chicago, already delayed from October to December (BROADCASTING, Sept. 22), will be put off again, to January because of installation and testing delays. So far no station subscribers.

ago, charged that PG&E attempted to suppress a documentary on nuclear power stations, written and produced by Mr. Widener and broadcast on KNBC(TV) Los Angeles. Mr. Carroll was said to have written a letter to Robert Howard, then vice president and general manager of the station, calling the documentary "replete with half-truths, innuendoes and worse." Copies of the letter were sent by a PG&E official to then-FCC Chairman Dean Burch, Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee and Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee.

Mr. Widener stuck by the accuracy of his report of an interview with Mr. Carroll that was featured in the program.

Mr. Widener's attorney, David Pesonen, said the Carroll letter was intended to ruin his client's reputation. After it was circulated, Mr. Widener was assertedly unable to find work. His KNBC contract had expired beforehand.

The documentary, *Powers that Be*, was narrated by actor Jack Lemmon.

Originally, PG&E filed a \$6-million countersuit against Mr. Widener, but this was dropped at the beginning of the jury trial five weeks ago. After the verdict last week, PG&E asked for a 30-day stay of the court order. It is expected to appeal.

Beall resolution seeks safeguards for conventional TV

A resolution requiring the FCC to make sure that new pay-television systems do not obtain programing now available on "free" over-the-air television—including sporting events and first-run movies—was introduced in the Senate last week by J. Glenn Beall (R-Md.).

In remarks accompanying the introduction of his resolution (S.Res. 291), Senator Beall said the measure "is not anti-cable," nor would it prevent any new or existing industry "from competing on an even keel with our present free broadcasting system. What it does," he said, "is make clear the congressional intent to preserve the public's choice to receive free premium broadcast programing, including first-run movies and sporting events, for no more cost than the few cents needed to power a television set."

Senator Beall said further that the FCC has "shown a continuing trend" to soften its rules regulating the "siphoning" of broadcast programing by pay-TV systems, that ultimately could lead to "a loss of programing from free television to a system supported by the elite who can afford to pay for what they want to see." He encouraged pay-TV systems to produce alternative TV programing.

The Beall resolution is similar to a bill he introduced two years ago and to a resolution offered in the House last month by Representative Charles Thone (R-Nebr.) (BROADCASTING, Oct. 20).

Pastore and the FCC battle over 315 changes

Each retreats after oversight hearings to await court decision on commission's changes in interpretations of equal time; agency also comes under fire for proposals to alter fairness doctrine and EEO rules for small stations

Senator John Pastore (D-R.I.) "You usurped the power of Congress ... pure and simple that's what you did."

FCC Chairman Richard Wiley: "No, we didn't."

And so it went when the seven FCC commissioners were questioned by Senator Pastore's Communications Subcommittee last Tuesday on their decision reversing a long-standing interpretation of the equal-time law. The commission voted to include candidates' debates and news conferences among bona-fide news events exempted from the equal-time requirements of Section 315 of the Communications Act.

Back and forth the two chairmen cuffed, neither giving up points to the other. "You ought to make suggestions to Congress and let Congress decide," Senator Pastore said. "If Congress wants to change the rules, that's up to them entirely." He charged that the commission "went around to the back door and invented this thing." But Mr. Wiley argued that the commission was expressly delegated the task of interpreting Congress's legislative intent. "That's what Congress told us to do—to interpret these exemptions [in Section 315]," he told Senator Pastore. "Within our authority, these were our judgments and I think we made the right judgment."

Senator Pastore disagreed with that, too. "What you're actually doing is destroying equal time," he said. He posed a hypothetical problem: If the President, an announced candidate for re-election, calls a news conference that is broadcast and during it makes a political statement, will other candidates opposing him, have the legal right to equal time? Mr. Wiley said they would not, if the broadcaster determines that the news conference is a bona-fide news event.

Senator Pastore said he "never has considered a news conference called by a political candidate exempt from the rule...never, never." He doubted that any candidate news conference could ever qualify as a bona-fide news event. "You tell me one candidate who gets into a news conference that doesn't talk about himself and why he's a candidate."

The senator also reiterated his belief

that "this is an incumbent's bill." He said that because broadcasters have legislation they want Congress to pass, such as the license renewal bill, they are "very solicitous of members of Congress." He indicated they would, for that reason, give preference to incumbents over challengers seeking access to the airwaves.

Chairman Wiley replied, "I don't think there are any [abuses] that will occur," but that if there are abuses, the commission would "tighten up" the exemption.

Senator Pastore also faulted the commission for making its decision "behind closed doors." He said the proceeding should have been opened up to the public for comment and oral argument. Reminded by Mr. Wiley that he has a bill pending to repeal altogether the equal time law for presidential and vice presidential candidates, Senator Pastore appeared to soften his stand against permitting broadcasters to decide what qualifies as a bona-fide news event, saying, "Maybe there is enough maturity...maybe we should repeal the [equal time] law. But you don't do it behind closed doors," and without consulting the public or Congress.

Commissioner Benjamin Hooks, one of two commissioners who dissented to the equal-time decision, said he feared the new interpretation might adversely affect minority candidates' access to the airwaves. He also said he thinks there should have been public comment and hearings. He agreed with Commissioner Robert E. Lee, the other dissenter, who said he could not believe, as does Mr. Wiley, that the commission had made a legal error years ago.

"That's a sad commentary on your predecessors," Senator Pastore told Mr. Wiley on that point. But the alternative, "that we have to live with those mistakes forever and ever," is sadder, replied Commissioner Glen Robinson.

"We'll see what the court says," Senator Pastore pronounced moments later and brought to an abrupt close the FCC oversight hearings that had begun the week before (BROADCASTING, Nov. 10). He apparently accomplished what he had set out to do: to give outside witnesses a forum in which to vent their objections regarding a number of FCC actions and proposals where they feel their interests are being underplayed, and to give the subcommittee members—mainly John Pastore—a chance to make their feelings crystal clear on the equal-time matter.

The fast approach of a presidential election year made the equal-time issue perhaps the most urgent problem being examined at the hearings, but it was not the only one.

Senator Pastore also fought with Chairman Wiley over the latter's suggestion of an experimental suspension of the fairness doctrine for large-market radio stations. Again the senator's argument was that the commission has no authority to "change" the law. "We [Congress] didn't use the words fairness doctrine, but that's what it means," he said, pointing to the sentence at the end of the equal-time provision of Section 315. He said the fairness

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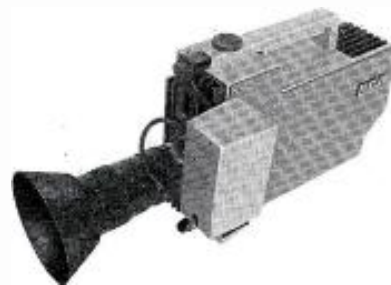
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At the second FCC oversight hearings of the year before the Senate Communications Subcommittee were (l to r) Senators J. Glenn Beall (R-Md.), Howard Baker (R-Tenn.) and Chairman John Pastore (D-R.I.). Subcommittee Counsel Joseph Fogarty is next to Senator Pastore and behind the senators are other Commerce Committee staffers, (l to r) Mary McAuliffe for Senator Lowell Weicker (R-Conn.), David Clanton for Senator Robert Griffin (R-Mich.) and Ward White, minority counsel to the subcommittee. Senator Pastore's charge that the FCC has "usurped the power of Congress" drew protests from ...



... FCC Chairman Richard Wiley, center, who argued that the commission, in voting to exempt candidate debates and news conferences from the requirements of equal time, had exercised a power Congress gave it to interpret the Communications Act. "Within our authority, these were our judgments and I think we made the right judgment," Mr. Wiley said. "If Congress wants to change the rules, that's up to them entirely," Senator Pastore said during the sparring. Chairman Wiley is flanked by his fellow commissioners, (l to r) Abbott Washburn, Benjamin Hooks, Robert E. Lee, Charlotte Reid, James Quello and Glenn Robinson.

doctrine does not impinge on the broadcaster's right to choose what he wants to cover as news. "I don't think it does anybody any harm, and I think it does everybody a lot of good," he said.

Mr. Wiley said his proposal questions the "need for governmental oversight of journalistic processes" in markets where there is no scarcity of signals. "This has nothing to do with reporting," Mr. Pastore interjected. "I say it goes right to the core of reporting," said Mr. Wiley.

Chairman Wiley was careful to point out that his proposal does not reflect commission opinion, and that if the other commissioners vote to pursue it they will seek public and congressional comment.

Senator Pastore also raised three other FCC proposals that, although controversial, do not raise questions of commission jurisdiction. One is the FCC's proposal to make clear that it would not honor citizen agreements with stations that appear to involve an abdication of the licensee's responsibility to program and operate its station. Senator Pastore two weeks ago had expressed concern that the commission might be "gagging those who represent the public interest," but he was apparently satisfied by assurances from the commissioners Tuesday that the proposal would not cut off dialogue between stations and citizen groups.

Second was the FCC's proposal to exempt stations in markets of less than 10,000 population from having to report their ascertainment procedures. Mr. Wiley complained that criticism of this proposal by witnesses two weeks ago was in many cases "misleading and egregiously overstated." "It is not an exception from the requirement that the broadcaster ascertain the problems and needs of his community," Mr. Wiley said in a prepared statement inserted in the hearing record,

"but only from the requirement to tell us how it was done." He said all stations, no matter how small, would still under the rule have to document the community problems they have ascertained and the programming initiated to respond to the problems.

Chairman Wiley told Senator Pastore the exemption would save small stations a "tremendous amount" of paperwork. "We're more interested in results than how they do it," he said, and "frankly, I think this strengthens our ascertainment requirements considerably."

Commissioner Hooks told Mr. Pastore that he at first opposed the exemption because, he said, small-market broadcasters often know everyone in their communities except the minorities. He said he eventually concurred with the exemption's inclusion in the proposed rulemaking, however, when the other commissioners agreed to insert wording that makes it clear

small-market broadcasters have a special duty to confer with minorities.

Commissioner Robinson, on the other hand, said he would go "much further" in eliminating formal ascertainment procedures, many of which are "ritualistic" in his opinion. He said he has been studying ascertainment since it was instituted by the commission in 1971 and has concluded so far that "it has had no value in station operations."

The third area was the commission's proposal to exempt stations with up to 10 or 15 employes from having to file equal employment affirmative action programs. Chairman Wiley said stations with five or more employes would still have to file annual statistical employment reports, and that all will still be subject to commission rules banning discrimination in employment. He said the FCC would review all the small licensees numerical reports and "could take appropriate remedial action" where it suspects discrimination.

Chairman Wiley and Commissioner Hooks said several earlier witnesses failed to grasp the distinction between the annual statistical employment profile, which the commission would require of all licensees with five or more employes, and the detailed affirmative action program, which smaller stations would be exempt from filing. They took pains to set the record straight. Commissioner Hooks told Mr. Pastore he was particularly "dispirited" by early charges from citizen groups that he and the commission had "sold out" women and minorities by exempting small stations from having to file annual statistical data. "Those who have criticized the commission should at least aim that criticism accurately," Mr. Hooks said he is satisfied the commission will not weaken its EEO standards.

Commissioner Hooks said a lot of peo-

Seizing the moment. Senator Howard Baker (R-Tenn.), ranking Republican on the Senate Communications Subcommittee, used the occasion of the FCC oversight hearings last week to plump for action on the request from his home town of Knoxville for a VHF drop-in. He displayed a petition with 22,000 signatures from Knoxville area residents supporting the local UHF station's request to be moved into VHF and said the people there are getting "shortchanged" because many cannot receive the U's signal (BROADCASTING, Nov. 20). "Do something, but do it as fast as you can," Senator Baker told the commissioners. He promised he would introduce legislation if the commission can find no cure for Knoxville.

ple have asked him why he concurred with the issuance of the proposal. "My answer now, as it was then, is simple—this was a notice of proposed rulemaking and not a final order. . . I still reserve the right to cast a dissenting vote against the final document if I believe that it does not go far enough," he said in a written statement prepared for the hearing record.

He said further that it was his and his staff's feeling at the time he concurred that because the proposal does not obviate the commission's ability to review smaller stations' data, "this particular provision could be lived with" unless public comment runs against adopting it.

Prior to the commission's testimony three outside witnesses appeared Tuesday in opposition to the EEO proposals. One was Louis Nunez, deputy staff director of the U.S. Commission on Civil Rights. He charged that exemption for small stations from having to file affirmative action plans "actually means stations would not have to undertake affirmative action." Without the action program, he said, "there isn't much to go by to determine if stations are living up to their responsibilities."

Kathy Bonk, national media coordinator for the National Organization for Women, said much the same, adding that the annual statistical profile does not show where minorities fit into a station's applicant flow or turnover rate.

Pluria Marshall, chairman of the National Black Media Coalition, told the subcommittee that most blacks seeking entry to the broadcast industry apply at small stations. "Removing from these small broadcasters the obligation to prove that their hiring practices are fair increases the possibilities that minorities will continue to be systematically excluded from the industry," he said.

Westinghouse Broadcasting President Donald McGannon submitted a statement for the hearing record, although he did not appear in person, opposing Chairman Wiley's proposal to suspend the fairness doctrine for large-market radio. In his opinion, the doctrine is not "an onerous or unfair burden on broadcasters." He said he sees no reason why large-market radio stations should be singled out, because "in terms of individual viewing or listening habits, the typical person is actually exposed to fewer radio stations than television stations."

Code standards for children's TV pop up in new renewal forms

Television stations whose licenses expire June 1, 1976, or later will receive renewal applications with new questions on children's programming and commercials during such programming. The changes were announced by the commission in its policy statement on children's TV (BROADCASTING, Oct. 28, 1974).

The questions concerned with commercials ask for a listing of hour and half-hour

children's shows and the amount of ads in each if commercials accounted for more than 12 minutes per hour or 6 minutes per half-hour (weekdays) and nine and a half minutes or four and three quarter minutes (weekends). These are the National Association of Broadcasters code commercial time standards for children's programming effective in 1976.

Stations must also give estimates of the amount of commercial time per children's show that they plan in the new license period.

One question was reworded to ask for descriptions of programming "designed for children 12 years old and under" rather than the current phrase "primarily directed to."

FCC offered 10-point plan to speed up adjudicatory proceedings

Administrative law judges mostly affected in revamp that proposes less paperwork, tighter deadlines and added functions for ALJ's

FCC Chairman Richard E. Wiley more than a year ago committed the commission to a program of procedural reform aimed at reducing the length of time—often years—that adjudicatory proceedings consume. A Chairman's Task Force on Adjudicatory Re-regulation was organized on July 5, 1974, and a year later, it submitted its report.

And last week, that report, refined and reworked by a special committee appointed by Mr. Wiley, was issued in the form of a notice of proposed rulemaking designed to reform the commission's adjudicatory process in 10 major areas. Nor was that all. The commission also adopted deadlines for its own personnel to follow in developing commission opinions. The changes principally affect the operations of the administrative law judges, who hear the cases; the review board, the first level of appellate review in all cases except renewal and revocation proceedings, which go directly to the commission, and the commission itself.

In the process, of course, the procedures and requirements involving litigants are also affected.

The change regarded as perhaps the most significant, as well as the most controversial, at least within the commission, would shift the handling of petitions to enlarge, modify or delete from the review board to the administrative law judges who hear the cases. Under the proposal, furthermore, the judges would be authorized to issue oral rulings on interlocutory motions, with written statements issued subsequently. And the only

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interlocutory appeals that would go directly to the commission are those a judge certifies as representing "new or novel questions of law or policy" and are such that, if in error, a remand would most likely be required.

Another major change would provide for the institution of consent procedures, under which a judge could enter an order terminating a hearing at any time following issuance of the designation order but prior to the start of the hearing. The order would not require an admission of past unlawful conduct but would state the consenting party "had pledged not to engage in similar conduct in the future." (However, the procedure would not be available in cases "involving serious questions of a licensee's fitness to hold a license.") The commission's bureaus would be given the authority to negotiate the consent agreements which would be subject to review by the commission. The commission feels consent procedures would be helpful, in cable-television cases, for instance, in reducing the number of show-cause proceedings that now progress to formal hearings.

The commission is also considering implementing a certiorari-type procedure in reviewing applications for review of final review board decisions. At present, parties can file 25-page applications for review of virtually any alleged review board error. The commission's proposal would limit applications for review to 10-page statements setting forth specific grounds for granting review. And, if a satisfactory showing is not made, the application would be summarily dismissed. Only if review is granted would a full briefing, with 25-page applications and oppositions, be permitted.

Other proposals deal with:

■ Predesignation procedures for mutually exclusive applications. Mutually exclusive applicants would perfect their applications within 30 days of the cutoff period for filing such applications, and then would have an additional 30 days to file pleadings specifying issues against their opponents.

■ Processing of broadcast radio applications. The commission would collect data designed to show the time required to act on applications, and thus indicate the location of "processing bottlenecks," and would adopt a policy limiting the number of letters sent to applicants for information to two (one to resolve engineering questions; the other, all remaining queries) and requiring the applicant to respond in 30 days. At present, the commission staff sends letters to an applicant as problems are uncovered.

■ Framing of issues. "The commission would attempt to draft issues as narrowly as possible in all appropriate areas of commission inquiry."

■ Written procedures. Administrative law judges would be authorized to require parties in proceedings involving applications for new facilities or for major changes in existing facilities to file written cases. The commissions is also asking comment on whether written cases should

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

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

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

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

Besides winning viewers, their documentaries have won a



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

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

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

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

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

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

FILM. THE BASIC MEDIUM.



be required in the comparative part of new facilities cases.

■ Reliance on and support of the administrative law judges. The commission would adopt a rule under which ALJ's would prepare recommended decisions in ratemaking cases.

■ Discretionary review of initial decisions. The commission would restructure its hearing rules in an effort "to encourage issue-oriented pleadings and advocacy appeals from initial decisions" and thus reduce the time required to review initial decisions.

■ Exceptions. The present practice on the part of the review board and the office of opinions and review ruling on each exception would be abandoned; they would rule only on those of decisional significance and would deny others in a "boiler plate" section of the opinion's ordering clause. The commission would also require the consolidation of exceptions and brief in support of exceptions in a single document and establish issue-oriented requirements for the contents of that document.

The deadlines for its staff that the commission is setting are matters of internal administration and not part of the rulemaking proceeding. The Office of Opinions and Review, which drafts opinions for the commission, will have 45 days to complete work on most categories of action, including draft decisions following instructions, but will have 75 days to complete review applications for review of

board decisions, where review has been granted, and 105 days to do summaries of exceptions in preparation for argument.

The commission will also require the office to report to the commission quarterly on the average length of time required for each category of action. The commission feels this would establish an optimum set of deadlines for the office as well as allow the commission to scrutinize three times a year the improvement or problems in the office's operation.

The commission is expected to require the review board to set a case for argument within 90 days after exceptions are filed, and to write a decision within 90 days of oral argument. The commissioners themselves, in supervising the writing of opinions, will also have deadlines.

Lawyers who would operate under the proposed rules have already had a chance to provide some input. The task force studied the administrative procedures of other agencies and consulted committees of the American Bar Association and the Federal Communications Bar Association concerned with adjudicatory reform. How well the commission has succeeded in proposing rules changes the practitioners will agree are likely to speed up the adjudicatory process without at the same time eliminating what they regard as essential procedural rights of litigants will become clear on Dec. 11, when comments are due. But the notice of proposed rulemaking and the order tightening up deadlines for the Office of Opinions and Review are

regarded as representing the most serious effort the commission has made in years to deal with the problem of lengthy adjudicatory proceedings, a problem that costs broadcast applicants money as well as time.

Changing Hands

Announced

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

■ WWSA-TV Harrisonburg, Va.: Sold by Gilmore Broadcasting Corp. to Shenandoah Valley Television Systems Inc., wholly owned subsidiary of Worrell Newspapers Inc., for \$3,150,000 plus \$100,000 covenant not to compete. Price previously was reported in neighborhood of \$3 million (BROADCASTING, Aug. 11). James S. Gilmore Jr. is principal in seller, licensee of WREX-TV Rockford, Ill.; KODE-AM-TV Joplin, Mo.; WWSA(AM)-WQPO(FM) Harrisonburg, and WEHT(TV) Evansville, Ind. Charlottesville, Va.-based Worrell publishes 34 newspapers and has no other broadcast interests. WWSA-TV is ABC affiliate on channel 3 with 8.32 kw visual, 1.7 kw aural and antenna 2,130 feet above average terrain. Broker: R.C. Crisler & Co.

■ KOVO(AM)-KFMC(FM) Provo, Utah: Sold by KOVO Inc. to First Media Corp. for \$540,000 plus \$75,000 covenant not to compete. Price includes assumption of some liabilities and option to buy land associated with stations. Seller, equally owned by Ashley Robison and Glenn C. Shaw who have no other broadcast interests, is controlled by court-appointed receiver due to a "deadlock in management." Principals in buyer, which also owns WPGC-AM-FM Morningside, Md. (Washington suburb), are Richard E. (49.92%) and J.W. Marriott (30.78%), brothers, and Nancy P., wife of J.W. (18.01%). Marriott family is principal in publicly held Marriott Corp., Washington, D.C.-based hotel, restaurant, airline catering and entertainment business. KOVO is on 960 khz with 5 kw, day, 250 w, night. KFMC operates with 37 kw on 96.1 mhz with antenna 2,620 feet above average terrain.

■ KVLG-AM-FM LaGrange, Tex.: Sold by Lloyd E. Kolbe to Riverside Broadcasting Co. for \$390,000. Mr. Kolbe has no other broadcast interests. Principals in buyer are Victor Armstrong (30%), fiction writer and former president KDWB(AM) Minneapolis, KMEN(AM) San Bernardino, Calif., and KPOI-AM-FM Honolulu, and Seymour Berns (30%), independent Hollywood film producer. KVLG(AM) is daytimer on 1570 khz with 250 w. FM operates on 104.9 mhz with 3 kw and antenna 205 feet above average terrain.

■ WPUL(AM) Bartow, Fla.: Sold by Trans-Florida Radio Inc. to David R. Hill and Gene N. Stuart for \$240,000 plus \$50,000 covenant not to compete. Principal in seller is Robert D. Morris who has no other broadcast interests. Buyers also own WKKX(AM) Deland, Fla. WPUL is daytimer on 1460 khz with 1 kw.



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75-47

■ Other sales reported at the FCC last week include: KPOD(AM) Crescent City, Calif.; WGAF(AM) Valdosta, Ga.; KPUA(AM) Hilo, Hawaii; WVLJ(FM) Monticello, Ill.; WFDT(FM) Columbia City, Ind.; WNCC(AM) Barnesboro, Pa.; WLAR(AM) Athens, Tenn.; KIUN(AM) Pecos, Tex.; WREL(AM) Lexington, Va. (see page 70).

Approved

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

■ WBBB(AM)-WNCB(FM) Burlington-Graham, N.C.: Sold by WBBB Inc. to Rau Radio Stations Inc. for \$500,000. Principals in seller, which received waiver of FCC's three-year rule, are Charles B. Britt and Donald L. Pelkey who also have interests in WIRY(AM) Plattsburgh, N.Y.; WFTR(AM) Front Royal, Va., and WIXV(FM) Front Royal, construction permit. Henry Rau is principal in buyer which directly and through subsidiaries owns WDOV(AM)-WDSB(FM) Dover, Del.; WATO(AM)-WUUU(FM) Oak Ridge, Tenn.; WPDJ-AM-FM Clarksburg, W. Va., and WNAV-AM-FM Annapolis and WARK-AM-FM Hagerstown, both Maryland. WBBB is daytimer on 920 khz with 5 kw. WNCB is on 101.1 mhz with 28.5 kw and antenna 490 feet above average terrain.

■ Other sales approved by the FCC last week include: WAPX(AM) Montgomery, Ala.; KIOT(AM) Barstow, Calif.; KDZA-AM-FM Pueblo, Colo.; WLIS(AM) Old Saybrook, Conn.; WGRO(AM) Lake City, Fla.; WSCT(TV) Tallahassee, Fla.; WLTD(AM) Evanston, Ill.; WPSC(AM) Pageland, S.C. (see page 70).

House approves five-year funding for CPB

But federal appropriation, yet to be made, will hinge on CPB's raising other money; civil rights amendment is tacked on

The House passed a bill last week authorizing the expenditure of federal funds for the Corporation for Public Broadcasting for the next five years, and as anticipated, clipped from the bill the provision that would have appropriated those funds. A move not anticipated, however, was the inclusion of a last-minute floor amendment designed to make CPB, as a recipient of government funds, subject to the employment nondiscrimination requirements in the Civil Rights Act.

The vote was 336-26.

Because the bill (H.R. 6461) is now an authorization bill only, a separate appropriations measure will be required for the actual transfer of funds. One has been promised by the House Appropriations Committee that would give CPB not five years funding, but two years advance funding. What that means in practice is

three years of funding—money for the current fiscal year and the next two in advance. CPB, under the Appropriations Committee plan, would have to return to Congress every year for the funds for that second year in advance.

The Appropriations Committee has also indicated it will stick to the plan outlined in the authorization bill just passed. The bill provides that CPB will have to work for the federal funds, having to raise in the first three years \$2.50 for every federal dollar, then \$3 for every government dollar the next two. The funds authorized increase each of the five years from \$88 million in 1976 to \$160 million in 1980.

The new amendment was introduced by Representative Carl Stokes (D-Ohio), who charged that the bill had a "very serious loophole." He said he was concerned about a statement by CPB President Henry Loomis in testimony earlier this year before the appropriations subcommittee of which Mr. Stokes is a member, during which Mr. Loomis said that once CPB receives government funds, they are no longer considered government funds. That transformation is necessary, Mr. Loomis said, to insure that public broadcasting funding is insulated from government pressure.

Representative Stokes pointed out that the Civil Rights Act prohibits discrimination against minorities by any program receiving government funds. He said that in light of Mr. Loomis's statement he

wanted to make certain that CPB is subject to that act's nondiscrimination requirements.

The amendment drew voiced support from Representatives Bella Abzug (D-N.Y.), and Bob Eckhardt (D-Tex.). Mr. Eckhardt, a member of the Commerce Committee, said on the House floor that he understands the Stokes amendment to apply only to the corporation. But House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) pointed out that CPB is concerned that the amendment might also apply to all public broadcasting licensees and that CPB might have to become a supervisor for them. Mr. Macdonald also suggested that the amendment might further cut down on the insulation between CPB and the government. He argued repeatedly for the amendment to be sent to his subcommittee for scrutiny rather than be rushed through on the House floor.

The bill also provides that a "significant portion" of the federal funds to CPB go to the development of instructional programming.

The last provision and the Stokes amendment are not contained in the CPB funding bill pending in the Senate (S. 2584). Nor is the change in the matching formula to 3-to-1 in the fourth and fifth years. Senate Commerce Committee aides guessed last week that the Senate bill will be taken up on the floor some time this week.

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Eight-week sweep strongly favored by ARF committee

"When a measurement system rewards cheating, then it is prudent to be suspicious and to change the system."

That advice was offered by Erwin Ephron, chairman of the Advertising Research Foundation's TV audience measurement committee, in reporting to the ARF's annual conference last week on the committee's proposal that TV rating sweeps, now four weeks in length, be extended to eight weeks (BROADCASTING, Nov. 3, Sept. 15).

Hypoing of ratings, a principal concern of the ARF committee, would be impossible to do without detection if measurements were continuous, he said, and would be "more difficult and less rewarding" than now if measurement periods were lengthened.

Mr. Ephron emphasized that in cases of hypoing, the big victim is not the buyer, but the broadcasters hypoed against, because sweep reports are used in buying, selling and post-evaluations for many months.

He said his committee would meet with

the TV ratings services in the near future to discuss implementation of the committee's recommendation that, until eight-week sweeps become a fact, sweep reports be accompanied when possible by analyses from preceding ratings periods, so that unusual deviations will be apparent. When buyer and competing sellers suspect a rating is unusually high or low, he explained, "they will see to it that it is adjusted."

The next step toward getting eight-week measurements "is for the rating services to go back to their subscribers for approval of a specific plan," Mr. Ephron said. He thought this might not happen "too quickly" but hoped it might occur "in a few months."

He noted that both A.C. Nielsen Co. and Arbitron Television had surveyed their customers on the eight-week issue several months ago and got a negative result. "We hope this committee's work will change both attitudes," he said, referring to the turndown by stations and the "apathetic" attitude of advertisers and agencies.

Arbitron and Nielsen officials meanwhile indicated again last week that they had no plan to move for eight-week sweeps unless customers demand it. One rating service official estimated that going to eight-week sweeps would increase each company's costs by around \$1 million a year.

Storer's private lives. *At a memorial service for George B. Storer, chairman of the finance committee of Storer Broadcasting Co. who died Nov. 4 at the age of 75 (BROADCASTING, Nov. 10), Bill Michaels, chairman of the company, delivered a eulogy. The little-known sides of Mr. Storer came to light in the following excerpts:*

George Storer, more than any man I have ever known, knew how to live life to the fullest, how to convert his monetary achievements into enjoyment of the hours, the days, the sharing of the good times as he went. Business in America today is competitive and complex; and when the stakes are as high as they were for him, all too often those in his league pay a terrible price for their success, isolating themselves with a singleness of purpose that shuts out all else—friends, avocations, even family. Not George.

While he was in the very heart of his remarkable, pressurized business career he became a fly fisherman of superb skill, and found time for the brooks of Scotland as well as the streams of Wyoming and Colorado over the years. He developed a golf handicap as low as two in his younger days, and rounds in the low 70's were not uncommon. He was a bridge student and addict who would spend hours on end competing for nothing but the joy of competing, or low stakes, or high stakes. Take your pick. Two weeks before his passing he put the hospital staff in a state of near panic by walking out for one last afternoon of bridge with old cronies at LaGorce, a few blocks up the street.

The obituaries won't tell you of his insatiable appetite for reading and new knowledge of all kinds. They won't tell you of his love for boats, large and small, that as often as not produced monetary profit as a byproduct as well as personal enjoyment; he bought, sailed and sold yachts more often than many of us trade automobiles. They won't tell you of his similar love for planes, pioneering in private aviation when it was still a novelty, not the accepted executive transportation it is today, with a dozen or more planes to his name over the years, sometimes two and three at a time. Even as late as a few weeks ago during his final hospital confinement, when he was dying and knew it, he concluded his last trade for a jet plane that unfortunately was delivered only yesterday, too late, except to carry his remains back to his final resting place in Wyoming.

His public philanthropies are well recorded; but if anyone tried to list his private, totally anonymous projects it would take a book, and a large book at that. For this was George Storer, whether it was 10 dollars or 10,000. Tough as leather if you tried to beat him down in a business deal or make a bet on the first tee—the softest touch in town for an employee or friend who needed help, or even the friend of a friend. A real "pigeon." You didn't even need to look him up. He'd find you.

To the press, to the public, to the portion of the business world that knew him only by reputation, another broadcast pioneer, another tycoon has passed on. But to his family and those of us who had the good fortune to work and play with him side by side, it's something else again.

For us a friend is gone. A man with Class with a capital C. A man who was quite a guy.

One of a series on the first hundred years of the telephone.

The best phone system in the world didn't just happen. It was planned a long time ago.

This ad ran in 1908.



One Policy One System Universal Service

THAT the American public requires a telephone service that is universal is becoming plainer every day.

Now, while people are learning that the Bell service has a broad national scope and the flexibility to meet the ever varying needs of telephone users, they know little of how these results have been brought about. The keynote is found in the motto—"One policy, one system, universal service."

Behind this motto may be found the American Telephone and Telegraph Company—the so-called "parent" Bell Company.

A unified policy is obtained because the American Telephone and Telegraph Company has for one of its functions that of a holding company, which federates the associated companies and makes available for all what is accomplished by each.

As an important stockholder in the associated Bell companies, it assists them in financing their extensions, and it helps insure a sound and uniform financial policy.

A unified system is obtained because the American Telephone and Telegraph Company has for one of its functions the ownership and maintenance of the telephones used by the 4,000,000 subscribers of the associated companies.

In the development of the art, it originates, tests, improves and protects new appliances and secures economies in the purchase of supplies.

It provides a clearing-house of standardization and thus insures economy in the construction of equipment, lines and conduits, as well as in operating methods and legal work—in fact, in all the functions of the associated companies which are held in common.

Universal, comprehensive service is obtained because the American Telephone and Telegraph Company has among its other functions the construction and operation of long distance lines, which connect the systems of the associated companies into a unified and harmonious whole.

It establishes a single, instead of a divided, responsibility in inter-state connections, and a uniform system of operating and accounting; and secures a degree of efficiency in both local and long distance service that no association of independent neighboring companies could obtain.

Hence it can be seen that the American Telephone and Telegraph Company is the active agency for securing *one policy*, *one system*, and *universal service*—the telephone service of the United States superior to that of any other country.

American Telephone & Telegraph Company



Bell System

Judge pares down Bill Gill suit

Several elements in complaint filed by former ABC newsman against network are dismissed

Ex-ABC newsman Bill Gill has suffered a setback in his \$3-million breach-of-contract suit against his former employer. U.S. District Judge Oliver Gasch granted ABC's request for summary dismissal of seven of the 11 claims contained in the suit. The claims—which account for some \$2.5 million of the total being sought by Mr. Gill—seemed designed in part as attacks on ABC's journalistic integrity.

One was a charge that the network forced Mr. Gill to "collaborate" with the *New York Times* on a Watergate-related story. Another was that ABC had maliciously misused his services on a teamsters union documentary and in the process had "severely injured" his professional reputation. And a third was that the network had attempted to make "fraudulent" use of his services for a documentary on the Central Intelligence Agency.

Judge Gasch's ruling does not deal with the validity of the complaints, as such, only in terms of whether they constitute causes of action. It concludes they do not.



Send-off. President Ford, a newsmaker of appropriate status, was Lawrence Spivak's guest on Nov. 9, Mr. Spivak's last day of duty as moderator of *Meet the Press*. The newsmen-questioners that day (l-r): David Broder, of the *Washington Post*, columnist George Will, James Reston of the *New York Times* and Bill Monroe of NBC News, who has succeeded Mr. Spivak as executive producer and moderator of the 28-year-old TV program. Mr. Spivak was also honored last Tuesday by NBC at a party with 200 guests in attendance, most of them former interviewees or interviewers on the program.

Depositions provided by *New York Times* and ABC executives were in agreement that the two organizations said they would exchange information on a Watergate story they were pursuing, but Judge Gasch said such an exchange did not violate ABC's commitment not to reassign Mr. Gill's contract without Mr. Gill's permission. And Judge Gasch said the contract provision cited by Mr. Gill's attorneys in connection with the documentaries imposes "no obligation whatsoever on ABC." And Judge Gasch said the contract

provides no basis for a cause of action in connection with the charges regarding the documentaries.

The complaints dismissed by Judge Gasch, which also include requests for financial compensation Mr. Gill says is due him from ABC, are not necessarily out of the suit. Mr. Gill's attorneys are appealing Judge Gasch's ruling to the U.S. Court of Appeals in Washington.

The complaints still at issue involve Mr. Gill's allegations that he is entitled to various amounts of remuneration for work

How many corporate officers do you know working 70 hours a week because they can't find good executives?

Please tell them about me.



Mike Walker
Vice President
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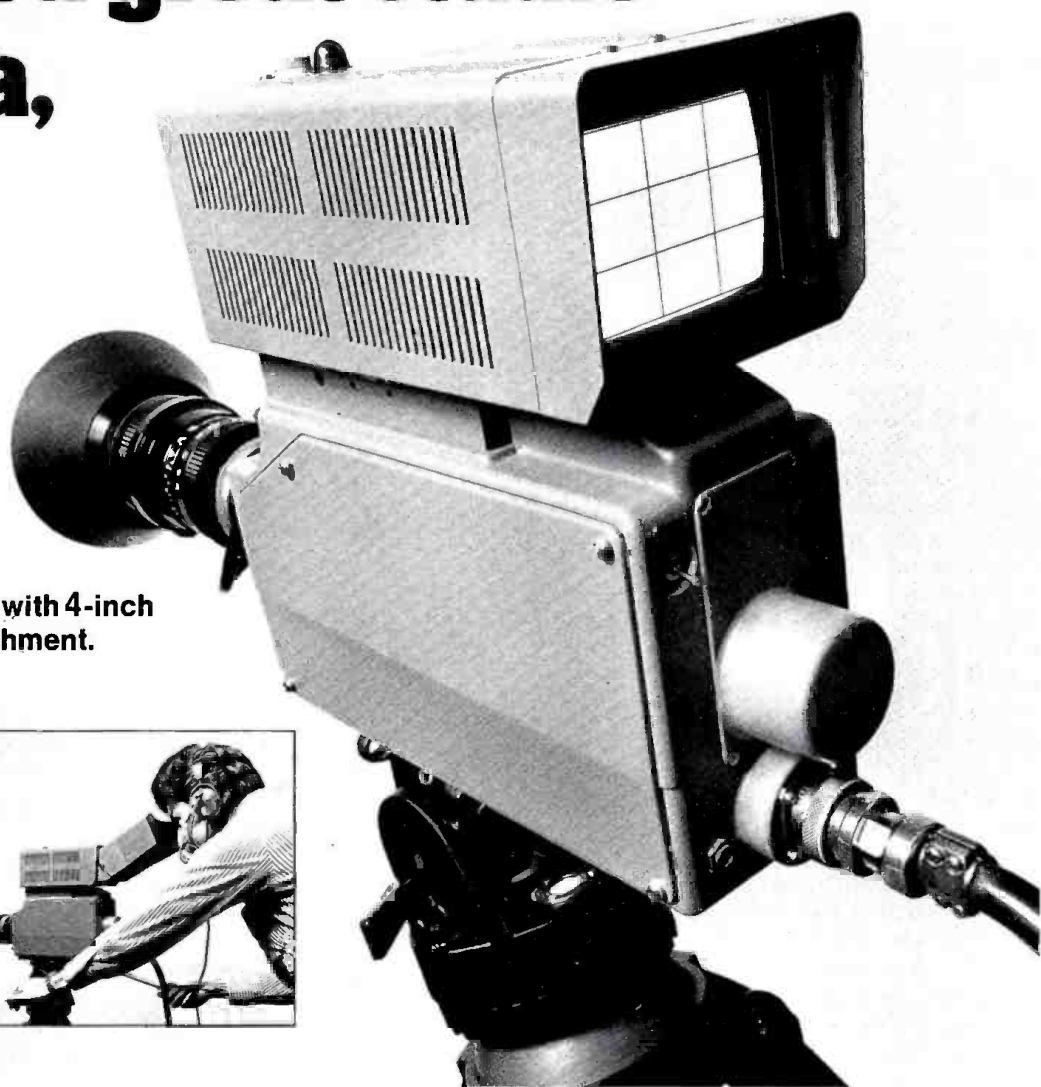
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sion framing to handle any studio job. Sports remotes, too.

You get new prism optics for increased light sensitivity. Three Plumbicon* pick-up tubes for picture quality equal to the best big studio cameras. Variable speed power zoom. Matchless Ikegami dependability.

And now, total inside-outside convertability.

(Already own the HL-33 system? The studio viewfinder is available for your cameras.)

Call or write for a demonstration.

IKEGAMI
Depend on it

performed, to compensation for loss "of potential lecture income," and to vesting rights in ABC's pension plan.

News council rejects two of three TV complaints

The National News Council last week postponed action on complaints involving the CBS News TV documentaries, *The Guns of Autumn* and *Echoes of The Guns of Autumn*. Delay was made because a lawsuit still pends in Michigan in which it is contended the documentaries in September embarrassed a million or so Michigan hunters and held them up to ridicule

(BROADCASTING, Oct. 27).

A complaint about a *CBS Evening News* report on school busing in Louisville, Ky., was found unwarranted. Since the matter is so complex, CBS News could not be expected to cover all aspects or viewpoints on a single newscast, the council ruled, and the selection of certain material was a matter "within the range of news judgment on the part of CBS."

A complaint by television producer David Wolper against *The New York Times* was also found unwarranted. The complaint concerned an article by reviewer John O'Connor on the Wolper-produced drama, *I Will Fight No More Forever*, in which Mr. O'Connor cited at least two in-

stances where he felt the program strayed from the historical truth. The accuracy of his charges had not been denied by Mr. Wolper. The council said that by labeling the film as a true story the producer "invited challenge to particular facts as well as to the over-all impression on the viewer. Therefore, we conclude that Mr. O'Connor acted well within his rights, almost his obligation, to the public, to report deviations from the truth."

Lewis fights another

A California judge has ordered Will Lewis, general manager of Pacifica's KPFK(FM) Los Angeles, to turn over to the Los Angeles county grand jury the original copy of a communique sent last month to the station purportedly by the Symbionese Liberation Army addressed to radical groups calling for the "arrest of rich capitalists" until money is raised to provide bail for jailed SLA members Patricia Hearst and William and Emily Harris.

The same notice was sent to other media in Los Angeles, including the *Los Angeles Times*, which turned over its copy to the authorities. KPFK provided authorities with a photocopy.

Superior Court Judge M. Ross Bigelow ordered Mr. Lewis to appear Nov. 17 before the grand jury with the document, denying Mr. Lewis's defense that he is protected under the California newsman's shield law. The district attorney's office had argued that Mr. Lewis could not claim confidentiality under the state shield law since he did not know the source of the document and thus was not in a position to protect anyone. Mr. Lewis's attorney said he would appeal the decision.

Mr. Lewis spent 19 days in jail last year for refusing to produce a recording containing the voices of the three SLA members. After exhausting all appeals, he gave the materials to a federal grand jury.



Field-repairable

A damaged TV cable connector can put a camera out of action just when you need it most. But BIW cable with the new 85C Field-Repairable Connectors can be fixed on the spot.

These unique connectors are easily disassembled for fast access to damaged pins or other

problems. No special tools required. Available in mini and standard sizes. Both East and West Coast facilities assure prompt supply and fast service on BIW cable and cable assemblies—the line preferred by local TV stations and every major TV network.

Boston Insulated Wire & Cable Company

65 Bay Street, Boston, Mass. 02125 • Tel: 617-265-2102
 Court Street, Plymouth, Mass. 02360 • Tel: 617-746-7650
 12902 South Spring Street, Los Angeles, Calif. 90061 • Tel: 213-532-9064

Other Plants and Sales Offices: Hamilton, Ontario, Canada (416-529-7151)
 • Kingston-upon-Thames, U.K. (01-546-3384) • Singapore (374797)



More join ITNA

Three of Metromedia's television stations have subscribed to the newly formed Independent Television News Association. John Corporon, president of the organization, says the addition is "an enormous encouragement" to ITNA, a nonprofit cooperative, formed last month as a successor to Television News Inc. (BROADCASTING, Nov. 3). WNEW-TV New York, WTTG(TV) Washington and KTTV(TV) Los Angeles are now members of ITNA. They and other ITNA stations will exchange stories from their markets and will receive international and Washington news coverage via satellite from UPITN.

ITNA officers in addition to Mr. Corporon, who is vice president news, WPIX(TV) New York, are Sherm Bazell, news director, KTVU(TV) Oakland, Calif., vice president of ITNA, and John Healy, controller of WPIX(TV) Inc., treasurer.

Video transmission by satellite.

Take a look at the advantages of Scientific-Atlanta's satellite earth terminal: picture quality, reliability, cost effectiveness, and simplicity.

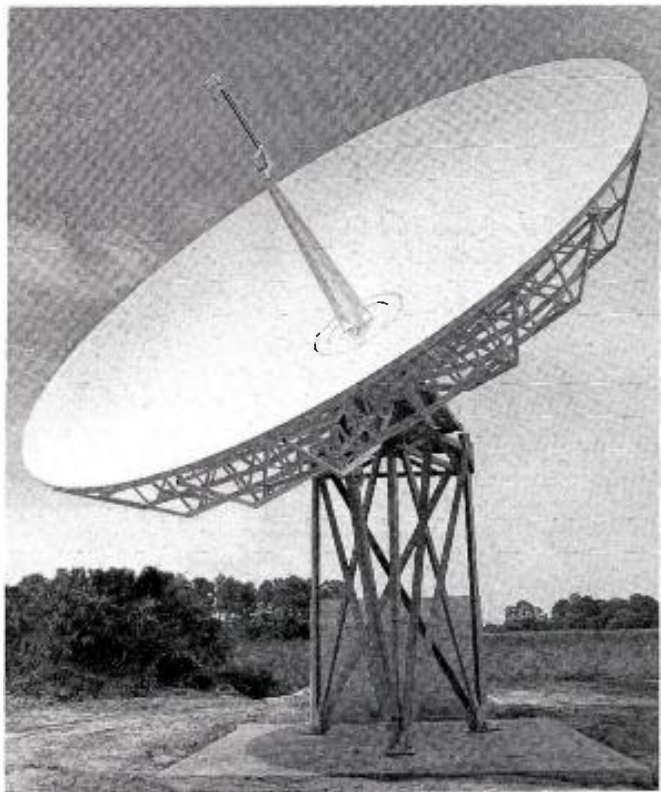
As one of the world's leading manufacturers of video earth terminal equipment, our satellite earth terminals are already operating in the United States and internationally.

Our video earth terminals consist of all equipment needed to receive a satellite signal, amplify and down convert this signal, and provide baseband video and program audio. This includes an antenna, its associated feed and mount, a low-noise amplifier, and a video receiver.

What's more, we can add transmission capabilities when needed. All it takes is the addition of a video exciter, high power amplifier and associated transmission lines.

Equally important to you, this equipment is backed by our technical and service organization. We have eight sales and service offices throughout the United States, with emergency assistance available 24 hours a day.

Come get all the facts about our satellite earth terminal at the NAEB SHOW. Look for Booth 113A. Or if you won't be at the show, contact Ken Leddick any time at Scientific-Atlanta, Inc., (404) 449-2000.



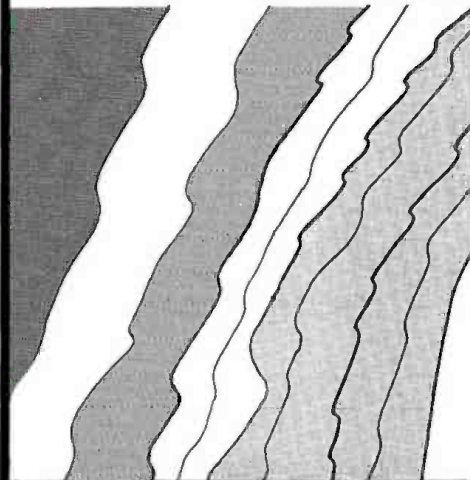
**Scientific
Atlanta**

United States: 3845 Pleasantdale Road, Atlanta, Ga. 30340, Telephone 404-449-2000, TWX 810-766-4912, Telex 054-2898
Europe: Hindle House, Poyle Road, Colnbrook, Slough, SL30AY, England, Telephone Colnbrook 5424/5, Telex 848561
Canada: 678 Belmont Avenue West, Suite 103, Kitchener, Ontario, Canada N2N-1N6, Telephone 519-745-9445

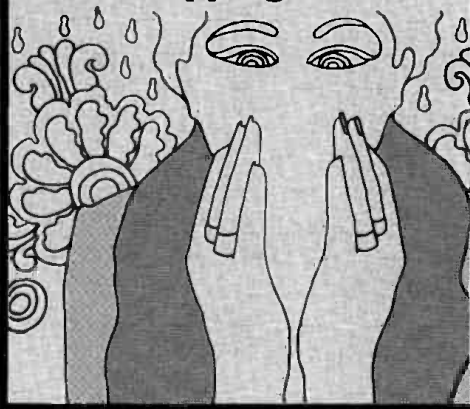
Happy New Year



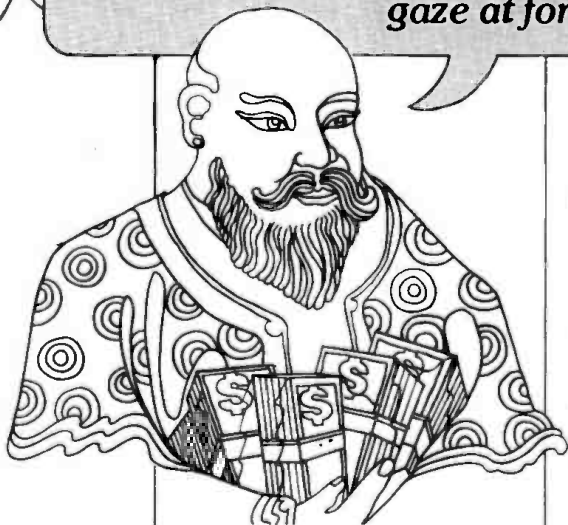
BUT! Listen now for



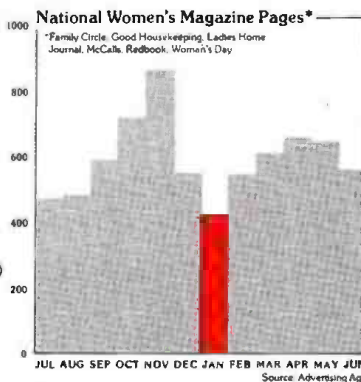
AND! Now listen for sound of other hand clapping.



Harrington, Righter & Parsons wants to be first to wish Spot Television Advertisers bang-up Chinese New Year. Why? Because year of dragon, 4767, begins February 20, 1976, and such late date is when many, by custom, celebrate Spot TV New Year. ■ To detect error of wrongful ways, just direct honorable gaze at forthcoming facts.



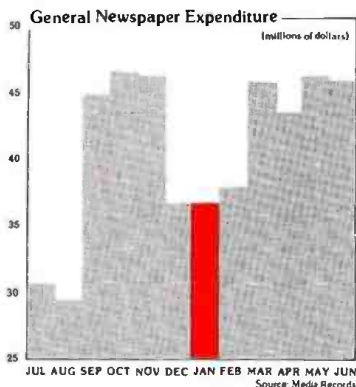
Magazine advertising shrivels up like lotus in desert.



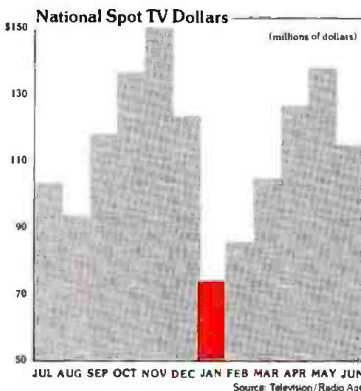
Furthermore! Take heed, Number One Son.

Suddenly there are all kinds of availabilities.

Newspaper advertising falls like wounded sparrow.



TV spots drop like kite with cut string.



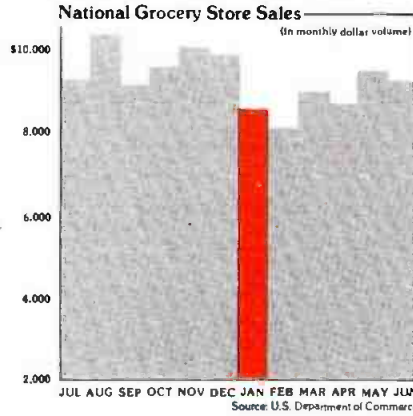
ound of one
hand clapping.



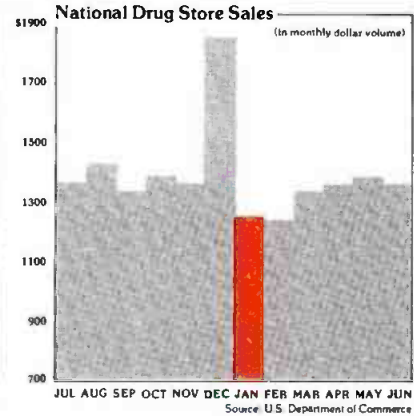
Here's a velly
velly important fact.

**Grocery & drug
store products
account for the
majority of all
spot TV.**

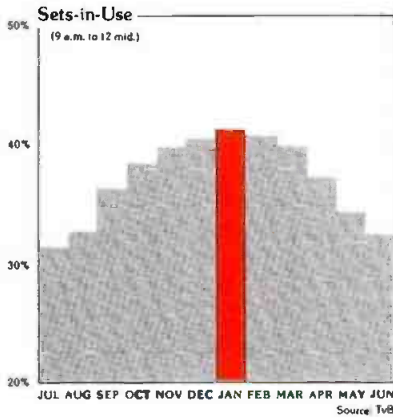
**January grocery
sales float like
great white cloud.**



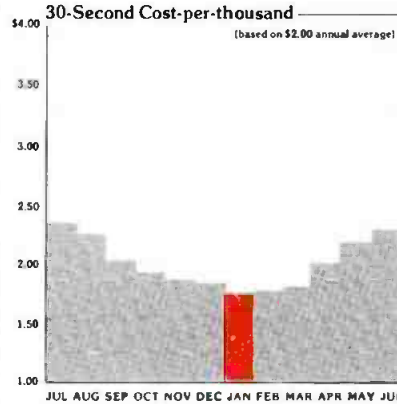
**January drug store
sales hang high
like evening star.**



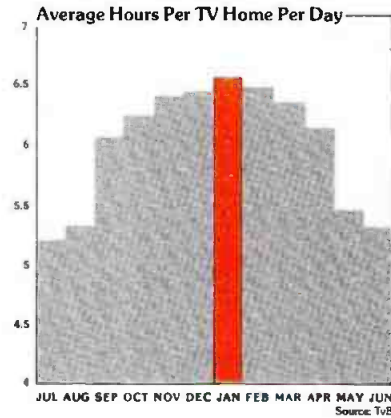
**Sets in use up!
Chin!
Chin!**



**Cost-per-thousand
down!
Chop! Chop!**



**While daily viewing time
rockets to gung-ho heights.
Oh, Yin! Oh, Yang!**



WHY?

Do not people use your product
as much in January as February?
Witness your competition in January.

	SPOT TV ESTIMATED EXPENDITURE (000)	
	JAN '75	FEB '75
Desserts	366.5	642.3
Coffee, Tea, etc.	3853.5	4231.2
Pet Food	3922.4	4958.1
Fruit Juices	614.0	723.1
Hair Treatment Products	556.8	1012.3
Oil & Shortening	1293.5	1564.9
Cleaners, Waxes, Polishes	766.5	1174.7
Candy & Gum	3691.9	4425.1
Beer	2226.1	3355.0
Men's Shaving Equipment	319.3	395.1
Shampoos, Rinses	1038.3	1308.0
Salad Dressings, Mayonnaise	634.4	1250.3

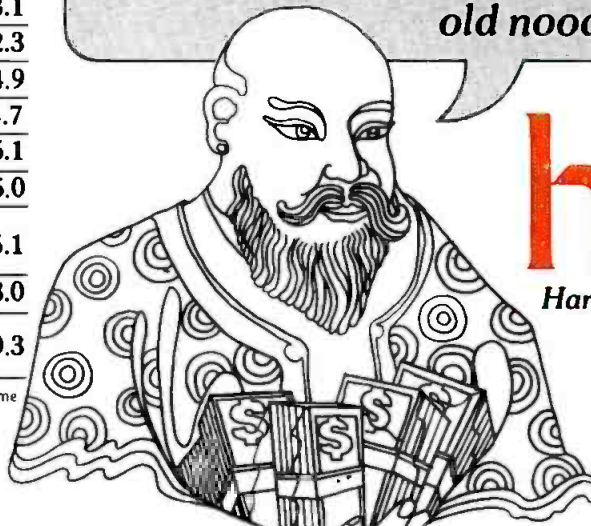
Source: BAR Cume

**Cunning occidental doesn't need abacus
to see that January TV spots are great bargain.**

- Year's highest viewing levels.
- Year's lowest cost-per-thousand.
- Year's best choice of availabilities.

As ancient Chinese
proverb says.

**"Man with yen for bigger sales,
both far and near buys more TV spots
early in year." That's using the
old noodle.**



hrp

Harrington Righter & Parsons, Inc.

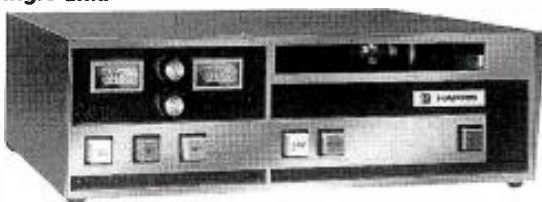
We've packaged our compact Criterion three different ways.

Criterion I ... only 8-1/2" wide. Direct capstan drive comparable to the finest reel-to-reel machines. Speed accuracy of 0.2%. 1, 2 or 3 cue signals available for automatic equipment. Handles A & B cartridges. Mount two units side by side in a standard 19" rack.

Criterion II ... offers both record and playback in a single unit. Handles A, B and C cartridges. Fits in 7 inches of standard rack space.

Criterion III ... combines three playback decks in a single compact unit. One, two, or three decks may be operated at the same time, each feeding a different program input. Handles A & B cartridges. Mount twin playback units side by side in 12-1/4" rack space.

For more information, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Harris...originators of the tape cartridge machine.

Broadcast Advertising

Too much of a good thing?

Tentative results of study reported at ARF conference indicate that saturation-level advertising may not be worth all the expense

Preliminary results of a pilot study examining the impact of the frequency of television commercials on purchasing behavior were given last week by John Adler, founder of and consultant to Adtel Inc., New York, at the annual conference of the Advertising Research Foundation in New York.

Though the study covered many brand products, Mr. Adler used the potato-chip category as an example. He cautioned that the results were only tentative, but they showed that Pringles, the most heavily advertised brand on TV, had a 3.8% drop in sales, while Ruffles and Lays, with considerably less TV exposures, had 3.3% and 1.5% increases in sales after the 28-week test period of TV exposure.

Mr. Adler summarized these tentative marketing conclusions from the pilot analysis: Pringles' advertising was either at saturation levels, or was relatively ineffective in retaining shares among established buyers; Ruffles' advertising was effective in attracting new buyers and in influencing past buyers to continue buying the brand, and Lays advertising was less effective than Ruffles'. Accordingly, it might be profitable for Frito-Lay, parent company of the two brands, to shift advertising funds from Lays to Ruffles until such time as Lays' advertising can be improved.

Mr. Adler stressed that important variables beyond reach and frequency are needed to understand the sales effects of brand advertising. Those include brand share of relevant category exposures, level of competitive exposures and pre-test share of category volume requirements. He acknowledged that a comprehensive analysis of the effects of advertising reach and frequency also requires consideration of market segmentation, competitive advertising and effects of promotion on brand shifting. He said these factors were not taken into account in the pilot study.

Mr. Adler said that although his report was limited to one product category, it provides some insight and tentative generalizations regarding the effects of advertising in attracting new buyers and retaining current users. He said that expanded analyses in additional categories will lead to broader and firmer conclusions.

The pilot analysis used a 28-week pre-test period that ended in September 1974, followed by a 28-week test period that ended in April 1975. The project was conducted in an unidentified market and used a panel of 2,000 families who wrote down everything they purchased.

For the test period, a standard Nielsen

The BARRY REISMAN SHOW

60 Minutes of Contemporary Yiddish and Hebrew Music With Celebrity Interviews

- Up to 6 shows weekly ■ English commentary
- Fits any format, rock to classical
- Up to 18 commercial minutes per hour

FREE

DEMO TAPE UPON REQUEST - CALL OR WRITE FRED MILLER FOR DETAILS

Dirigo Media

638 CONGRESS ST.,
PORTLAND, MAINE 04101



207-773-9022

These broadcasters sell time through Spot Radio Rates and Data.

ABC-AM Radio Stations
Arbitron Radio
Century National Sales
CCT Sales, Inc.
Greater Portland Radio Group
The Intermountain Network
Keystone Broadcasting System, Inc.
McClatchy Beeline Radio
The Pulse, Inc.
Regional Representatives Corp.
RKO Radio
Walton Station Representatives

KRKG-FM KMJ
KDWB KNKS
KERN KNUZ
KEZK-FM KQUE
KFBK KODA
KFGO KOST-FM
KGFJ KOY
KILT KRFM
KJJJ KOYL
KKNU-FM KPAC
KKSS-FM KPSI
KKYX KQRS
KLAJ KQWB
KLAU KRAK
KLIR-FM KRSI
KLOS-FM KRSI
KLUB-AM KSFX-FM
KLUB-FM KSJB

KSLY WAZY
KSTP-AM WBBF
KSTP-FM WBBM
KTAC WBBQ
KTUF WBKR-FM
KNIX-FM WEUP
KTWO WBNQ
KUGN WBOP
KULF WCAP
KVOR WCCO
KVOZ WCGQ-FM
KWAV WCHB
KWJJ WJZZ
KYNO WCOZ
WAHT WDAI
WAIT WDAK
WASK-FM WDCR
WAVA WDJQ-FM

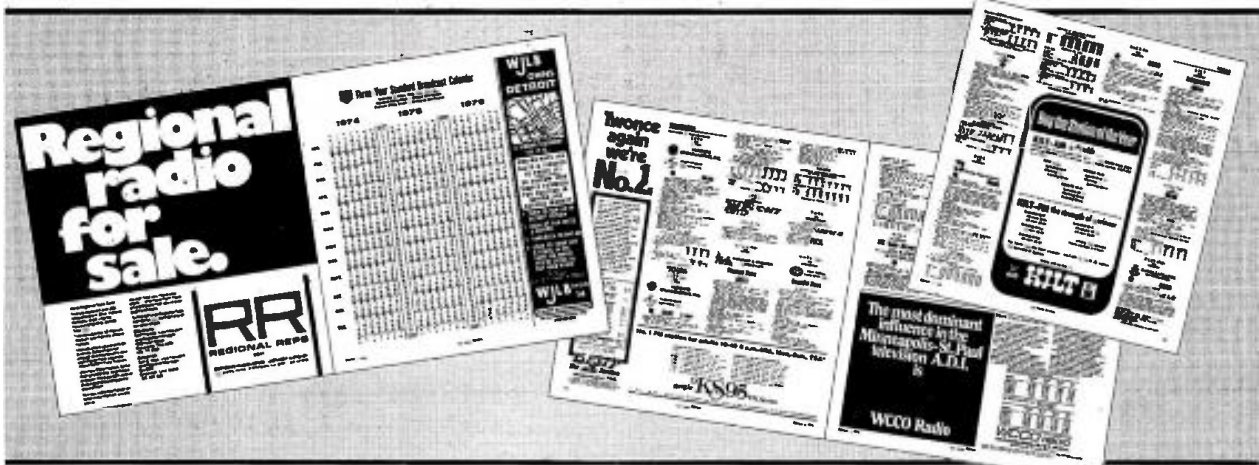
WDOK WDUZ
WGTO WERC
WHAS WERK
WHBF WERK
WHBY WESC
WHIO WEUP
WHWH WEZK
WHYI-FM WEZO
WILS WNYR
WIOD WFLI
WISN WFSO
WITB WGAN
WITT-FM WGAN
WIVK WGBI
WJAR WGBS
WJDX WGEE
WJFM-FM WGIL
WJLB WGN

WJZZ WJZZ
WKYQ WKYQ
WKY WKY
WKZQ WKZQ
WLBC WLBC
WLPO WLPO
WMAD WMAD
WMAL WMAL
WMC WMC
WMEZ WMEZ
WMGZ WMGZ
WMPB WMPB
WNAM WNAM
WNCI-FM WNCI-FM
WNIC WNIC
WNNS WNNS
WOBM-FM WOBM-FM
WOKB WOKB

WOKJ WOKJ
WJMI WJMI
WOOD WOOD
WORJ-FM WORJ-FM
WORL WORL
WOSH WOSH
WPLJ-FM WPLJ-FM
WPOC WPOC
WPTF WPTF
WQDR WQDR
WPXI WPXI
WQHI-FM WQHI-FM
WRBQ-FM WRBQ-FM
WRIP WRIP
WROV WROV
WSB WSB
WSBT WSBT

KAAT KATA
KAFY KAUM-FM
KALO KBRG
KEZQ KCFI

KDES
KDKB-AM
KDKB-FM
KDMO



Virtually every dollar spent on national/regional spot starts with — and is influenced by — information agencies and advertisers alike, get from SPOT RADIO RATES AND DATA.

So isn't it logical that broadcasters use the SRDS climate — planning and buying activity — to reach, educate, make aware and sell those people responsible for the planning and buying of national/regional spot?

Whenever and wherever these actions occur — at closed door meetings, after hours, before the rep is called, on weekends, in closet buying, for example — SPOT RADIO RATES AND DATA is there and in use.

Why not do as these successful broadcasters are doing? Put SPOT RADIO on your sales team. It could be your most effective, yet least expensive, "salesman."

Spot Radio Rates and Data

from

STANDARD RATE AND DATA SERVICE, INC.

5201 Old Orchard Road, Skokie, Illinois 60076



Sales Offices: Skokie 60076 (312) 966-8500 / New York 10022 (212) 935-7580 / Los Angeles 90048 (213) 651-2311

The 3D



**Three reliable
ITC decks in a
space-saving
common housing.**

- Compact — three decks convenient to the operator in the space of two single deck machines.
- Individual — decks operate independently with separate audio output and remote control.
- Versatile — multi-tone machines may be readily adapted so each deck automatically starts the next.
- Economical — three premium line reproducers for little more than the price of two single deck units.
- Rugged — decks are 1/2 inch thick hardened aluminum to insure stability.
- Quiet — guaranteed by ITC's air-damped solenoids.
- Serviceable — simple, reliable mechanics easily accessible through a hinged front panel and slide-out decks.
- Record — add a WRA Recording Amplifier and convert the bottom deck to a Master Recorder/Reproducer.

Put the 3D to work in your station. Pick up the phone and call ITC collect (309-828-1381). Ask about our 30 Day Guarantee of Satisfaction.



INTERNATIONAL TAPETRONICS CORPORATION

Marketed exclusively in Canada by McCurdy Radio Industries, Toronto, Ontario, Canada

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard
580 Walnut Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 4008, 85717, phone (602) 795-1050

viewing diary was sent to panel members for two weeks during the November sweeps and for two weeks during the February sweeps. The pretest diaries showed users for each of the three brands; the test diaries indicated their brand purchases following exposure to commercials.

Sweaty palms over TV commercials

**ARF conference hears of method
for testing spots that's
based on galvanic skin response**

A TV and radio commercial-testing system that uses electrodes attached to the hands of test subjects and measures their galvanic skin response was described at the annual conference of the Advertising Research Foundation, held Nov. 9-11 at New York.

Dr. Thomas Turicchi of PDSM Inc., who is credited with developing the system some eight years ago, said that its basic principles have been used in research for 18 radio and TV stations, and that in addition PDSM has provided research for ABC News and CBS News. The service was said to be useful in evaluating personalities and programing and in devising new formats.

Dr. Turicchi, whose firm is an arm of Program Data Sales Inc. of Chicago and Dallas, said PDSM had also used galvanic skin response (GSR) methodology in testing more than 1,000 pieces of popular music for 24 major recording companies and achieved 91% accuracy in predicting whether the test records would make the top 20 on national sales charts.

Application of the principle to commercial testing was said to have been developed over the last two years.

PDSM, he said, recruits about 100 persons for each study, conducted at the PDSM consumer behavior center at Richardson, Tex., a suburb of Dallas. Lightweight electrodes are attached to the fingers of the right hand of each subject to measure "nonconscious" response to the commercial. The response is recorded automatically on a physiograph in the form of squiggles whose peaks and valleys reflect the degree of intensity and can be correlated with specific elements within the commercial. Later, the same procedure is repeated and, in addition, the subjects express their conscious reactions to the commercial by filling out questionnaires.

Dr. Turicchi said PDSM generates individual scores on attention, communication and buying attitudes and then integrates them into a single score to predict over-all performance of the commercial. He said the commercial-testing system has been validated in field tests under way for more than a year—in one of which, he said, a small appliance, whose commercial tested 11% better than another small appliance's, subsequently achieved sales that were also 11% higher.

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Nov. 12	Closing Tues. Nov. 5	Net change in week	% change in week	1974-75 High	1974-75 Low	PIE ratio	Approx. shares Out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	22	22 1/4	- 1/4	- 1.12	28 3/8	12 3/8	8	17,187	378,114	
CAPITAL CITIES	CCB	N	39 1/2	40	- 1/2	- 1.25	43 1/2	19 1/2	13	7,208	284,716
CBS	N	46	48 1/8	- 2 1/8	- 4.41	53 1/8	20 1/8	12	28,313	1,302,398	
CONCERT NETWORK*	O	1/4	1/4		.00	7/8	1/8		2,200	550	
COX	N	24 3/8	24 3/4	- 3/8	- 1.51	26 1/2	9 3/8	13	5,812	141,667	
GROSS TELECASTING	GGG	A	10 1/8	9 3/8	+ 3/4	+ 8.00	13 5/8	6 3/8	7	800	8,100
LIN	D	7 1/4	6 7/8	+ 3/8	+ 5.45	9 1/8	2	8	2,382	17,269	
MOONEY	MOON	O	2 1/4	2 1/8	+ 1/8	+ 5.88	3 5/8	1	6	385	866
RAHALL	RAHL	O	5 1/2	5 5/8	- 1/8	- 2.22	6 1/4	1 3/4	11	1,297	7,133
SCRIPPS-HOWARD	SCRP	D	20	20		.00	22	13 1/2	7	2,589	51,780
STARR	SBG	M	2 7/8	2 7/8		.00	9	2 7/8	3	1,091	3,136
STORER	SBK	N	15 3/8	14 1/2	+ 7/8	+ 6.03	20 5/8	10 7/8	8	4,571	70,279
TAFT	TFB	N	20 1/8	20 1/4	- 1/8	- .61	27 1/4	10 3/4	7	4,042	81,345
WOODS COMM.*	O	1/2	1/2		.00	1 1/4	1/4	4	292	146	
TOTAL									78,169	2,347,499	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 3/4	1 3/4		.00	2 1/2	3/4	10	1,248	2,184
AVCO	AV	N	5 3/4	5 5/8	+ 1/8	+ 2.22	8 7/8	2 1/8	2	11,481	66,015
BARTELL MEDIA	BMC	A	5/8	5/8		.00	2 3/8	5/8	1	2,257	1,410
JOHN BLAIR	BJ	N	5 1/8	5 3/4	- 5/8	- 10.86	7 1/2	3 1/2	24	2,403	12,315
CAMPTOWN IND.*	O	1/8	1/8		.00	7/8	1/8	2	1,138	142	
CHRIS-CRAFT	CCN	N	5 1/2	5 7/8	- 3/8	- 6.38	6 1/2	1 1/2	20	4,164	22,902
COMBINED COMM.	CCA	N	9 3/8	8 1/2	+ 7/8	+ 10.29	16 1/8	5 1/8	6	4,673	43,809
COWLES	CWL	N	7 1/4	6 7/8	+ 3/8	+ 5.45	8 7/8	3 7/8	6	3,969	28,775
DUN & BRADSTREET	DNB	N	29 1/8	27 3/4	+ 1 3/8	+ 4.95	36	14 5/8	19	26,520	772,395
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 1/2	4 3/8	+ 1/8	+ 2.85	10 3/4	3 1/8	8	8,086	36,387
GANNETT CO.	GCI	N	36 3/4	35	+ 1 3/4	+ 5.00	38 1/2	20 1/2	23	21,108	775,719
GENERAL TIRE	GY	N	16 1/2	16 3/4	- 1/4	- 1.49	18 1/4	10 1/4	5	21,523	355,129
GLOBETROTTER	GLBTA	D	1 5/8	1 1/4	+ 3/8	+ 30.00	4 3/4	7/8	8	2,783	4,522
GRAY COMMUN.	O	6 1/2	6 1/2		.00	8 1/2	5	5	475	3,087	
HARTE-HANKS	HHN	N	17 3/4	17 1/2	+ 1/4	+ 1.42	20 1/2	6	11	4,369	77,549
JEFFERSON-PILOT	JP	N	35 1/2	32 1/8	+ 3 3/8	+ 10.50	38 1/4	20 1/2	15	24,066	854,343
KAISER INDUSTRIES	KI	A	8 1/8	7 3/4	+ 3/8	+ 4.83	11 3/8	4 1/4	5	27,575	224,046
KANSAS STATE NET.	KSN	D	3 5/8	3 1/2	+ 1/8	+ 3.57	4 1/8	2 3/4	6	1,815	6,579
KINGSTIP	KTP	A	6 1/4	6 1/2	- 1/4	- 3.84	7	1 1/2	12	1,154	7,212
KNIGHT-RIDDER	KRN	N	29	26 1/2	+ 2 1/2	+ 9.43	32 3/4	9 1/4	19	8,305	240,845
LAMB COMMUN.*	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593	
LEE ENTERPRISES	LNT	A	19 1/4	17 1/2	+ 1 3/4	+ 10.00	19 3/8	10 3/4	11	3,352	64,526
LIBERTY	LC	N	10 5/8	10	+ 5/8	+ 6.25	15 5/8	7 1/8	5	6,762	71,846
MCGRAW-HILL	MHP	N	13 1/2	12 3/4	+ 3/4	+ 5.88	13 1/2	5 1/2	11	24,569	331,681
MEDIA GENERAL	MEG	A	13 3/4	13 1/2	+ 1/4	+ 1.85	32 3/4	13 1/2	5	3,604	49,555
MEREDITH	MDP	N	10 1/4	10 1/4		.00	13 3/8	8	4	3,041	31,170
METROMEDIA	MET	N	15 7/8	15 1/2	+ 3/8	+ 2.41	15 7/8	4 1/2	12	6,553	104,028
MULTIMEDIA	MMED	D	11 3/4	12	- 1/4	- 2.08	14 1/4	8 3/4	8	4,389	51,570
NEW YORK TIMES CO.	NYKA	A	11 5/8	11 1/8	+ 1/2	+ 4.49	14 1/2	6 3/4	7	10,938	127,154
OUTLET CO.	OTU	N	14 3/4	14 1/2	+ 1/4	+ 1.72	62	7	5	1,387	20,458
PDST CORP.	POST	O	8	7 1/4	+ 3/4	+ 10.34	16 1/2	4 3/4	32	870	6,960
PSA	PSA	N	4 1/8	3 7/8	+ 1/4	+ 6.45	10	1 1/2	8	3,181	13,121
REEVES TELECOM	RBT	A	1 3/8	1 3/8		.00	3	5/8	6	2,376	3,267
ROLLINS	ROL	N	23 5/8	22 3/4	+ 7/8	+ 3.84	23 5/8	6 1/2	17	13,404	316,669
RUST CRAFT	RUS	A	7	6 5/8	+ 3/8	+ 5.66	10 1/4	5 1/8	5	2,328	16,296
SAN JUAN RACING	SJR	N	7 3/4	7 3/4		.00	13 3/8	5 1/2	6	2,509	19,444
SCHERING-PLOUGH	SGP	N	54 1/2	51 5/8	+ 2 7/8	+ 5.56	74 3/8	44 3/4	23	53,938	2,939,621
SONDERLING	SDB	A	6 3/4	6 7/8	- 1/8	- 1.81	10	3 1/2	5	727	4,907
TECHNICAL OPERATIONS	TO	A	2 7/8	2 7/8		.00	6 3/4	2 3/8	3	1,344	3,864
TIMES MIRROR CO.	TMC	N	18	17 1/4	+ 3/4	+ 4.34	19 1/2	9 1/4	11	33,814	608,652
WASHINGTON POST CO.	WPO	A	20 3/8	21 3/4	- 1 3/8	- 6.32	28 3/4	14 3/4	7	4,751	96,801
WOMETCO	WOM	N	13 5/8	13 7/8	- 1/4	- 1.80	16 7/8	6 1/4	9	5,775	78,684
TOTAL									373,749	8,525,238	
Cablecasting											
AMECO**	ACO	O	3/8	1/4	+ 1/8	+ 50.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	7/8	7/8		.00	2 1/8	1/2	7	1,672	1,463
AMERICAN TV & COMM.	AMTV	O	14 1/4	14 1/2	- 1/4	- 1.72	19 1/4	5 1/2	25	3,304	47,082
ATHENA COMM.**	O	1	1/4	+ 3/4	+ 300.00	3 1/2	1/8		2,125	2,125	
BURNUP & SIMS	BSIM	O	4 1/4	4	+ 1/4	+ 6.25	24 1/8	2 1/2	8	8,390	35,657
CABLECOM-GENERAL	CCG	A	5	5		.00	7 1/4	1 1/2	9	2,560	12,800
CABLE FUNDING	CFUN	O	5 1/2	5	+ 1/2	+ 10.00	7 3/8	3 7/8	138	1,121	6,165
CABLE INFO.	O	1/2	3/4	- 1/4	- 33.33	1 1/4	1/8	1	663	331	
COMCAST	O	2	2		.00	3 1/4	3/4	8	1,708	3,416	
COMMUNICATIONS PROP.	COMU	O	1 7/8	2 1/8	- 1/4	- 11.76	3 1/2	1	12	4,761	8,926
CDX CABLE	CXC	A	13 1/2	11 3/4	+ 1 3/4	+ 14.89	15 7/8	3 3/4	21	3,560	48,060
ENTRON	ENT	O	3/4	3/4		.00	1 1/2	3/8	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	8 1/8	8 3/8	- 1/4	- 2.98	17 1/8	5/8	6	7,201	58,508
GENERAL TV	O	5/8	5/8		.00	1 1/2	1/4	31	1,000	625	
SCIENTIFIC-ATLANTA	SFA	A	14 1/4	14	+ 1/4	+ 1.78	18 7/8	4	12	966	13,765
TELE-COMMUNICATION	TCOM	O	2 1/4	2	+ 1/4	+ 12.50	6 3/8	7/8	1	5,181	11,657
TELEPROMPTER	TP	N	5 3/8	5 5/8	- 1/4	- 4.44	9	1 3/8	12	16,604	89,246
TIME INC.	TL	N	58	56	+ 2	+ 3.57	59 1/4	24 7/8	12	9,960	577,680
TOCOM	TOCM	O	1 3/4	1 3/4		.00	4 7/8	1 3/4	4	634	1,109

	Stock symbol	Exch.	Closing Tues. Nov. 12	Closing Wed. Nov. 5	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
							High	Low			
UA-COLUMBIA CABLE	UACC	O	8 3/4	8 3/4		.00	12 3/4	3 3/4	12	1,714	14,997
UNITED CABLE TV	UCTV	O	1 7/8	1 7/8		.00	4 5/8	1/4	4	1,879	3,523
VIACOM	VIA	N	8	7 7/8	+ 1/8	+ 1.58	9 1/4	2 5/8	11	3,665	29,320
VIKOA**	VIK	A	1 1/4	1 1/4		.00	4	1/2	1	2,534	3,167
TOTAL										83,760	971,090
Programming											
COLUMBIA PICTURES	CPS	N	6	5 3/4	+ 1/4	+ 4.34	9 1/2	1 5/8	23	6,748	40,488
DISNEY	DIS	N	52 1/4	50 3/8	+ 1 7/8	+ 3.72	54 3/4	18 3/4	29	29,755	1,554,698
FILMWAYS	FWY	A	5 1/8	5	+ 1/8	+ 2.50	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	21 5/8	20 7/8	+ 3/4	+ 3.59	42 1/2	18 3/8	3	14,470	312,913
MCA	MCA	N	69 1/2	71 7/8	- 2 3/8	- 3.30	86 7/8	19 1/4	9	8,478	589,221
MGM	MGM	N	14 5/8	15 1/8	- 1/2	- 3.30	32 1/2	9 1/4	6	12,180	178,132
TELE-TAPE** *		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 5/8	6 3/4	- 2 1/8	- 31.48	6 3/4	1 1/4	10	943	4,361
TRANSAMERICA	TA	N	12 1/2	8 3/4	+ 3 3/4	+ 42.85	12 1/2	5 1/2	19	64,945	811,812
20TH CENTURY-FOX	TF	N	12 7/8	12 3/8	+ 1/2	+ 4.04	14 7/8	4 1/2	13	7,547	97,167
WALTER READE**	WALT	O	3/8	3/8		.00	1/2	1/8		4,296	1,611
WARNER	WCI	N	19 1/2	19 1/2		.00	20 7/8	6 7/8	8	16,718	326,001
WRATHER	WCO	A	3 3/8	3 5/8	- 1/4	- 6.89	8 1/8	1 1/4	6	2,229	7,522
TOTAL										172,957	3,933,823
Service											
8800 INC.	8800	O	15 3/4	15 3/4		.00	17 1/2	9 7/8	7	2,513	39,579
COMSAT	CO	N	35	34 3/4	+ 1/4	+ .71	46	23 3/4	7	10,000	350,000
DOYLE OANE BERNBACH	DOYL	O	8 7/8	8 7/8		.00	11 7/8	5 5/8	5	1,816	16,117
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	9 7/8	9 3/4	+ 1/8	+ 1.28	11 1/4	5 3/8	6	2,121	20,944
GREY ADVERTISING	GREY	O	7	6 1/2	+ 1/2	+ 7.69	8 3/8	1	4	1,213	8,491
INTERPUBLIC GROUP	IPG	N	17 1/4	16 1/4	+ 1	+ 6.15	19	8 1/8	6	2,249	38,795
MARVIN JOSEPHSON	MRVN	O	6 3/4	6 7/8	- 1/8	- 1.81	9 3/4	3 1/4	5	2,030	13,702
MCI COMMUNICATIONS	MCIC	O	1 7/8	1 7/8		.00	6 1/2	1		13,339	25,010
MOVIELAB	MOV	A	1 3/8	1 1/8	+ 1/4	+ 22.22	1 3/4	1/2	7	1,407	1,934
MPO VIDEOTRONICS	MPO	A	3 3/8	3 1/4	+ 1/8	+ 3.84	4	1	19	537	1,812
NEEDHAM, HARPER	NDHMA	O	5 1/4	5 1/2	- 1/4	- 4.54	7 1/2	3 5/8	8	853	4,478
A. C. NIELSEN	NIELB	O	21 3/4	19 1/2	+ 2 1/4	+ 11.53	28	7 3/8	20	10,598	230,506
OGILVY & MATHER	OGIL	O	19	20	- 1	- 5.00	23 1/2	10	6	1,805	34,295
J. WALTER THOMPSON	JWT	N	7 5/8	6 5/8	+ 1	+ 15.09	12	4 1/4	10	2,649	20,198
UNIVERSAL COMM.*		O	1/4	1/4		.00	3/4	1/8		715	178
TOTAL										55,742	806,276
Electronics/Manufacturing											
AMPEX	APX	N	5 3/4	5 1/8	+ 5/8	+ 12.19	8 3/8	2 1/4	6	10,885	62,588
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 1/2	1 3/4	- 1/4	- 14.28	2 1/8	1	7	2,319	3,478
COHU, INC.	COH	A	2 1/4	2 1/4		.00	3 7/8	1 1/4	25	1,617	3,638
CONRAC	CAX	N	24 3/4	26 3/4	- 2	- 7.47	26 3/4	10	11	1,278	31,630
EASTMAN KODAK	EASKD	N	107 5/8	102 1/8	+ 5 1/2	+ 5.38	108 3/4	63	28	161,347	17,364,970
GENERAL ELECTRIC	GE	N	49 1/2	47 7/8	+ 1 5/8	+ 3.39	65	30	16	182,885	9,052,807
HARRIS CORP.	HRS	N	32	30 3/4	+ 1 1/4	+ 4.06	33 1/2	13 1/8	21	6,160	197,120
HARVEL INDUSTRIES*	HARV	O	5	5		.00	9	2 1/2	31	480	2,400
INTERNATIONAL VIDEO	IVCP	O	1 7/8	1 3/8	+ 1/2	+ 36.36	7 1/2	1 1/4	3	2,730	5,118
MICROWAVE ASSOC. INC	MAI	N	16	14 1/4	+ 1 3/4	+ 12.28	26 7/8	9 3/4	8	1,320	21,120
3M	MMM	N	60 1/8	57 1/4	+ 2 7/8	+ 5.02	80 1/2	7 5/8	30	114,240	6,868,680
MOTOROLA	MDT	N	42 7/8	40 1/8	+ 2 3/4	+ 6.85	61 7/8	34 1/8	20	28,198	1,208,989
N. AMERICAN PHILIPS	NPH	N	19 7/8	19 3/8	+ 1/2	+ 2.58	24 1/4	11 1/4	10	12,033	239,155
OAK INDUSTRIES	OEN	N	7	7		.00	12 7/8	5 1/4	3	1,639	11,473
RCA	RCA	N	19 7/8	18 1/2	+ 1 3/8	+ 7.43	21 1/2	9 7/8	16	74,547	1,481,621
ROCKWELL INTL.	ROK	N	22 5/8	21 7/8	+ 3/4	+ 3.42	28 3/8	18 3/8	7	30,913	699,406
RSC INDUSTRIES	RSC	A	1 1/2	1 1/2		.00	2 1/4	1/2	5	3,440	5,160
SONY CORP.	SNE	N	10 5/8	10	+ 5/8	+ 6.25	29 7/8	4 3/4	28	172,500	1,832,812
TEKTRONIX	TEK	N	42 1/2	41 3/8	+ 1 1/8	+ 2.71	47 3/4	18 1/2	15	8,671	368,517
TELEMATION	TIMT	O	3/4	3/4		.00	2 3/4	3/4	4	1,050	787
VARIAN ASSOCIATES	VAR	N	13 3/4	14	- 1/4	- 1.78	17 3/4	6	13	6,838	94,022
WESTINGHOUSE	WX	N	12 1/4	12 5/8	- 3/8	- 2.97	26	8 1/2	34	87,024	1,066,044
ZENITH	ZE	N	25 7/8	25 1/4	+ 5/8	+ 2.47	31 5/8	10	108	18,797	486,372
TOTAL										931,792	41,108,017
GRAND TOTAL										1,696,169	57,691,943

Standard & Poor's Industrial Average

102.2 99.9 +2.3

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (Bid price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday;
closing price shown is last traded price.

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

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

* P/E ratio computed with earnings
figures for last 12 months published
by company.
† No annual earnings figures are
available.
** No P/E ratio is computed; com-
pany registered net losses

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Buffalo
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San

Akron
Indianapolis
Phoenix
New Orleans
Columbus
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The Broadcasting PlaylistTM Nov 17

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
2	1	Island Girl (3:48) Elton John—MCA	1	1	1	1
1	2	Bad Blood (3:12) Neil Sedaka—Rocket	2	3	2	4
3	3	Games People Play (3:29) Spinners—Atlantic	4	4	3	6
6	4	Lyn' Eyes (3:58) Eagles—Asylum	3	5	6	7
7	5	Who Loves You (4:04) Four Seasons—Curb/Warner	8	2	7	2
5	6	Feelings (3:27) Morris Alpert—ABC	6	6	5	5
4	7	Miracles (3:25) Jefferson Starship—Grunt	7	7	4	8
8	8	Fly Robin Fly (3:06) Silver Convention—Midland Int'l.	5	8	8	3
15	9	The Way I Want to Touch You (2:35) Captain & Tennille—A&M	9	9	9	9
12	10	That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records	12	10	10	10
14	11	Heat Wave (2:46) Linda Ronstadt—Asylum	10	12	11	11
9	12	Dance with Me (2:59) Orleans—Asylum	11	11	13	12
16	13	Low Rider (3:11) War—United Artists	14	14	12	14
21	14	Calypso (2:38) John Denver—RCA	13	15	17	16
20	15	My Little Town (3:52) Simon & Garfunkel—Columbia	15	18	15	15
13	16	I'm Sorry (3:29) John Denver—RCA	17	13	18	13
19	17	Nights on Broadway (2:52) Bee Gees—RSO	18	20	14	17
22	18	S.O.S. (3:22) Abba—Atlantic	19	17	16	20
24	19	Sky High (2:53) Jigsaw—Chelsea	16	19	19	18
33	20	Let's Do It Again (3:28) Staple Singers—Curtom	20	16	20	19
11	21	This Will Be (3:10) Natalie Cole—Capitol	21	21	21	21
18	22	Lady Blue (3:28) Leon Russell—Shelter	22	23	22	22
—	23	What a Difference a Day Makes (3:12) Esther Phillips—Kudu	23	22	24	23
25	24	Do It Any Way You Wanna (3:15) Peoples Choice—TSOP	24	25	25	29
10	25	It Only Takes a Minute (3:13) Tavares—Capitol	36	31	23	25
23	26	Fame (3:30) Davie Bowie—RCA	34	24	28	26
30	27	I Only Have Eyes for You (3:30) Art Garfunkel—Columbia	25	26	30	31
26	28	Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	28	27	29	27
28	29	Ballroom Blitz (3:17) Sweet—Capitol	37	33	27	24
37	30	Saturday Night (2:56) Bay City Rollers—Arista	33	28	26	28
17	31	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	30	29	31	30
29	32	18 With a Bullet (3:30) Pete Wingfield—Island	26	35	32	32
32	33	Rocky (3:34) Austin Roberts—Private Stock	27	34	33	33
42	34	Our Day Will Come (3:58) Frankie Valli—Private Stock	29	30	40	42
45	35	Operator (3:09) Manhattan Transfer—Atlantic	31	37	36	41
—	36	Walk Away from Love (3:18) David Ruffin—Motown	32	38	35	35
40	37	I'm on Fire (2:47) 5,000 Volts—Phillips	39	43	34	39

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
—	38	Love Roller Coaster (2:52) Ohio Players—Mercury	41	39	38	36
38	39	I Want to Do Something Freaky to You (3:35) Leon Haywood—20th Century	35	42	39	40
—	40	Theme From 'Mahogany' (3:19) Diana Ross—Motown	42	40	37	38
35	41	Ain't No Way to Treat a Lady (3:26) Helen Reddy—Capitol	38	47	41	45
34	42	Something Better to Do (3:16) Olivia Newton-John—MCA	40	48	43	49
27	43	Born to Run (4:25) Bruce Springsteen—Columbia	*	44	42	37
50	44	Last Game of the Season (3:30) David Geddes—Big Tree	*	41	45	34
31	45	Brazil (3:14) Ritchie Family—20th Century	44	32	50	*
44	46	Rock Show (3:39) Paul McCartney & Wings—Capitol	43	49	44	48
36	47	Could It Be Magic (3:37) Barry Manilow—Arista	45	45	47	44
43	48	Welcome to My Nightmare (2:44) Alice Cooper—Atlantic	48	46	46	43
—	49	Fox on the Run (3:24) Sweet—Capitol	47	50	48	47
—	50	Volare (2:23) Al Martino—Capitol	*	36	*	*

Country

2	1	Love Put a Song in My Heart (2:45) Johnny Rodriguez—Mercury	1	1	3	1
1	2	Secret Love (3:35) Freddie Fender—ABC/Dot	3	2	2	2
5	3	Are You Sure Hank Done It This Way (2:53) Waylon Jennings—RCA	2	3	1	6
—	4	All in the Movies (3:15) Merle Haggard—Capitol	4	4	4	4
8	5	All Over Me (2:50) Charlie Rich—Epic	5	5	5	8
9	6	Rocky (3:38) Dickie Lee—RCA	9	6	7	3
4	7	I Like Beer (2:52) Tom T. Hall—Mercury	12	8	8	9
10	8	What's Happened to Blue Eyes (2:17) Jessi Colter—Capitol	6	10	13	7
—	9	Easy As Pie (2:58) Billy "Crash" Craddock—ABC/Dot	11	9	12	5
13	10	We Used to (3:10) Dolly Parton—RCA	14	7	11	12
—	11	I Still Believe in Fairytales (2:20) Tammy Wynette—Epic	10	14	6	16
—	12	Where Love Begins (3:00) Gene Watson—Capitol	7	11	16	18
6	13	Love Is a Rose (2:44) Linda Ronstadt—Asylum	8	12	9	20
7	14	(Turn Out the Light and) Love Me Tonight (2:18) Don Williams—Dot	13	16	15	17
11	15	I'm Sorry (3:29) John Denver—RCA	17	17	17	15
16	16	Billy Get Me a Woman (2:28) Joe Stampley—Epic	15	20	10	19
3	17	San Antonio Stroll (2:45) Tanya Tucker—MCA	18	13	18	10
18	18	You Ring My Bell (2:40) Ray Griff—Capitol	19	18	14	14
12	19	From Woman to Woman (2:17) Tommy Overstreet ABC/Dot	16	19	19	13
15	20	Don't Cry Joni (2:10) Conway Twitty—MCA	20	15	20	11
17	21	I Should Have Married You (3:10) Eddie Rabbitt—Elektra	22	21	23	23
—	22	Today I Started Loving You Again (3:24) Sammi Smith—Mega	24	22	22	21
—	23	Western Man (2:47) Lacosta—Capitol	21	*	21	24
14	24	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	23	23	24	*
19	25	I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	25	25	25	22

Who's on first? Depends on the week

New-season struggle still goes on; Lynde pilot matches 'Waltons' but Rowan-Martin pilot scores low

Trying to get a fix on whether there's a clear victor in the theater of war known as the 1975-76 prime-time TV schedules is almost impossible these days.

For example, CBS, which finished a strong first in the eighth week of the season (BROADCASTING, Nov. 10), staggered to a poor third in the ninth week (Nov. 3-Nov.9). That's the kind of reversal that has been going on all season long.

The ninth-week averages were: ABC-TV, 19.4; NBC-TV, 18.2, and CBS-TV, 17.8

For the nine-week Nielsen season-to-dates (Sept.8-Nov.9), however, NBC is hanging on to the lead it acquired thanks to record-breaking World Series numbers: It has an 18.8 rating, with CBS in second place with an 18.1 rating and ABC right behind with an 18.0.

ABC is giving no hints about what its second-season schedule will look like, but Paul Lynde took a step toward a January variety-show berth when his pilot (Thursday, Nov. 6, 8-9 p.m.) tied *The Waltons* on CBS with a 21.4 rating and 33 share. Rowan and Martin, on the other hand, struck out in the Niensens with their pilot for a potential second-season comedy-variety outing (Wednesday, Nov. 5, 8-8:30 p.m.), which managed only a 16.7 rating and 26 share to finish a poor third in the time period.

Industry thinking is that ABC will probably have to come up with six hours of new second-season programing. And, when the dust settles by January, NBC will probably have jettisoned seven hours and CBS five or five-and-a-half.

NAB stonewalls on exclusivity

In comments to FCC on warehousing, it argues for no relaxation of rules

The National Association of Broadcasters has urged the FCC not to adopt any rule limiting the extent of exclusivity against pay-TV exhibitors that broadcast stations and networks can obtain from program suppliers. NAB's remarks, contained in comments filed at the commission on the "warehousing" inquiry, suggested that antitrust laws recognize reasonable exclusivity as lawful. Furthermore, NAB said, the antitrust laws already provide an adequate remedy against unreasonable exclusivity.

Without exclusivity against pay exhibition, said NAB, programing will be siphoned from conventional over-the-air television. It will be a source of revenue which few program suppliers could afford

to pass up, NAB said.

According to NAB, pay cable is "spreading like an oil slick in a hurricane." NAB claimed that pay cable is potentially viable on the 1,117 cable systems with 2,000 subscribers or more. Those systems collectively serve at least 75% of the 10-million-plus cable subscribers in the country, added NAB.

The deadline for warehousing comments has been extended to Dec. 1, when other parties are expected to file.

WJR Detroit to be NBC affiliate there

WJR(AM) Detroit will become an affiliate of NBC Radio before the end of the year, at which time WWJ-AM-FM there switches to CBS Radio (BROADCASTING, Oct. 13).

WJR, which is now a CBS affiliate, is a 50 kw, clear-channel station in 760 khz. It began operations in 1922. It is now owned by Capital Cities Communications Inc., New York. WWJ has been an NBC Radio affiliate for 50 years.

The reshuffling seems to satisfy the programing needs of the two Detroit stations, according to officials of the outlets. WJR, which stresses news, information, community services and music, reportedly was not clearing enough of the CBS network feed, but is prepared to accept NBC Radio's range of news commentaries, features and specials.

New SAG president calls TvQ 'reverse blacklisting'

The new president of the Screen Actors Guild, Kathleen Nolan, took no time out for celebration—after all she had run as an independent and was the first woman elected president in the four years of SAG's history—but zeroed in immediately on one aspect of television production: TvQ ratings. She called them "a reverse form of blacklisting." TvQ is a service that checks the popularity of actors and actresses on request from casting officials of the studios and the networks. SAG has opposed this for years.

Ms. Nolan, who played Kate, the top female role, in *The Real McCoys* television series, in 1957-63 (first on ABC and then on CBS), more recently has been a member of the *The Monday-Friday Show*, on KCOP(TV) Los Angeles. She beat the establishment candidate, Robert Hogan, 5,887 to 2,367.

Polish not joking

The Polish American Congress has petitioned the U. S. Supreme Court to review a fairness-doctrine case in which the telling of Polish jokes on the Aug. 10, 1972, *Dick Cavett Show*, on ABC, is the issue. The FCC rejected the council's complaint, holding that a fairness-doctrine obligation had not been triggered. That ruling was upheld by the U. S. Court of Appeals in Chicago on July 23.

Radio 1974: 243 markets show gains in revenues

But cost squeeze depresses profits even where billings rise the most

The delicate balance between rising revenues and rising expenses became especially clear in the FCC's financial report for U.S. radio in 1974.

Although gross revenues increased to \$1.603 billion, 6.7% higher than in 1973, expenses brought pre-tax profits down 23.6% to \$84.1 million (BROADCASTING, Nov. 10).

And nowhere was the revenue-expense payoff more apparent than in the FCC's market-by-market breakdown (see table, page 99). For example, Sarasota, Fla., the market showing the greatest leap in revenues—50.8%, from \$975,040 in 1973 to \$1,470,443 in 1974—showed a loss of \$183,407.

Similar problems occurred in Cheyenne, Wyo. (up 34.4%, losing \$131,906); Pocatello, Idaho (up 26.4%, losing \$3,257); Salinas-Sea Side-Monterey, Calif. (up 21.3%, losing \$157,242), and Modesto, Calif. (up 19.3%, losing \$57,296).

In all, revenue increases were reported in 243 of the 319 radio markets contained in the FCC report.

The top-10 leaders in revenue were the same as in 1973. Post positions varied slightly, but New York, Los Angeles, Chicago and San Francisco-Oakland again held the first four.

While Washington led the top-10 in 1973 in percentage of increase (10.4%), last year was San Francisco-Oakland's turn—gaining 10.2% to revenues of \$27.8 million. Boston took second place (up 5.9% to \$21.6 million), followed by Washington (up 3.5% to \$23.1 million); Los Angeles (up 2.8% to \$51.0 million); New York (up 1.9% to \$55.0 million); Chicago (up 1.3% to \$44.0 million), and Philadelphia, which showed a negligible .1% increase to \$22.6 million.

The top-10 losers were Detroit (off 2.8% to \$21.3 million) and Dallas-Fort Worth and Minneapolis-St. Paul, each off 1.7% on revenues at \$16.6 and \$15.9 million, respectively.

More dramatic losses and gains appeared in the smaller markets. Some 49 showed gains doubling the 6.7% over-all increase. After Sarasota, Fla., came Waterbury, Conn., with a 45.7% increase from \$580,625 to \$845,982. Walla Walla, Wash.,—gaining 34.4%, from \$316,087 to \$424,971—shared third with Cheyenne. A close fourth was Jackson, Tenn., which gained 33.2% from \$654,226 to \$871,364. Charleston, W. Va., took fifth, up 29.5%

Table with columns: Metropolitan areas (number of stations), Network (1974, 1973), Time sales (National and regional advertisers 1974, 1973), Local advertisers (1974, 1973), Value of trade-outs and barrier transactions (1974, 1973), Total broadcast revenues (1974, 1973), % change, Total broadcast expense (1974), and Total broadcast income (1974).

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Footnotes to preceding tables.

¹Excludes 678 independent FM stations and 397 FM stations associated with AM stations but reporting separately.

²Stations with less than \$25,000 in revenues report only total revenues and total expenses. However, stations with less than \$25,000 in revenues accounted for less than one-tenth of one percent of the broadcast revenues of the reporting stations.

³Before commissions to agencies, representatives and others. Because stations differ in classifying time sales as national/regional or local, these data should be used with caution.

⁴Total revenues consist of total time sales plus talent and program sales, plus other incidental broadcast revenues, less

commission.

⁵Before federal income tax. NOTE: - denotes loss.

⁶The figures published in 1973 for "non-metro areas of one station" were in error. Correct figures for 1973 are: national/regional time sales: \$18,613,047; Local time sales: \$173,140,087; Total revenues: 191,997,253; Total expenses: \$177,182,405; Total income: \$14,834,848.

* Data withheld to maintain confidentiality.

Market-by-market FM finances

	Independent FM ¹				Total stations reporting 1974	Total FM revenues ²	% change	
	Total broadcast revenues		Total broadcast income					
	1974	1973	1974	1973				
Metropolitan areas ³ (total stations reporting in 1974 in parentheses)								
Ableton, Tex.** (1)	*	*	*	*	3	\$126,708	\$298,342	33.5
Akron, Ohio (1)	*	*	*	*	3	\$398,193	\$167,372	30.9
Albany, Ga. (1)	*	*	*	*	3	\$219,076	\$516,885	58.3
Albany-Schenect-Troy, N.Y.** (6)	\$687,244	\$409,749	\$861,809	-209,835	9	\$818,463	\$360,591	19.5
Albuquerque, N.M. (1)	*	*	*	*	3	\$430,750	\$221,669	171.3
Allentown-Bethlehem-Easton, Pa. (4)	\$535,056	\$835,024	\$528,263	\$6,793	5	\$598,735	\$847,120	10.4
Anaheim-Santa Ana-Garden Grove, Calif. (5)	\$895,946	\$848,952	\$977,844	-\$81,898	6	\$835,060	\$409,113	20.9
Appleton-Oshkosh, Wis. (5)	\$895,946	\$1,968,323	\$417,447	\$4,701	5	\$494,644	\$2,999,873	0.1
Atlanta, Georgia (5)	\$2,639,344	\$1,968,323	\$2,541,734	\$97,610	11	\$3,003,285	\$368,698	5.3
Atlantic City (3)	\$265,960	*	\$346,998	-\$81,038	6	\$388,392	\$813,236	26.6
Austin, Tex. (2)	*	*	*	*	5	\$1,028,781	\$216,366	62.0
Bakersfield, Calif. (2)	\$1,672,221	\$1,557,257	\$1,784,948	-\$112,727	12	\$2,351,003	\$2,146,957	9.5
Baltimore (6)	\$334,967	\$394,214	\$261,473	\$73,494	4	\$573,728	\$394,214	45.5
Baton Rouge (3)	\$165,793	\$59,190	\$192,713	-\$26,920	6	\$228,681	\$82,125	178.4
Beaumont-Port Arthur-Orange, Tex. (3)	*	*	*	*	3	\$340,016	\$292,999	16.0
Biloxi-Gulfport, Miss.	*	*	*	*	3	\$280,580	\$439,443	48.6
Birmingham, N.Y. (1)	*	*	*	*	3	\$65,420	\$3,836,746	13.0
Birmingham, Ala. (1)	\$3,004,443	\$2,812,952	\$3,663,623	-\$859,180	12	\$4,336,000	\$1,477,177	39.5
Boston (6)	\$1,792,727	\$1,225,110	\$1,851,482	-\$68,755	11	\$2,081,327	\$596,480	29.6
Buffalo, N.Y. (8)	\$338,490	\$299,073	\$379,762	\$8,728	4	\$434,693	\$357,420	21.6
Carlton, Ohio (2)	\$176,073	\$153,365	\$290,982	-\$114,909	5	\$396,313	\$352,650	12.4
Champaign-Urbana-Rantoul, Ill. (4)	\$1,129,238	\$789,436	\$887,580	\$241,958	5	\$1,134,588	\$794,436	42.8
Charleston, S.C. (3)	*	*	*	*	5	\$361,765	\$243,592	48.5
Charlotte-Gastonia, N.C. (4)	\$9,707,304	\$7,111,298	\$11,204,665	-\$1,497,361	31	\$11,332,864	\$7,838,202	44.5
Chattanooga (2)	\$2,136,678	\$1,781,812	\$2,209,565	\$72,887	7	\$2,301,504	\$1,845,953	24.8
Chicago (21)	\$4,418,804	\$3,724,955	\$3,808,072	\$802,732	12	\$5,639,329	\$4,530,954	24.5
Cincinnati (6)	\$412,527	\$344,348	\$444,641	-\$14,114	5	\$484,229	\$396,669	22.0
Cleveland (9)	\$412,527	\$344,348	\$444,641	-\$14,114	5	\$484,229	\$396,669	22.0
Colorado Springs, Colo. (3)	\$412,527	\$344,348	\$444,641	-\$14,114	5	\$484,229	\$396,669	22.0
Columbia, S.C.** (3)	\$412,527	\$344,348	\$444,641	-\$14,114	5	\$484,229	\$396,669	22.0
Columbus, Ga. (2)	\$1,858,529	\$1,483,238	\$1,495,641	\$360,888	10	\$2,152,575	\$1,712,095	25.7
Columbus, Ohio (7)	\$323,119	\$196,533	\$459,074	-\$135,955	6	\$358,535	\$238,681	50.2
Corpus Christi, Tex. (3)	\$3,362,649	\$2,309,985	\$4,184,508	-\$821,959	15	\$3,825,342	\$2,732,896	39.9
Dallas-Fort Worth (18)	\$1,553,250	\$1,309,809	\$946,675	\$606,675	8	\$1,714,657	\$1,450,500	16.2
Davenport, Iowa-Rock Island-Moline, Ill. (2)	\$1,533,692	\$1,004,512	\$1,404,619	\$129,073	12	\$2,271,672	\$1,738,005	30.7
Dayton, Ohio** (6)	\$344,936	\$225,807	\$437,817	-\$82,981	5	\$607,333	\$248,711	144.1
Denver-Boulder (7)	\$6,595,373	\$5,366,949	\$6,519,629	\$1,075,744	19	\$7,393,052	\$5,945,767	24.3
Des Moines, Iowa (3)	*	*	*	*	5	\$1,397,322	\$117,496	18.9
Deloit (14)	\$319,537	\$233,097	\$344,233	-\$24,696	4	\$384,840	\$334,843	14.7
El Paso, Tex.	\$353,444	\$313,768	\$334,969	\$18,475	4	\$319,537	\$233,097	37.1
Erie, Pa. (2)	*	*	*	*	6	\$432,956	\$370,294	16.9
Eugene-Springfield, Ore. (4)	*	*	*	*	3	\$183,135	\$110,577	65.6
Evansville, Ind. (3)	\$476,638	\$418,995	\$394,091	\$82,547	4	\$275,414	\$243,415	13.1
Fargo-Moorhead, Mass. (2)	*	*	*	*	3	\$37,172	\$209,439	13.8
Fayetteville-Springdale, Ark. (2)	*	*	*	*	3	\$37,172	\$209,439	13.8
Flint, Mich. (3)	*	*	*	*	3	\$37,172	\$209,439	13.8
Fort Smith (2)	*	*	*	*	3	\$37,172	\$209,439	13.8



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MEMO FROM: Jim Schulke

RE: ARB Rankings — April/May 1975

75% of the following SRP subscribing stations rank either 1st, 2nd or 3rd, Persons 18+, 6 a.m. — Mid., M-S, Total Area Av. ¼ Hr. and/ or Metro Share among all AM and FM stations in their markets:

		<u>Overall Position 18+ AM or FM</u>			<u>Overall Position 18+ AM or FM</u>
Albuquerque	KOB-FM	1	Las Vegas	KORK-FM	2
Appleton	WROE	3	Lincoln	KLIN-FM	5
Atlanta	WPCH	2	Los Angeles	KJOI	4
Baltimore	WLIF	2	Louisville	WVEZ	5
Binghamton	WQYT	2	Memphis	WEZI	4
Boston	WJIB	1	Miami	WLYF	1
Buffalo	WBNY	2	Milwaukee	WEZW	2
Cedar Rapids	WMT-FM	2	New Orleans	WBYU	2
Charlotte	WBT-FM	3	Norfolk	WTAR-FM	4
Chattanooga	WYNQ	5	Oklahoma City	KKNG	2
Chicago	WLAK	4	Omaha	KEZO	3
Cincinnati	WWEZ	2	Orlando	WDBO-FM	2
Colorado Springs	KRDO-FM	1	Pensacola	WMEZ	2
Columbia	WXRY	4	Peoria	WSWT	1
Columbus	WBNS-FM	2	Philadelphia	WWSH	1
Dallas	KOAX	4	Phoenix	KRFM	2
Davenport	KRVR	1	Pittsburgh	WSHH	2
Denver	KLIR	2	Portland	WGAN-FM	1
Des Moines	KLYF	3	Raleigh	WYYD	2
Detroit	WWJ-FM	3	Rochester	WPXY	5
Ft. Lauderdale	WLYF	1	Sacramento	KEWT	1
Fresno	KKNU	1	San Antonio	KQXT	4
Grand Rapids	WOOD-FM	1	San Francisco	KFOG	4
Hartford	WKSS	2	Syracuse	WEZG	3
Honolulu	KHSS	4	Toledo	WXEZ	3
Houston	KYND	4	Topeka	KSWT	2
Huntington	WHEZ	3	Tulsa	KWEN	3
Indianapolis	WXTZ	3	West Palm Beach	WEAT-FM	1
Jackson	WLIN	1	Youngstown	WKBN-FM	1

There are: 15 overall NUMBER ONE stations
19 overall SECOND
10 in THIRD position
10 in FOURTH and
4 ranking FIFTH
among all AM or FM stations in each market.

Rochester, N.Y.** (5)	\$746,476	\$703,579	\$998,907	\$797,108	-252,431	-939,529	7	\$1,397,898	\$1,261,752	10.8
Rockford, Ill. (3)	\$238,215	\$279,813	\$305,843	\$334,237	-867,626	-54,424	5	\$338,102	\$364,062	-7.1
Sacramento, Calif. (8)	\$1,374,110	\$944,698	\$1,789,706	\$1,538,300	-541,596		8	\$269,139	944,698	4.5
Saginaw, Mich.** (3)	\$289,139		\$272,600		-53,461		3	\$269,139		
Salinas-Sea side-Monterey, Calif. (4)	\$383,438		\$633,369	\$403,569	-249,931		5	\$519,024	\$354,609	46.4
Salt Lake City-Ugden, Utah (3)	\$414,814		\$356,979	\$266,348	\$57,835		7	\$815,172	\$489,507	66.5
San Antonio, Tex. (4)	\$481,594		\$819,135	\$634,279	\$147,970		8	\$998,204	\$1,022,720	-2.4
San Diego (12)	\$1,399,536		\$2,340,282	\$1,981,063	-860,074		13	\$1,749,019	\$1,458,375	19.9
San Francisco-Oakland** (14)	\$3,458,057		\$5,292,083	\$5,451,263	-1,834,026		16	\$3,568,405	\$3,875,765	-8.2
San Jose, Calif. (7)	\$1,924,437		\$2,105,945	\$1,666,502	-1,181,508		7	\$1,924,437	\$1,701,130	13.1
Santa Barbara-Santa Maria-Lompoc, Calif. (2)							3	\$198,832	\$186,011	6.9
Sarasota, Fla.							3	\$377,604		
Savannah, Ga. (4)	\$710,447		\$688,915	\$649,022	\$41,532		6	\$775,279	\$733,076	5.8
Seattle-Everett, Wash. (9)	\$1,382,241		\$2,072,402	\$1,178,948	-690,161		4	\$1,382,241	\$958,758	44.2
Shreveport, La. (1)							9	\$214,140	\$119,434	79.3
Sioux City, Iowa** (2)							3	\$178,348		
South Bend, Ind. (4)							5	\$552,089		
Spokane, Wash. (2)							4	\$178,348		
Springfield, Ill. (2)							4	\$80,759		
Springfield, Mo. (2)							3	\$449,922		
Springfield, Mo. (2)							4	\$345,566		
St. Louis (10)	\$3,513,496		\$4,539,474	\$3,125,417	\$1,025,978		12	\$3,641,420	\$2,629,394	38.5
Stockton, Calif. (3)	\$198,227		\$173,679	\$152,833	\$24,548		4	\$259,461	\$193,936	33.8
Syracuse, N.Y. (4)	\$646,853		\$698,890	\$735,294	-8,511		7	\$666,940	\$727,194	-8.3
Tallahassee, Fla.** (2)							3	\$421,173	\$421,173	-1.8
Tampa-St. Petersburg, Fla. (3)	\$957,958		\$965,316	\$555,050	-57,358		7	\$1,308,576	\$969,351	35.0
Terre Haute, Ind. (5)	\$345,085		\$414,098	\$277,604	-89,386		6	\$398,870	\$187,238	21.1
Texasark, Ark. (2)							4	\$156,395	\$119,603	30.8
Toledo, Ohio (9)	\$1,851,206		\$1,783,915	\$1,581,099	\$67,291		10	\$2,255,718	\$1,765,646	27.8
Topeka, Kan. (2)							3	\$316,801	\$257,524	23.0
Trenton, N.J. (3)	\$530,172		\$509,514	\$448,427	\$20,658		4	\$548,740	\$525,474	4.4
Tucson, Ariz. (2)							4	\$407,828	\$288,484	51.3
Tulsa, Okla. (4)	\$399,545		\$473,238		-113,693		7	\$679,317	\$456,269	48.8
Utica-Rome, N.Y. (2)							3	\$299,909	\$195,800	53.2
Waco, Tex. (3)	\$211,354		\$196,660	\$14,694	\$14,694		3	\$211,354	\$196,208	7.7
Washington, D.C. (8)	\$4,260,062		\$3,759,859	\$3,083,353	\$500,203		13	\$4,845,262	\$4,047,887	19.7
West Palm Beach-Boca Raton, Fla. (4)	\$674,976		\$783,777	\$586,866	-108,801		7	\$896,515	\$785,814	14.1
Wichita, Kans. (2)							3	\$361,566	\$320,112	19.2
Wilmington, Del. (1)							3	\$457,213		
Wilmington, N.C. (1)							3	\$227,737		
Yakima, Wash. (1)							3	\$106,110	\$61,066	73.8
York, Pa. (2)							4	\$615,805	\$489,316	25.9
Youngstown, Ohio (1)							3	\$263,898	\$218,833	20.6
Non-Metro, areas of 3 or more stations										
Panama City Beach, Fla. (2)										
Richmond, Ind. (2)										
Traverse City, Mich. (1)										
Commonwealth and possessions										
Mayaguez, P.R. (2)										
Ponce, P.R. (1)										
San Juan, P.R. (3)										
Other communities (5)										
Metropolitan areas										
United States	166,936,421	134,443,440	175,985,728	143,806,135	-9,049,307	-9,362,695	1,145	205,032,767	164,786,743	24.4
Non-metro areas of 3 or more stations (5)	470,133	490,584	572,869	493,698	-102,736	-3,114	9	733,056	709,579	3.3
Non-metro areas of two stations (80)	6,867,726	4,736,220	7,191,858	5,100,794	-324,132	-364,574	160	9,678,764	6,769,015	43.0
Non-metro areas of one station (287)	18,662,447	13,518,749	19,858,412	14,440,764	-1,195,965	-922,015	788	32,094,624	25,480,654	26.0
Total	192,936,727	153,188,993	203,608,867	163,841,391	-10,672,140	-10,652,398	2,082	247,539,231	197,745,991	25.2
United States (1,064)										
Commonwealth and possessions (11)	424,283	425,529	482,602	622,518	-56,319	-196,989	25	599,355	595,027	0.7
Grand total (1,075)	193,381,010	153,614,522	204,091,469	164,463,909	-10,730,459	-10,849,387	2,107	248,138,586	198,341,018	25.1

¹ Includes 397 FM stations that are associated with AM stations but reported separately.

² Includes FM revenues for 1,032 AM/FM combination stations that reported some FM revenues.

³ Only metropolitan areas with three or more stations reporting FM revenues are listed.

* Data withheld to maintain confidentiality.

** Not all stations in this market operated for the full year.

Fates & Fortunes®

Media

Charles E. Fellers, sales director, KWKH(AM)-KROK(FM) Shreveport, La., named general manager, succeeding **Jack Timmons** who died last month (BROADCASTING, Nov. 3).



Fellers



Stewart

Lynda J. Stewart, communications coordinator, Cox Broadcasting Corp., Atlanta, named communications director. She will coordinate corporate advertising and public relations and broadcast trade advertising for Cox stations.

Steve Rosetta, manager, KGMS(AM)-KSFM(FM) Sacramento, Calif., named general manager, KSJO(FM) San Jose, Calif.

Ed Hutchings, station manager, WEAU-TV Eau

Claire, Wis., appointed to same position, KTVV-TV Austin, Tex.

Wilbur Goforth, manager, WOGA(AM) Sylvester, Ga., named general manager, WMOO(AM) Mobile, Ala.

Robert R. Pictor, manager, Columbus Cablevision, Columbus, Ind., named manager, WSPA(AM), Spartanburg, S.C.

Curtis Block, program/trade publicity manager, NBC, New York, appointed program/trade publicity director.

Ronald J. Seldle, communications professor, Gram Junior College, Boston, appointed advertising-press information manager, KMOX-TV St. Louis.

Laverne Y. Berry, municipal consultant, New York State Commission on Cable Television, Albany, N.Y., named public affairs production coordinator, WOR-TV New York.

Richard Keegan, director, WMTV(TV) Madison, Wis., named public service director.

Andy Amyx, promotion manager, WOTV(TV) Grand Rapids, Mich., appointed community relations director. **Phillip Bandy**, commercial writer, appointed audience development director.

Phil Lewis, WCCO(AM) Minneapolis; **A.M. Spherle**, WEMP(AM) Milwaukee, and **Mike Shapiro**, WFAA(AM) Dallas, named members-at-large, CBS Radio Affiliates Board to serve through September 1976.

Howard Johnson, general manager, WYNE(AM) Appleton, Wis., named to same position, WMHI(AM) Braddock Heights, Md.

Henry Osborne, FCC attorney, appointed assistant to president, WRAU-TV Peoria, Ill.

David M. Cordelo, account executive, Bo Bernstein & Co., Providence, R.I., named market research/planning director, WPRI-TV, same city.

Alan Raphael, employe-relations manager, West Coast, NBC, named employe-relations director there.

David J. LeRoy, associate professor, department of mass communications, Florida State University, Tallahassee, named deputy director-community research, Corporation for Public Broadcasting, Washington.

A.J. Fletcher, chief executive officer, Capitol Broadcasting Co. Inc., licensee, WRAL-FM-TV Raleigh, N.C., elected to North Carolina Association of Broadcasters Hall of Fame.

Joanna Hill, office/sales manager, WPTW-AM-FM, Piqua, Ohio, appointed station manager.

Broadcast Advertising

Richard D. Severance, director, corporate planning and communications, F&M Schaefer Brewing Co., Brooklyn, N.Y., named to newly created post of VP-national sales for Television Bureau of Advertising, reporting to Joseph J. Sullivan Jr., executive VP-sales. Post was cre-

ated in response to station reps' demands for greater TVB emphasis on national spot sales (BROADCASTING, Aug. 25).

Patrick McNew, sales manager, Detroit; **Paul D. Quinn**, sales manager, Charlotte, N.C., and **David Rutledge**, sales manager, Dallas, named VP's of Katz Television, New York.

Eddie Smardan, VP-broadcast services, Ogilvy & Mather, Los Angeles, resigns, effective Jan. 1, to open own consulting firm. *E. Smardan & Associates Inc., 5900 Wilshire Boulevard, Suite 1400, Los Angeles 90036.*

Agi S. Clark, **Gerald A. Pfiffner**, **John F. Walsh**; creative directors, N.W. Ayer ABH International, New York, elected senior VP's.

Lyle Greenfield, copy group head, J. Walter Thompson, New York, named VP.

Richard Stanwood, executive VP, Leo Burnett, Chicago, appointed executive VP, creative services.

James Weller, VP/corporate creative director, Clinton E. Frank, Chicago, named VP/creative director-copy. **Peter Coutroulis**, VP, named VP/creative director-art and **Arthur Meltzer**, VP/executive art director, named VP/associate creative director.

Joseph Kelly, account executive, ABC Radio, Chicago, named sales manager, Detroit office.

Robert Schulberg, president, Intertravel Marketing Services, Beverly Hills, Calif., named West Coast sales development manager, CBS Radio Spot Sales, Los Angeles.

John Davis and **Dick Thomas**, associate creative directors, Tracy-Locke, Dallas, named VP's/creative directors.

Richard A. Bompane, television research/programing services director, Avery-Knodel, New York, elected VP.

Janine M. Linden, project manager, fashion marketing, J.C. Penney Co., New York, named public relations director, Kenyon & Eckhardt, New York, succeeding **Betsy Cohen**, who resigned.

Curtis D. Olson, partner/associate creative director, Tatham-Laird & Kudner, Chicago, appointed art director/producer, D'Arcy-MacManus & Masius, St. Louis.

Maddy Schreiber, media research director, Eastman Radio Inc., New York, appointed VP, research.

Hal Parks, Southeast station representative, named manager, new Atlanta sales office, SIN Television Network. *1819 Peachtree Road; (404) 355-4040.*

Bill Mackie, VP/associate creative director, Arthur & Wheeler, Chicago, named copy group head, Ketchum, MacLeod & Grove, Pittsburgh.

Edward A. Pollack, senior producer, W.B. Doner & Co., Baltimore, named radio-TV production director, Richardson, Myers & Donofrio advertising, Baltimore.

Sonya Suarez, assistant advertising/sales pro-

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motion manager, WBZ(AM) Boston, named advertising/sales promotion manager, KDKA(AM) Pittsburgh. Both are Group W stations.

David A. Neuman, VP, Viacode division, Viacom International, New York, named VP/account supervisor, Warwick, Welsh & Miller, same city.

Gene Camerik, **John T. Gray**, S. Jay Reiner Co., Carle Place, N.Y., join Media Buying Services International, New York, as president, U.S. operations, and executive VP, respectively.

Godfrey W. Herweg, regional sales manager, GCI Sales Inc., Chicago, named general sales manager, WJJD-AM-FM Chicago.

Gene Boivin, account executive, Blair Radio, Detroit, named sales manager WXYZ(AM) same city.

James Jenkins, assistant VP, LBJ Productions, Chattanooga commercials firm, named VP.

Thomas F. Corbett, sales department, WGTM(AM) Wilson, N.C., named sales manager.

Programing

Kenneth Fields, development planning assistant director, Dart Industries advertising, Los Angeles, named corporate development director, 20th Century-Fox Film Corp., Beverly Hills, Calif.

John B. Moranville, program supervisor, daytime programing, West Coast, ABC Entertainment, Los Angeles, named manager, current daytime programs, West Coast.

Lynn Barret, administrative assistant to VP-TV programing, Playboy Productions, Los Angeles, named manager, comedy programs, NBC-TV, Los Angeles.

Stan Marinoff, producer/director, KDKA-TV Pittsburgh, appointed program director, WYTV(TV) Youngstown, Ohio.

Fred Söle, film editor, WMTV(TV) Madison, Wis., named film director. **Robert Halper**, production staff, named production manager.

Joseph Smelser, director, WRAU-TV Peoria, Ill., named production manager. **James Pashke**, sports director, KTIV(TV) Sioux City, Iowa, named to same position at WRAU-TV.

Kathleen Quaid, executive producer WCAU(AM) Philadelphia, named associate producer, WCAU-TV there.

Lloyd Henderson, associate director, WKYC-TV Cleveland, named producer-director.

Tom Reeder, on-air personality, WDON(AM) Wheaton, Md., named program director, WKCW(AM) Warrenton, Va.

Denny Carpenter, program director, WYNE(AM) Appleton, Wis., and consultant, WQTC(AM) Two Rivers, Wis., named program director, WMHI(AM) Braddock Heights, Md.

Dean W. Trefethen, sales, WSME(AM) Sanford, Me., appointed program director, WMEJ(AM) Laconia, N.H.

Kenneth A. Ponte, broadcast arts and sciences instructor, Columbia College, Chicago, appointed assistant program director, Catholic Television Network of Chicago.

Paul E. Stankavich, producer/director, WKBF-TV, Cleveland, named senior producer/director,

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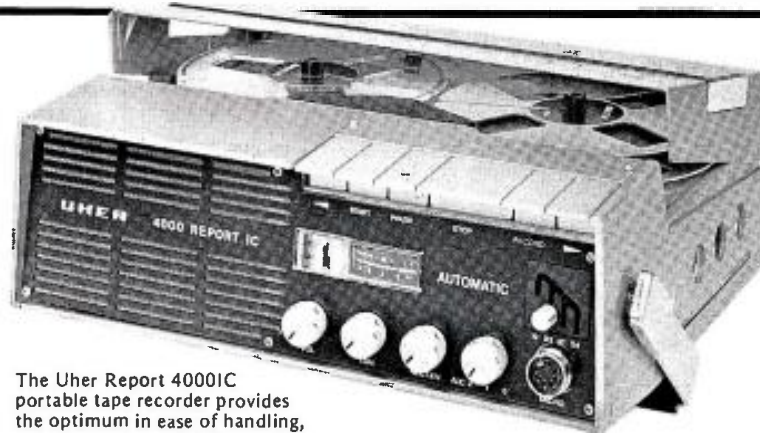
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This lightweight, two-track, monaural recorder, features four speeds. Although designed primarily for use in news-gathering in the field, its specifications and features match top-quality studio recorders.

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Citations for four. The Journalism Alumni association of the University of Southern California honored four graduates at its 16th annual Achievements in Journalism Awards dinner Nov. 6 in Century City, Calif. At presentation (l-r): Lowell Thomas, honored for 50 years as broadcaster-journalist, author, lecturer and explorer; Lewis H. Young, editor-in-chief, *Business Week*, cited for his achievement in magazine journalism; Helen Thomas, UPI White House correspondent, honored for newspaper accomplishments; Russell E. Ward, association president, and Charles Kuralt, CBS News correspondent, cited for broadcasting achievement.

Teleproduction Center, University of Wisconsin-Stout, Menomonie, Wis.

Broadcast Journalism

Stuart L. Witt, overseas business affairs director, CBS News, London, named business affairs director, New York. He is succeeded by **Mary Lou Jennerjahn**, business affairs associate director. **Robert McCarthy**, business affairs manager, CBS News, New York, promoted to administration director.

Walt Adams, sports director, WLOS-TV Asheville, N.C., named news director.

Gene Holmes, assignment editor, WRAU-TV Peoria, Ill., named news director, succeeded by **Jerry Thurber**, reporter.

Marea A. Mannion, news photographer/reporter, WTAJ-TV Altoona, Pa., named reporter/photographer, WCPO-TV Cincinnati.

Robert Koop, anchor, weekend news, WNYS-TV Syracuse, N.Y., named anchor KENS-TV San Antonio, Tex.

Buck Battin, assignment editor, KOAT-TV Albuquerque, N.M., named assistant news director, KTBS-TV Shreveport, La. **Al Pierce**, anchor/news director, KTAL-TV Texarkana, Tex., named anchor, KTBS-TV.

Jan Ryan, reporter, Georgia Network News,

Atlanta, named reporter/weekend assignment editor, WAGA-TV there.

Steve Williams, reporter, WMBD-AM-TV Peoria, Ill., assigned additional post of legislative correspondent for WCIA-TV, Champaign, Ill. All are Midwest Television Inc. stations.

Marcia Slegler, news researcher, WKYC-TV Cleveland, named reporter, WKRQ-TV Mobile, Ala.

Cable

James P. White, VP/manager, Muzi-Tronics division, Fetzer Broadcasting Co., Kalamazoo, Mich., named to additional position, manager, Fetzer CableVision there.

Newly elected officers, New York State Cable Television Association: **Anthony Ceracche**, Ceracche Television Corp., Ithaca, president; **Harry C. Calhoun**, U.S. Cablevision Corp., Beacon, and **James Hanlon**, Suffolk Cablevision, Central Islip, VP's; **Pasquale R. Giuliano**, Teleprompter Corp., New York, treasurer, and **John R. McGeehan**, Sullivan Productions, New York, secretary.

Newly elected officers of Maryland-Delaware Cable Television Association: **Robert M. Zitter**, Antietam Cable TV, Hagerstown, Md., president; **Robert Vogel**, Multiview Cable, Aberdeen, Md., VP; **Gerald Orris**, Sullivan Cable, Cambridge, Md., secretary, **John**

Cascioli, Eastern Shore CATV, Ocean City, Md., treasurer.

Equipment & Engineering

Lee Whitehurst, chief engineer operations, WSM Inc., Nashville, named technical director.

Bernie Wayner, engineering supervisor, WCPO-TV Cincinnati, named assistant chief engineer.

Francis Abramowitz, assistant engineering director, noncommercial WGBH-TV Boston, named chief engineer, Connecticut Public Television, Hartford, Conn.

Joseph Trail, operations manager, Anixter-Pruzan, St. Louis, and **Gary Wilcox**, project design engineer, Anaconda CATV, named Midwest district sales representatives for Anixter Pruzan.

Allied Fields



Youngs

Carl Youngs, executive VP, Ron Curtis & Co., Chicago executive personnel recruitment firm, named president, succeeding **Ron Curtis**, who will be following other business interests.

Lynn Jones, producer, ABC News, Chicago, named information services manager, California Farm Bureau Federation, Berkeley, Calif.

Deaths

Blake Cochran, 65, former deputy director, Near East-South Asia division, Voice of America, died Nov. 5 in Bethesda, Md., after heart attack. He is survived by his wife, Clair, and son.

Nicholas Knezevich, 73, Yugoslav broadcaster for Voice of America, died Nov. 1 at George Washington University hospital, Washington, after heart attack. He is survived by his wife, Ana, and two sons.

For the Record

As compiled by BROADCASTING, Nov. 3 through Nov. 7 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 action

■ Ann Arbor, Mich.—Wolverine-Morningstar Broad-

casting. Broadcast Bureau granted ch. 31 (572-578 mhz); ERP 1096 kw vis., 217 kw aur. HAAT 1085 ft.; ant. height above ground 1040 ft. P.O. address: 2997 Lakeview Dr., Ann Arbor 48103. Estimated constructed cost \$1,090,377; first-year operating cost \$236,000; revenue \$760,000. Legal counsel Welch and Morgan, Washington; consulting engineer Walter L. Davis. Principals: Gershom Clark Morningstar, synectics consultant and professional writer (35%); James L. Mullison, engineering technician in mental research institute (14%); Gin Sing Lum, restaurant owner (9%); et al (BPCT-4796). Action Oct. 30.

AM application

■ Farmville, Va.—Everette Broadcasting Co. seeks 1490 khz, 1 kw-D, 250 w-N. P.O. address: 255 N. Middletown Rd., Manuet, N.Y. 10954. Estimated construction cost \$46,757; first-year operating cost \$55,000; revenue \$90,000. Format: Soul, contemporary, religious. Principals: Clesie (75%) and Lawrence H. (25%) Everette. Clesie Everette is owner of motor

retail store. Lawrence Everette is director of alcoholism program. Ann. Nov. 4.

AM actions

■ New Orleans—Harry Ladas. Broadcast Bureau returned application for 1550 khz. Action Nov. 6.

■ Wabasha, Minn.—Obed S. Borgen. FCC granted 1190 khz, 1 kw-D. P.O. address 1710 11th Avenue, Rochester, Minn. 55901. Estimated construction cost \$35,850; first-year operating cost \$72,000; revenue \$75,000. Principal: Mr. Borgen (100%) owns KFLL-AM-FM Preston, Minn. He also has interest in WMIN(AM) Maplewood, Minn.; WAGO(AM) Oshkosh, Wis. and pending application for new FM in Hampton, Iowa. Action Oct. 21.

FM applications

■ *Yakutat, Alaska—Lakeside Broadcasting seeks 105.1 mhz, 10 w, HAAT 30 ft. P.O. address: Box 55, Yakutat 99689. Estimated construction cost \$2,180; first-year operating cost \$1,000. Format: variety. Principals: Local residents have formed non-profit

organization; Marlan R. Schoenleber, president. Ann. Nov. 5.

■ Boise, Idaho—Rex K. Jensen seeks 104.3 mhz, 30 kw, HAAT 2520 ft. P.O. address: 4620 N. Maple Grove, Boise 83704. Estimated construction cost \$32,500; first-year operating cost \$51,540; revenue \$60,000. Format: C&W. Principal: Mr. Jensen is stockholder and general manager of KBRJ(AM)-KBBK(FM) Boise. Ann. Nov. 6.

■ Chicago—Frank Collins Associates resubmitted application for 88.5 mhz. Ann. Nov. 6.

■ *Essex, Mass.—North Shore Christian Broadcasters seek 88.3 mhz, 3.673 kw (H), 2.359 kw (V), HAAT 280 ft. P.O. address: 159 Main St., Essex 01929. Estimated construction cost \$76,452; first-year operating cost \$146,548. Format: educational. Principals: Non-profit religious corporation wishing to operate and own communications school, radio and television station; Robert Kendall, president. Ann. Nov. 6.

■ *Dix Hills, N.Y.—Half Hollow Hills Community Public Library seeks 88.9 mhz, 10 w, HAAT 100 ft. P.O. address: 55 Vanderbilt Parkway, Dix Hills 11746. Estimated construction cost \$2,100; first-year operating cost \$5,000. Principal: Non-profit corporation which operates library; Anthony Uzzo, president. Ann. Nov. 5.

■ Albemarle, N.C.—Victor Broadcasting seeks 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 1624 E. Main St., Albemarle 28001. Estimated construction cost \$21,500; first-year operating cost \$70,000; revenue \$100,000. Format: C&W, rock, contemporary. Principals: W. Lee Simmons (51%) is owner of communications company, and technical director at WCPL-FM Pageland, S.C. Victor H. Simmons (25%) is owner of sporting goods store. Oren N. Simmons (24%) is employee of sporting goods store. Ann. Nov. 6.

■ Brookings, Ore.—KURY Radio seeks 95.3 mhz, 3 kw, HAAT 208 ft. P.O. address: Box 1029, Brookings 97415. Estimated construction cost \$18,275; first-year operating cost \$14,700; revenue \$15,000. Format: MOR. Principal: Norman R. Obers is owner and general manager of KURY(AM) Brookings. Ann. Nov. 6.

■ Cheraw, S.C.—Application by Cheraw Broadcasting Co. for 103.1 mhz resubmitted (BPH-9366). Ann. Oct. 28.

■ Copperas Cove, Tex.—Cove Broadcasting Co. resubmitted application for 103.1 mhz. Ann. Nov. 6.

■ *Battle Ground, Wash.—Western Informational Broadcasting Association resubmitted application for 89.9 mhz. Ann. Nov. 6.

■ Laramie, Wyo.—Rocky Mountain Broadcasting Corp., applicant for 96.1 mhz, seeks amendment to change frequency to 95.1 mhz (BPH-8564). Ann. Oct. 28.

FM actions

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ KRAI-FM Craig, Colo.—Jan. 31, 1976; KSNS Lake Charles, La.—May 9, 1976; KQRS-FM Golden Valley, Minn.—May 15, 1976; KDOM-FM Windom, Minn.—April 7, 1976; KCHI-FM Chillicothe, Ohio—March 1, 1976; *WMCM Paris, Ohio—April 1, 1976; KAEZ Oklahoma City—April 1, 1976. Action Oct. 29.

■ Bullhead City, Ariz.—Broadcast Bureau granted Holiday Broadcasting Co. 102.3 mhz, 3 kw, HAAT 601 ft. P.O. address: Box 1604, Bullhead City 86430. Estimated construction cost \$4,550; first-year operating cost \$9,015; revenue \$22,000. Format: MOR, C&W, easy listening. Principals: Albert and Mildred Freeman (25% each) are electronic technician and employee of McDonald-Douglas, respectively. Charles and Mildred Pfeiffer (25% each) are involved in real estate and homemaking, respectively (BPH-9473). Action Oct. 23.

■ *Phoenix, Ariz.—Broadcast Bureau dismissed CP for 90.3 mhz Public Radio for Arizona (BPED-2056). Action Oct. 30.

■ *Santa Clara, Calif.—Cain Radio of University of Santa Clara. Broadcast Bureau returned application. Ann. Nov. 3.

■ *Woodland Hills, Calif.—Los Angeles Pierce College. Broadcast Bureau dismissed CP for 89.5 mhz

(BPED-2079). Action Oct. 24.

■ Albany, Minn.—Stearns County Broadcasting Co. Broadcast Bureau dismissed CP for 105.5 mhz (BPH-9575). Action Oct. 23.

■ *Columbus, Miss.—Golden Triangle Educational Media Corp. Broadcast Bureau granted 90.9 mhz, 10 w. P.O. address: 616 Third Ave., S., Columbus 39701. Estimated construction cost \$700; first-year operating cost \$3,000. Principal: David P. Coughlin, treasurer (BPED-1977). Action Nov. 4.

■ *Lawrence township, N.J.—Lawrence Township Board of Education. Broadcast Bureau granted 89.7 mhz, 10 w. P.O. address: 2525 Princeton Pike, Trenton, N.J. Estimated construction cost \$1,400; first-year operating cost \$1,000. Principal: Michael Angelotti, director of media (BPED-1980). Action Oct. 21.

■ *Memphis, Tenn.—Broadcast Bureau dismissed CP for Christian Brothers College Corp. on 88.1 mhz (BPED-1987). Action Oct. 23.

■ Greenville, Tex.—Richard I. Kearley Jr. Broadcast Bureau granted 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 11046 Aladdin Drive, Dallas 75229. Estimated construction cost \$24,965; first-year operating cost \$41,860; revenue not indicated. Principals: Mr. Kearley is president and owns 54% of KCIR(FM) Corsicana, Tex. He also owns 4% of WTVY-AM-FM Dothan, Ala., and WCWB-TV Macon, Ga. He is account executive with Capital Syndications Inc., Dallas. Action Oct. 31.

■ Stowe, Vt.—RFD Broadcasting. Broadcast Bureau granted 101.7 mhz, 45 w, HAAT 2,275 ft. P.O. address: RFD No. 1 05672. Estimated construction cost \$34,879; first-year operating cost \$62,914; revenue \$83,824. Format: contemporary. Principals: William J. Riley (33%) is advertising director for resort hotel company in Stowe; Brian C. Harwood (33%) is administrative assistant, and Kenley D. Squier (33%) is network announcer and has interest in auto racing stadiums and 25% interest in WDEV(AM) Waterbury, Vt. (BPH-9367). Action Oct. 23.

■ Gillette, Wyo.—Midland Broadcasting Co. of Wyoming. Broadcast Bureau granted 93.5 mhz, 3 kw,

The Sale of
**WWDC—AM/FM,
Washington, D.C.**

by

Avco Broadcasting Corporation

for

\$3,600,000

to

Capitol Broadcasting Company

has been consummated

The undersigned assisted the parties in the negotiation of the transaction

Edwin Tornberg & Company, Inc.

5530 Wisconsin Avenue
Washington, D.C. 20015

The Sale of

KMOL-TV, San Antonio, Texas

by

Avco Broadcasting Corporation

for

\$9,300,000

to

United Television, Inc.

Subsidiary of

Twentieth Century Fox

has been consummated

The undersigned assisted the parties in the negotiation of the transaction

Edwin Tornberg & Company, Inc.

5530 Wisconsin Avenue
Washington, D.C. 20015

HAAT 272 ft. PO. address: 3333 W. Chicago, Rapid City, S.D. 57701. Estimated construction cost \$6,931; first-year operating cost \$54,800; revenue \$72,000. Principals: V. H. (23%), Stephen (45%) and Evelyn L. Hughes (22%) own department store and KTOQ(AM) Rapid City. Kevin R. Jensen (10%) is station manager (BPH-9441). Action Oct. 23.

FM starts

- WQSI Union Springs, Ala.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 275 ft. Action Oct. 16.
- KVIP-FM Redding, Calif.—Authorized program operation on 98.1 mhz, ERP 30 kw, HAAT 1710 ft. Action Oct. 17.
- *WPIO Titusville, Fla.—Authorized program operation on 89.9 mhz, TPO 10 w. Action Oct. 14.
- WSME-FM Sanford, Me.—Authorized program operation on 92.1 mhz, ERP 800 w, HAAT 530 ft. Action Oct. 29.
- WHMH-FM Sauk Rapids, Minn.—Authorized program operation on 101.7 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 14.
- KRGI-FM Grand Island, Neb.—Authorized program operation on 96.5 mhz, ERP 100 kw, HAAT 420 ft. Action Oct. 29.
- KTCH-FM Wayne, Neb.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 115 ft. Action Oct. 29.
- WCNL-FM Newport, N.H.—Authorized program operation on 101.7 mhz, ERP 2 kw, HAAT —210 ft. Action Oct. 29.
- *WSKG-FM Endwell, N.Y.—Authorized program operation on 89.3 mhz, ERP 43 kw, HAAT 530 ft. Action Oct. 20.
- *KEYA Belcourt, N.D.—Authorized program operation on 88.5 mhz, ERP 19 kw, HAAT 360 ft. Action Oct. 29.
- *WCDE Elkins, W.Va.—Authorized program operation on 90.3 mhz, TPO 10 w. Action Oct. 17.
- WFGM Fairmont, W.Va.—Authorized program operation on 97.9 mhz, ERP 47 kw, HAAT 520 ft. Action Oct. 17.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

- KPFF Kerrville, Tex.—Allied Entertainment (BLH-6824). Action Oct. 31.
- WYVA-FM Yorktown, Va.—Cradle of Democracy Broadcasting Co. (BLH-6792). Action Oct. 31.

Ownership changes

Applications

- KPOD(AM) Crescent City, Calif. (1310 khz, 1 kw-D)—Seeks assignment of license from William E. Stamps to Summit Broadcasters for \$12,500. FCC recently granted assignment of KPLY(AM) Crescent City to Mr. Stamps. KPLY is owned by Summit Broadcasters (Mason C. and Virginia E. Deaver, co-owners). Thus parties contemplate simultaneous closing where neither will hold more than one license. Ann. Nov. 6.
- WGAFF(AM) Valdosta, Ga. (910 khz, 5 kw, DA-N)—Seeks transfer of control of Valdosta Broadcasting Co. from Estate of George B. Cook Sr. (64% before; none after) to William Orson Woodall (36% before; 100% after). Consideration: \$170,000. Principal: Mr. Woodall owns 25% of WGRA(AM) Cairo, Ga. Ann. Nov. 4.
- KPUA(AM) Hilo, Hawaii (970 khz, 5 kw)—Seeks assignment of license from Heftel Radio-Hilo to Aloha Broadcasting Co. for \$160,000. Seller: Cecil and Joyce Heftel, controlling stockholders in KPUA, also control stock of KGMB-AM-TV Honolulu, KMAU-TV Maui, KPUA-TV Hilo, KGMQ(FM) Honolulu, KEZK(FM) St. Louis, WKTQ(AM) and WSHH(FM) Pittsburgh, and WHYI(FM) Ft. Lauderdale, Fla. Buyer: Thomas K. Reed Jr. (50%) is part-owner of office furniture dealership. Richard P. McKee (50%) is general manager of KOB(FM) Albuquerque, N.M., and county commissioner in New Mexico. Ann. Nov. 4.
- WVLI(FM) Monticello, Ill. (105.5 mhz, 3 kw)—Seeks assignment of license from Monticello Broadcasting Co. to WVLI Broadcasting for \$100,000. Buyer: Leon Buck (70%) and William Douglas McLuen (20%) are also applicants for WFDT Columbia City, Ind. (see below). Virginia S. Bingham (10%) is employe at WXTA(FM) Greencastle, Ind. Ann. Nov. 4.
- WFDT(FM) Columbia City, Ind. (106.3 mhz, 3 kw)—Seeks assignment of license from Dependable Broadcasting Co. to WFDT Broadcasting for \$103,000. Buyer: Leon Buck (50.4%) is majority stockholder of WXTA(FM) Greencastle, Ind., WVTL Monticello, Ind. and WSTL(AM) Eminence, Ky. W. Douglas McLuen (30%) is stockholder of WVTL. David Brock (19.6%) is employe of WFDT. Ann. Nov. 4.
- WEMT(TV) Bangor, Me.—Seeks assignment of license from Downeast Television Inc., Debtor-In-Possession to Eastern Maine Broadcasting System Inc. for \$530,000. Seller: Herbert S. Hoffman (28%) owns WUNR(AM) and WBOS(FM) Brookline, Mass. Other principals have no broadcast interests. Buyer: John J. and Gerard R. Pineau (each 50%) own WPNO(AM) Auburn, Me. and WSKW(AM), WTOS-FM, both Skowhegan, Me. Ann. Oct. 31.
- WNCC(AM) Barnesboro, Pa. (950 khz, 500 w-D)—Seeks assignment of license from WNCC Inc. to Bland Group for \$67,500. Buyer: William C. Bland (85%) is president of Bland Group. Patrick A. Trusio (10%) is employe of advertising agency. Michael M. Costello (5%) is news director at University of Scranton. Ann. Nov. 4.
- WIAC-AM-FM San Juan, Puerto Rico (AM: 740 khz, 10 kw, DA-1; FM: 102.5 mhz, 91 kw)—Seeks transfer of control of Bestov Broadcasting of Puerto Rico from Luis S. Mejia (deceased) (81.05% before; none after) to Dorothy H. Mejia (wife) (none before; 54.03% after) and Luis A. Mejia (son) (none before; 27.02% after). Consideration: inheritance. Principals: Mrs. Mejia is president of Bestov Broadcasting. Luis A. Mejia controls WISA-AM-FM Isabela, Puerto Rico. Ann. Nov. 4.
- WLAR(AM) Athens, Tenn. (1450 khz, 1 w-D, 250 w-N)—Seeks assignment of license from Athens Broadcasting Co. to Cumberland Broadcasting Corp. for \$108,400. Buyer: James R. Pickel Jr. (85%) et al. Mr. Pickel is majority owner of tire dealership and real estate corporation. Ann. Nov. 4.
- KIUN(AM) Pecos, Tex. (1400 khz, 1 kw-D, 250 w-N)—Seeks voluntary acquisition of positive control of

KIUN Inc. from Jack W. Hawkins (25% before; 5.21% after) to Bill H. Hubbs (50% before; 69.79% after). Consideration: \$25,078. Buyer: Mr. Hubbs is general manager of KIUN. Ann. Nov. 4.

■ WREL(AM) Lexington, Va. (1450 khz, 250 w-N, 1 kw-D)—Seeks assignment of license from Rockbridge Broadcasting Corp. to WANV Inc. for \$167,000. Buyer: Co-owners M. Robert and Teresa S. Rogers own WANV(AM) Waynesboro, Va. Ann. Nov. 4.

■ KQIN(AM) Burien, Wash. (800 khz, 500 w-D, DA)—Seeks assignment of license from Suburban Broadcasters to Keto Co. for assumption of debt, promise of employment. Buyer: KETO-FM Associates (70%) is a limited partnership, and licensee of KETO-FM Seattle, John W. Mowbray is president of Suburban Broadcasters (30%). Ann. Nov. 4.

Actions

- WAPX(AM) Montgomery, Ala. (1600 khz, 1 kw-DA-N)—Broadcast Bureau granted assignment of license from Sparling of Alabama to Brothers Broadcasting Corp. for \$300,000. Seller: Lawrence R. Picus (40%) is 90% stockholder of Mel-Lin Inc. which recently acquired WMBR(AM) Jacksonville, Fla. Buyers: Kenneth A. Goodman (33%), D. Ward Wilson (20.75%), John Pembroke (20.75%), Arnold S. Goodstein (17.5%), et al. Mr. Goodman is president of Brothers, which also owns WPAL(AM) Charleston and WWWZ-FM Summerville, both South Carolina. Mr. Wilson, Mr. Pembroke and Mr. Goodstein are pharmacist, owner of retail record store and attorney, respectively (BAL-8409). Action Oct. 24.
- KIOT(AM) Barstow, Calif. (1310 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Prudential Broadcasting Co. to Joshua Tree Broadcasting Co. for \$100,000. Mortgage is to be assumed by buyer. Seller: John Parker, president. Buyers: A.C. Royden Stone and Norma L. Stone (50% each). Mr. Stone has interest in program supplier for pay TV and is general manager of cable TV company. Mrs. Stone is corporate secretary (BAL-8446). Action Oct. 24.
- KMPX(FM) San Francisco (106.9 mhz, 40 kw)—Broadcast Bureau granted assignment of license from National Science Network to Coppola FM Co. for \$900,000. Seller: estate of late Ludwig W. Frohlich; executors are Thomas R. and Ingrid Lilly Burns. Buyer: Francis Ford Coppola, motion picture screenwriter-director producer ("The Godfather," "Patton") (BALH-2168). Action Oct. 31.
- KDZA-AM-FM Pueblo, Colo. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 100.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Roger P. Brandt to Gayberry Broadcasting Co. for \$410,000. Seller: Mr. Brandt has no other broadcast interests. Buyers: Michael M. Galer (51%) has interest in Boston real estate company C. Janet Bernhardt (49%) also has interest in real estate company and owns thoroughbred horse stud service (BAL-8476). Action Oct. 24.
- WLIS(AM) Old Saybrook, Conn. (1420 khz, 500 w-D)—FCC granted transfer of control of Radio Connecticut from John M. and Ann Powers and Betsy Brown (100% before; 26% after) to Nutmeg Broadcasting Co. (none before; 74% after). Consideration: \$40,285. Principals: John M. Powers, general manager, Ann Powers and Betsy Brown wish to infuse new capital into Radio Connecticut. Nutmeg Broadcasting (51%), owned by Herbert and Ethel Rice, is licensee of WLI(AM) Willimantic, WINY(AM) Putnam and WNTY(AM) Southington, all Connecticut. Michael Gerardi will own 13%, Lloyd Evans will own 10%. Action Oct. 29.
- WKID(TV) Fort Lauderdale, Fla.—Broadcast Bureau granted involuntary assignment of license to Channel 51 Inc., Debtor in Possession (BALCT-574). Action Oct. 31.
- WGRO(AM) Lake City, Fla. (960 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Columbia County Broadcasting Co. from John A. Dowdy, Robert E. Dobelstein and Donald E. Dockery (100% before; none after) to John G. Bolton Jr. and William H. Aaron Jr. (none before, 100% after). Consideration: \$225,000. Principals: Mr. Dowdy owns WMGR(AM)-WJAD(FM) Bainbridge, Ga. Mr. Bolton (66-2/3%) and Mr. Aaron (33-1/3%) are division managers for Katz station representative agency (BTC-7833). Action Oct. 30.
- WFUN(AM) South Miami, Fla. (790 khz, 5 kw-DA-2)—Broadcast Bureau granted assignment of license from Rounsaville of Miami Beach to Sudbrink Broadcasting Inc. of Florida for \$1,300,000. Seller:

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Robert W. Rounsaville (100%) has extensive broadcast interests including WDAE(AM)-WAVV(FM) Tampa, WNBE(AM) Winter Park and WBJW(FM) Orlando, all Florida, and WCIN(AM) Cincinnati. Buyer: Robert W. Sudbrink (93%) et al. Mr. Sudbrink has majority interest in WLYF(FM) Miami, WLIF(FM) Baltimore, WLAK(FM) Chicago and WAVO(AM) Decatur, Ga. (BAL-8481). Action Oct. 24.

■ **WSCT(TV)** Tallahassee, Fla.—Broadcast Bureau granted assignment of CP from Southern Capital Television to Allen Communications for \$37,707. Seller: Donall Myers, vice president, has no other broadcast interests. Buyer: E.C. Allen (100%) is mobile home manufacturer and has interest in student dormitory (BAPCT-517). Action Oct. 24.

■ **WLTD(AM)** Evanston, Ill. (1590 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Cummings Communications Corp. to Kovas Communications for \$400,000. Seller: Alan H. Cummings (100%) also owns WNAM(AM) Neenah, Wis., WRRR(AM) Rockford, Ill. and KARR-AM-KOPR-FM Great Falls, Mont. Buyers: Frank S. Kovas Jr. (65%) and Kenneth S. Kovas (35%). Frank Kovas is former owner of WKFM(FM) Chicago and now owns broadcast consultancy, travel agency and oil production firm. Kenneth Kovas is his son (BAL-8453). Action Oct. 24.

■ **KKAT(AM)** Roswell, N.M.—Broadcast Bureau granted involuntary assignment of license to William L. Shaner, Trustee, Pecos Valley Entertainment, Debtor in Possession (BAL-8530). Action Oct. 30.

■ **WKY-TV** Oklahoma City—Broadcast Bureau granted assignment of license from Gaylord Broadcasting Co. to Evening News Association for \$22,500,000. Seller: Oklahoma Publishing Co. also owns both Oklahoma City daily newspapers, WKY(AM) Oklahoma City and other stations. Buyers: Family of late James E. Scripps, owns *Detroit News* and WWJ-AM-FM-TV Detroit; also WALA-TV Mobile, Ala. KOLD-TV Tucson, Ariz. (BAPLCT-118). Action Oct. 29.

■ **WPSC(AM)** Pageland, S.C. (1510 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Pageland Broadcasting Corp. from Louis M. Cook (55% before; none after) to Ralph N. Belk, Quillian J. Cauthen, Gerald A. Funderburk, R.C. Campbell, et al. (45% before; 100% after). Consideration: \$51,000. Principals: Mr. Cook has no other broadcast interests. Pageland stockholders are area businessmen and professionals (BTC-7766). Action Oct. 28.

■ **WAAN(AM)** Waynesboro, Tenn. (1480 khz, 1 kw-D)—Broadcast Bureau granted transfer of negative control of Waynesboro Broadcasting Co. from Sharon Lynn Gosh, executrix of estate of Ashoke K. Gosh (50% before; none after) to Charlton deVaughn Swafford (none before; 50% after). Consideration: \$2,000 plus assumption of liabilities. Principals: Mr. Swafford is general manager of WAAN (BTC-7845). Action Oct. 30.

Facilities changes

TV actions

■ **KINY-TV** Juneau, Alaska—Broadcast Bureau granted authority to change studio location and to operate trans. by remote control (BRCTV-268). Action Oct. 30.

■ **WATU-TV** Augusta, Ga.—Broadcast Bureau granted mod. of CP to change ERP to vis. 295 kw, aur. 29.5 kw, ant. height 1600 ft. (BMPCT-7590). Action Oct. 28.

■ **KIFI-TV** Idaho Falls, Idaho—Broadcast Bureau granted CP to change type trans. (BPCT-4872). Action Oct. 30.

■ **KFYR-TV** Bismarck, N.D.—Broadcast Bureau granted authority to operate trans. by remote control (BRCTV-278). Action Oct. 30.

■ **KXMB-TV** Bismarck, N.D.—Broadcast Bureau granted CP to decrease aur. ERP to 27.8 kw and change type trans. (BPCT-4884). Action Oct. 30.

■ ***KQSD-TV** Lowry, S.D.—Broadcast Bureau granted mod. of CP to change ERP to vis. 234 kw, aur. 28.2 kw, change type ant., ant. height 1040 ft. (BMPET-843). Action Oct. 30.

AM applications

■ **WMEX** Boston—Seeks CP to change daytime non-CH radiation pattern. Ann. Nov. 6.

Call letters

Applications

Call Sought by

WTNL **New AM's**
Reidsville Broadcasting Corp. Reidsville, Ga.
WOOZ **New FM's**
Waccamaw Broadcasting Co. Whiteville, NC

*KMXT **New FM's**
Kodiak Public Broadcasting Corp. Kodiak, Alaska
*KSUT KUTE Inc. Ignacio, Colo.
*WCIE Evangelical Christian School. Lakeland, Fla.
KOSN-FM KTRF Radio Corp. Thiel River Falls, Minn.
KSCF Florissant Broadcasting Co. Florissant, Mo.

Existing TV's
WTHR WLWI Indianapolis
*KCPQ-TV KTVW Tacoma, Wash.

Existing AM's
WCMG WOIK Jacksonville, Fla.
WNUS WTXL West Springfield, Mass.
WBGY WJIG Tullahoma, Tenn.
WSCW WRDS South Charleston, W. Va.

Existing FM's
WOWD WJZS Tallahassee, Fla.
WKGW WRUN FM Utica, N.Y.
WKSA-FM WISA FM Isabela, Puerto Rico
WWKT-FM WDKU-FM Kingstree, S.C.
WBGY FM WJIG FM Tullahoma, Tenn.

Grants

Call Assigned to

*KLTN **New TV**
Louisiana Educational Television Authority, Monroe, La.

WCCO **New FM's**
Nelson Broadcasting Co. Crest Hill, Ill.

*KAXE Northern Community Radio, Grand Rapids, Minn.

*KIPC Albuquerque Public Broadcasting Corp., Albuquerque, N.M.
*WDPS Dayton City Schools, Dayton, Ohio
WACM Mountain Broadcasting, Freeland, Pa.
KWAS The Good News Broadcasting Co., Amarillo, Tex.

Existing AM
WANR WTUU Toledo, Ohio

Existing FM's
WMIJX WMYO Miami
WFRD WDCR Ft. Haverhill, N.H.
KLVN KCOB FM Newton, Iowa

■ **WAMB** Donelson, Tenn.—Seeks mod. of CP to change frequency to 1170 khz, increase daytime power to 5 kw (1 kw CH), decrease ant. height. Ann. Nov. 4.

■ **KMOO** Mineola, Tex.—Seeks CP to increase daytime power to 500 w. Ann. Nov. 4.

■ **WRAR** Tappahannock, Va.—Seeks mod. of CP to increase ant. height, redescribe studio location. Ann. Nov. 6.

AM action

■ **WTRX** Flint, Mich.—Broadcast Bureau granted CP to make changes in monitoring radials and add MEOV's to nighttime pattern (BP-19969). Action Oct. 24.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KBJF Eugene, Ore. (BP-19,833), Oct. 16; KBOX Dallas (BP-19,651), Oct. 15; WNAK Nanticoke, Pa. (BP-19,861), Oct. 8 and WVAL Sauk Rapids, Minn. (BP-19,917), Oct. 14. Ann. Nov. 3.

FM applications

■ **KFMA** Jerome, Idaho—Seeks CP to change frequency to 102.9 mhz, change trans. location, install new trans.-ant., change TPO, ERP: 100 kw (H&V), HAAT 760 ft. Ann. Oct. 28.

■ **WCBL-FM** Benton, Ky.—Seeks CP to install new

trans. and ant., change TPO add circular polarization to ERP, change HAAT: 300 ft. (H&V). Ann. Nov. 5.

■ **WARY** Mt. Kisco, N.Y.—Seeks CP to change trans. location, install new trans. and ant., change TPO, ERP: 50 w, HAAT: 358 ft., change station location. Ann. Nov. 5.

■ **WUSC-FM** Columbia, S.C.—Seeks CP to change frequency to 91.9 mhz, install new ant., change trans. line and correct geographic coordinates. Ann. Nov. 6.

FM actions

■ ***KCHO** Chico, Calif.—Broadcast Bureau granted CP to change trans. and studio location, operate by remote control, install new trans. and ant., change TPO, ERP 1.95 kw (H&V), ant. height 24 ft. (H&V), condition (BPED-1955). Action Oct. 28.

■ **KLOS** Los Angeles—Broadcast Bureau granted CP to install new alt. main trans., remove present aux. trans., ERP 68 kw (H&V), ant. height 2920 ft. (H&V), remote control from main studio (BPH-9626). Action Oct. 28.

■ **KITA** Modesto, Calif.—Broadcast Bureau granted mod. of CP to change trans.-ant., ERP 3 kw (H&V), ant. height 300 ft. (H&V), remote control from main studio (BMPH-14636). Action Oct. 28.

■ **WUST** Washington—Application for changes returned Nov. 5 by Broadcast Bureau.

■ **WKEU-FM** Griffin, Ga.—Broadcast Bureau granted CP to install new ant., ERP 3 kw (H&V), ant. height 300 ft. (H&V) (BPH-9658). Action Oct. 31.

■ **Crest Hill, Ill.**—Broadcast Bureau granted Nelson Broadcasting Co. mod. of CP to change trans. location, make changes in ant. system, ERP 3 kw (H) and 2.95 kw (V), ant. height 300 ft. (H) and 285 ft. (V) (BMPH-14577). Action Nov. 4.

■ ***WETN** Wheaton, Ill.—Broadcast Bureau dismissed application for changes (BPED-2016). Action Oct. 7.

■ **WGGC** Glasgow, Ky.—Broadcast Bureau granted mod. of CP to change trans., change TPO, change ERP 100 kw (H&V), ant. height 390 ft. (H&V), (BMPH-14639). Action Oct. 28.

■ ***WBJC** Baltimore—FCC granted mod. of CP to increase power to 50 kw (H), 40.5 kw (V), and increase ant. height to 500 ft. Action Oct. 29.

■ **WARK-FM** Hagerstown, Md.—Broadcast Bureau granted mod. of CP to change trans. location, trans., ant., TPO ERP 13.5 kw (H) and 11.5 kw (max.) (V), ant. height 840 ft. (H&V), remote control from main studio, conditions (BMPH-14601). Action Oct. 24.

■ ***WAHS** Auburn Heights, Mich.—Broadcast Bureau granted mod. of cp to change ant. and increase height (BMPED-1305). Action Oct. 28.

■ **Fulton, Miss.**—Broadcast Bureau granted Itawamba County Broadcasting Co. mod. of CP for new FM to change trans. location, ERP 3 kw (H&V), ant. height 300 ft. (H&V), remote control permitted (BMPH-14640). Action Oct. 31.

■ **WSPK** Poughkeepsie, N.Y.—Broadcast Bureau granted CP to install new aux.-trans., ERP 1.2 kw (H&V), ant. height 1250 ft. (H&V), remote control permitted (BPH-9659). Action Oct. 31.

■ **WONO** Syracuse, N.Y.—Broadcast Bureau granted CP to change trans. location, install new trans. and ant., ERP 27.5 kw (H) and 11.5 kw (V), ant. height 640 ft. (H&V), remote control permitted (BPH-9372). Action Nov. 4.

■ **WXEN** Cleveland—Broadcast Bureau dismissed application for changes (BPH-9572). Action Oct. 21.

■ ***WFAC(FM)** Columbus, Ohio—Broadcast Bureau dismissed application for mod. of CP to change frequency to 91.3 mhz, change trans. ant., TPO, ERP and ant. height (BMPED-1260). Action Oct. 14.

■ **WBBY** Westerville, Ohio—Broadcast Bureau granted CP to install new ant. line, ERP 2 kw (H&V), ant. height 360 ft. (H&V) (BPH-9653). Action Oct. 28.

■ **WKKW** Allentown, Pa.—Broadcast Bureau granted CP to change trans. location, operate by remote control, install new trans., ERP 50 kw (H&V), ant. height 600 ft. (H) and 500 ft. (V), condition (BPH-9282). Action Oct. 28.

■ **WIYQ** Ebensburg, Pa.—Broadcast Bureau granted mod. of CP to change ant., ERP 4.5 kw (H) and 4.3 kw (V), ant. height 520 ft. (H&V), remote control permitted (BMPH-14641). Action Oct. 31.

■ **WYSP** Philadelphia—Broadcast Bureau granted CP to change trans. location, install new ant., ERP 12 kw

(H&V), ant. height 890 ft. (H&V), remote control permitted (BPH-9660). Action Oct. 31.

■ **WHAL-FM Shelbyville, Tenn.**—Broadcast Bureau granted CP to install new trans., TPO, ERP 100 kw (H) and 60 kw (V), ant. height 510 ft. (H) and 470 ft. (V), remote control from main studio (BPH-9633). Action Oct. 28.

■ **KPXI Mt. Pleasant, Tex.**—Broadcast Bureau granted mod. of CP to change ant., TPO, ERP 100 kw (H&V), ant. height 155 ft. (H&V), remote control from main studio, condition (BMPH-14638). Action Oct. 28.

■ ***KEWC-FM Cheney, Wash.**—Broadcast Bureau granted CP to change trans. location, change studio and remote control location, change in ant. system (increase height) (BPED-2118). Action Oct. 28.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KFDI-FM Wichita, Kan. (BPH-8936), Oct. 29; KFMK Houston (BPH-9151), Oct. 20; KFUD-FM Clayton, Mo. (BPH-8609), Oct. 28; KPOL-FM Los Angeles (BPH-9510), Oct. 21; KSPN Aspen, Colo. (BPH-9112), Oct. 14; KYKX Longview, Tex. (BPH-9509), Oct. 10; WABX Chicago (BPH-9595), Oct. 21; WCKO Pompano Beach, Fla. (BPH-9517), Oct. 16; WCLD-FM Cleveland, Miss. (BPH-9335), Oct. 10; WCLW-FM Mansfield, Ohio (BPH-8925), Oct. 21; WECL Elkhorn City, Ky. (BPH-9200), Oct. 23; WESC-FM Greenville, S.C. (BPH-9224), Oct. 10; WLKI Angola, Ind. (BPH-9526), Oct. 17; WMRV Enid, N.Y. (Doc. 20081), Oct. 21; WPGC-FM Morningside, Md. (BPH-9250), Oct. 23; WQWK State College, Pa. (BPH-9485), Oct. 10; WRNO New Orleans (BPH-9117), Oct. 16; WSTS Laurinburg, N.C. (BPH-9167), Oct. 29; *KCUI Pella, Iowa (BPED-2061), Oct. 16; *KUID Moscow, Idaho (BPED-2093), Oct. 14; *WETD Alfred, N.Y. (BPED-2107), Oct. 16; and *WFGH Fort Gay, W. Va. (BPED-1891), Oct. 16.

In contest

Designated for hearing

■ **Rockport, Tex., FM proceeding:** James H. Belote, seeking 102.3 mhz (Doc. 20666)—FCC designated application for hearing. Commission specified issues to determine whether Belote was financially qualified to construct and operate as proposed, his efforts to ascertain community needs and interests of proposed service area and means by which he proposed to meet those needs and interests, and whether proposal would violate minimum mileage separation requirements and if so, whether public interest would be served by a waiver of rules. Action Oct. 29.

Case assignments

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

■ **San Jose, Calif., FM proceeding:** United Broadcasting Co. (KBAY San Jose) and Public Communicators Inc., competing for 100.3 mhz (Docs. 20611-2)—Designated ALJ Ernest Nash to serve as presiding judge, and scheduled hearing for Jan. 21. Action Oct. 30.

■ **Gainesville, Fla., FM proceeding:** Gainesville Media, Gainesville Broadcasting, and University City Broadcasting Co., competing for 100.9 mhz (Docs.

20622-4)—Designated ALJ Joseph Stirmer as presiding judge, and scheduled hearing for Jan. 27. Action Nov. 6.

■ **WHLW (AM) Lakewood, N.J., renewal proceeding:** Mid-State Broadcasting Co. (Doc. 20610)—Designated ALJ Thomas B. Fitzpatrick as presiding judge, and scheduled hearing for Jan. 13. Action Oct. 23.

■ **Ship Bottom, N.J., FM proceeding:** Jersey Shore Broadcasting Corp. and RAAB Communications, competing for 100.1 mhz (Docs. 20613-4)—Designated ALJ Lenore G. Ehrig as presiding judge, and scheduled hearing for Jan. 20. Action Oct. 30.

Review board decisions

■ **Ocala, Fla., FM proceeding:** Harold James Sharp, Greater Ocala Broadcasting Corp. and Hunter-Arnette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-2)—Review Board denied petition by Broadcast Bureau to add an ex parte issue against Harold James Sharp. Action Oct. 30.

■ **Bayou Vista and Berwick, La., AM proceeding:** Teche Broadcasting Corp. (Bayou Vista) and Phillips Radio (Berwick), competing for 1170 khz (Docs. 20300-1)—Review Board added limited community ascertainment issue and maintenance of public inspection file issue against Phillips Radio. Action was in response to petition to enlarge and modify issues in proceeding, filed by Teche Broadcasting Corp. Action Oct. 20.

■ **Cabool and Mountain Grove, Mo. (Doc. 19620-1) FM proceeding:** Review Board affirmed July ruling of ALJ Forest L. McClenning granting CPs for new FMs in Cabool and Mountain Grove. In his initial decision, ALJ McClenning granted applications of Cabool Broadcasting Corp. for 106.3 mhz at Cabool, at Kickapoo Prairie Broadcasting Co. for 92.7 mhz at Mountain Grove. Action Oct. 29.

■ **Lakewood, Wash., AM proceeding:** Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—Review Board added site availability, financial and ascertainment of needs issues against Dale A. Owens. The action was in response to petition by Clay Frank Huntington. Action Oct. 22.

FCC decisions

■ **WEUP (AM) Huntsville, Ala., facilities change proceeding:** Garrett Broadcasting Service (Doc. 19258)—FCC granted application by Garrett Broadcasting Service requesting authority to operate station with 500 watts at night. WEUP now operates on 1600 khz with 5 kw power on daytime basis only. Action Oct. 21.

■ **WJXT-TV Jacksonville, Fla., renewal proceeding:** Post-Newsweek Stations, Florida (Docs. 20305-8)—FCC granted application of Post-Newsweek Stations for renewal, and granted request by St. Johns Television Co. for dismissal of its competing application. In same action, Commission denied St. Johns' request for review of Review Board action denying St. Johns' petition to add issues against Post-Newsweek. Action Oct. 29.

Fines

■ **KXO (AM) El Centro, Calif.**—Broadcast Bureau notified that it incurred apparent liability of \$2,000 by failing to charge legally qualified candidates for public office lowest unit rate, by charging different rates for political announcements of same class and duration to

legally qualified candidates for same office, and by failing to make entries in program logs showing political affiliation of candidates. Action Oct. 30.

■ **KLRO (FM) San Diego, Calif.**—Broadcast Bureau ordered Multicasting Corp. to forfeit \$250 for repeated violation of rules by operating from at least August 15, 1974, until October 16, 1974, with excessive power. Action Nov. 5.

■ **WWIN Baltimore**—Broadcast Bureau ordered to forfeit \$250 for repeated violation by either operating with excessive power or failing to cease remote control operation when malfunction occurred resulting in inaccurate meter readings. Action Nov. 5.

■ **WLIX (AM) Islip, N.Y.**—Broadcast Bureau notified WLIX of apparent liability of \$500 for failing to have operator sign operating logs when starting and going off duty, failing to make required entries in operating logs and failing to make maintenance logs available for inspection. Action Nov. 5.

■ **WDLC (AM) Port Jervis, N.Y.**—Broadcast Bureau notified it incurred apparent liability for \$1,000 concerning station's political attack on William Caddoo, candidate for Montague County Committeeman in 1974 election. Action Oct. 30.

■ **WBKC (AM) Chardon, Ohio**—Broadcast Bureau ordered to forfeit \$1,000 for repeated violation of rules by operating with excessive presunrise power. Action Oct. 31.

Other actions

■ **KOLD-TV Tucson, Ariz.**—FCC granted license renewal of Universal Communications Corp. for remainder of regular license term. Renewal was conditioned on licensee's filing additional equal employment opportunity data so that FCC can have early opportunity to reevaluate consequences of station's employment policies. Petition to deny, filed by Tucson Black Media Coalition, contended KOLD-TV had failed to ascertain needs of total community, that station had never programed in any significant manner to meet needs of blacks, and that its employment record indicated discrimination. Action Oct. 21.

■ **KABC-TV Los Angeles**—FCC granted application by American Broadcasting Companies for renewal of license and denied objections by Committee for Open Media, Los Angeles chapter. COM alleged KABC-TV engaged in and profited from news management, that its programming was not responsive to community needs, that it failed to provide access to local views and voices, and that the licensee misrepresented and mislogged its news as "informational" programming. Action Oct. 21.

■ **KGO-TV San Francisco**—FCC rejected petition by Committee for Open Media to deny application of American Broadcasting Companies for renewal of license. Renewal remains on deferred status pending resolution of other unresolved petitions outstanding against station. COM contended that KGO-TV engaged in "news management" in that station adopted editorial policies designed to improve its ratings and increase its revenues, has news consultants who dictate news policy, does not have programming sufficiently responsive to local needs, and misrepresented and mislogged its news as informational programming. Action Oct. 21.

■ **KTVU-TV Oakland, Calif.**—Application of Miami Valley Broadcasting Corp. for renewal has been granted by FCC. Miami Valley is wholly owned by Cox Broadcasting Co. Commission conditioned renewal on outcome of equal employment opportunity complaints, and on civil suit in U.S. District Court for Northern California. Petition filed by Community Coalition for Media Change was denied. Action Oct. 21.

■ **KOA, KOAQ (FM) and KOA-TV Denver**—FCC declined to act on motion by number of citizens groups for withdrawal of petition to deny renewal applications licensed to General Electric Broadcasting Co. Groups involved are Colorado Committee on Mass Media, Spanish Surnamed, National Organization for Women, Mass Media Task Force, and Sundiata. Request was based on agreement between petitioners and General Electric, in which licensee agreed that "any disputes or disagreements arising as to the interpretation, implementation, or any other matter" concerning agreement would be submitted to FCC. FCC found agreement was inconsistent with letter and spirit of recently adopted proposed policy statement on agreements between broadcast licensees and public. Action Oct. 21.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,423	3	28	4,451	46	4,500
Commercial FM	2,682	0	45	2,727	141	2,868
Educational FM	755	0	22	777	77	854
Total Radio	7,860	3	95	7,958	264	8,222
Commercial TV	700	1	9	710	50	760
VHF	509	1	3	513	8	521
UHF	191	0	6	197	42	239
Educational TV	225	0	16	250	11	261
VHF	89	3	1	96	6	102
UHF	136	6	12	154	5	159
Total TV	925	10	25	960	61	1,021

*Special temporary authorization

**Includes off-air licenses

■ **KLMO-AM-FM** Longmont, Colo.—Broadcast Bureau granted request to identify as Longmont-Boulder. Action Oct. 16.

■ ***KWBI(FM)** Morrison, Colo.—Broadcast Bureau granted mod. of license to change name to Western Bible College (BMLED-96). Action Oct. 29.

■ ***KTSC(TV)** Pueblo, Colo.—Broadcast Bureau granted mod. of license to change name to University of Southern Colorado (BMLET-132). Action Oct. 28.

■ ***KTSC-FM** Pueblo, Colo.—Broadcast Bureau granted mod. of CP and license to change name to University of Southern Colorado (BMPED-1312, BMLED-97). Action Oct. 29.

■ ***WHYY-TV** Wilmington, Del.—FCC denied Wilmington Coalition and Communications Coalition of Philadelphia reconsideration of May action that granted 1972 license renewal. In that same action, FCC had rejected Coalitions' objections to renewal, finding WHYY's program service and employment record did not raise any substantial and material questions of fact requiring resolution at a hearing. Action Oct. 21.

■ **WPRS(AM)** and **WACF(FM)** Paris, Ill.—FCC granted applications of Paris Broadcasting Corp. for renewal of licenses. It rejected objection filed by **WIAI(FM)** Danville, Ill. Action Oct. 21.

■ **WDSU-TV**, **WVUE(AM)** and **WWL-TV** New Orleans—FCC acted on petition to deny license renewal applications filed by Southern Media Coalition. FCC dismissed petition as it applied to **WDSU-TV** and **WVUE** and denied it as it applied to **WWL-TV**. However, Commission imposed a condition on **WVUE**, requiring it to file within 30 days a list of local minority organizations with which it would maintain contact each time station sought to fill a job vacancy. Licensee also was ordered to include as part of its annual employment reports a statement of affirmative action it will take in 1976 and 1977 to encourage black job applicants. Action Oct. 21.

■ **KEEL(AM)** and **KMBQ(FM)** Shreveport, La.—FCC denied request of Lin Broadcasting Corp. for refund of \$163 grant fee paid in connection with assignment and transfer of control applications involving **KEEL** and **KMBQ**, **WAKY(AM)** Louisville, Ky., and **KAAY(AM)** Little Rock, Ark. Action Oct. 22.

■ **WBET-FM** Brockton, Mass.—FCC granted application by Enterprise Publishing Co. for renewal of license, and denied petition filed by Thomas Montague Hall. Hall contended **WBET-FM** was making inefficient use of frequency by duplicating programming of its commonly-owned AM station, **WBET**; licensee's common ownership of AM-FM stations and only newspaper in Brockton resulted in monopoly over public communications in area; and **WBET-FM** failed to ascertain adequately problems of its service area. Action Oct. 21.

■ **WNIC-AM-FM** Dearborn, Mich.—Broadcast Bureau granted mod. of license to change corporate name to **WNIC Inc.**, as well as licensee name and permit name for FM station (BML-2557, BMLH-522, BMPH-14635). Action Oct. 24.

■ **WSFL(FM)** Bridgeton, N.C.—Broadcast Bureau granted mod. of license to change name to Great Southeast Broadcasters Inc. (BMLH-523). Action Oct. 29.

■ **WTAB(AM)** Tabor City, N.C.—Broadcast Bureau denied petition for reconsideration of July 24 order denying application for remission or mitigation of \$1,000 forfeiture. Action Oct. 31.

■ **KCND-TV** Pembina, N.D.—License canceled and call letters deleted per request of licensee. Ann. Oct. 28.

■ **KRSB(FM)** Roseburg, Ore., and **WRPC(FM)** San German, Puerto Rico—FCC denied requests by **KRSB** and **WRPC** for waivers of rules requiring payment of FCC fees. **KRSB** had requested a waiver in obtaining a CP to relocate its trans. site. **WRPC** had requested a waiver in connection with its request to change call letters. Action Oct. 22.

■ **WDAS-AM-FM** Philadelphia—Applications of Max M. Leon for renewal have been granted by FCC. Commission denied petition filed by Concern Communicators. Petitioners said **WDAS** failed to ascertain adequately needs, interests and problems of minority communities, and failed to direct past and proposed programming to its minority audience. Action Oct. 22.

■ **WFIL(AM)** Philadelphia—FCC granted 1972 renewal application of **WFIL Inc.** Commission found **WFIL's** new Equal Employment Opportunity program to be viable. Action Oct. 29.

■ **KUPY** Puyallup, Wash.—Broadcast Bureau granted mod. of license covering change of name to Happy Valley Radio Inc. (BML-2559). Action Oct. 31.

Allocations

Actions

FCC took following actions on **TV allocations**:

■ **Tennessee**—Broadcast Bureau assigned chs. *22 and 28 to Cookeville, and ch. 52 to Fayetteville (Doc. 20136). Action Oct. 22.

■ **Anacortes, Wash.**—Broadcast Bureau deleted ch. 24 from Bellingham, Wash. and reassigned it to Anacortes as that community's first television station (Doc. 20357). Action Oct. 30.

FCC took following actions on **FM allocations**:

■ **Stevenson, Ala.**—Broadcast Bureau assigned 101.7 mhz (ch. 269A) (Doc. 20339). Action Oct. 22.

■ **Lompoc, Calif.**—Broadcast Bureau assigned 92.7 mhz (ch. 224A) and 100.9 mhz (ch. 265A) (Doc. 20436). Action Oct. 22.

■ **Paso Robles, Calif.**—Broadcast Bureau substituted 92.5 mhz (ch. 223) for 94.3 mhz (ch. 232A) (Doc. 20474). Action Oct. 30.

■ **Snowmass Village, Colo.**—Broadcast Bureau denied petition by Robert Schuster, Walter Birk and Frank Woods (Rainbow Associates) requesting assignment of FM ch. 269A (101.7 mhz). Assignment was proposed in rulemaking notice adopted April 15. Recreation Broadcasting of Aspen opposed proposal, asserting that Aspen/Snowmass Village area already was served adequately and could not financially support another aural facility. Rainbow filed no comments in response to either rulemaking notice or opposition (Doc. 20438). Action Oct. 30.

■ **Kaplan, La.**—Broadcast Bureau assigned 97.7 mhz (ch. 249A) (Doc. 20400). Action Oct. 22.

■ **Brainerd, Minn.**—Broadcast Bureau assigned 106.7 mhz (ch. 294) to Brainerd as second FM channel (Doc. 20395). Action Oct. 31.

■ **Walterboro, S.C.**—Broadcast Bureau denied rulemaking petition filed by Richard E. King seeking assignment of ch. 259 as second FM assignment (RM-2480). Action Oct. 30.

■ **Tennessee**—Broadcast Bureau assigned 101.7 mhz (ch. 269A) to Athens, 98.3 mhz (ch. 252A) and 100.7 mhz (ch. 264) to Cleveland, and 103.1 mhz (ch. 276A) to Etowah (Doc. 20339). Action Oct. 22.

Rulemaking

Actions

■ FCC amended rule prohibiting any cable system from importing, via distant signal, sports event being played within market in which cable community is located, where event is not made available to local stations. FCC amended notification provisions of rule to require notice of deletions by holder of broadcast rights—team, promoter, league or other agent—be given, as to regularly scheduled events, no later than Monday preceding calendar week—Sunday through Saturday—during which deletions are sought. Commission said notice need only be given once and could be given as far in advance as desired. FCC also added new provision to permit cable systems to substitute different programming from any other station for programming required to be deleted. Action Nov. 4.

■ FCC amended rules to reduce number of copies filed in rulemaking proceedings involving amendment of FM or television table of channel assignments. FCC said that an original and four copies of petitions for rulemaking, comments, reply comments and pleadings would suffice in cases requesting amendments. Action Nov. 4.

Translators

Applications

■ **City of Quinter, Quinter, Kan.**—Seeks ch. 10 rebroadcasting **KLNE-TV** Lexington, Neb. (BPT-TV-5432). Ann. Nov. 7.

■ **Kentucky State Board of Education, Butler & Boston Communities, Ky.**—Seeks ch. 64 rebroadcasting **WKON** Owenton, Ky. (BPTT-2935). Ann. Nov. 7.

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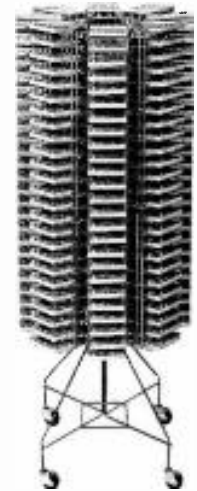


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- Starbuck Area Development Corp., Eden Valley, Paynesville, sw Stearns county, and Brooten, Minn.—Seeks ch. 58 rebroadcasting WTCN-TV Minneapolis-St. Paul, ch. 64 rebroadcasting WCCO-TV Minneapolis-St. Paul, and ch. 66 rebroadcasting KMSP-TV Minneapolis-St. Paul (BPTT-2927, 8, 9). Ann. Nov. 3.
- Starbuck Area Development Corp., Starbuck, Glenwood and Pope county, Minn.—Seeks ch. 2 rebroadcasting KMSP-TV Minneapolis-St. Paul, ch. 6 rebroadcasting WTCN-TV Minneapolis-St. Paul, and ch. 13 rebroadcasting WCCO-TV Minneapolis-St. Paul (BPT-TV-5428, 9, 30). Ann. Nov. 3.
- Apple Valley TV Association, Stermitz, Colocum and Wenatchee area, Wash.—Seeks ch. 60 rebroadcasting KREM-TV Spokane, Wash., ch. 63 rebroadcasting KXLY-TV Spokane, ch. 65 rebroadcasting KHQ-TV Spokane, ch. 67 rebroadcasting KSPS Spokane, and ch. 69 rebroadcasting KAPP Yakima, Wash. (BPTT-2930,1,2,3,4). Ann. Nov. 5.

Actions

- K62AM, K59AR Anchor Point, Alaska—Broadcast Bureau granted CPs for translators to rebroadcast KTVA and KENI-TV, Anchorage, TPO 10 w (BPTT-2860, BPTT-2869). Action Oct. 23.
- K12KE Chevak and Hooper Bay, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KYUK-TV Bethel, Alaska, TPO 10 w (BPTTV-5335). Action Oct. 23.
- K03EH Crooked Creek, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KYUK-TV Bethel, Alaska, TPO 1 w (BPTTV-5345). Action Oct. 23.
- K11MX Goodnews Bay, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KYUK-TV Bethel, Alaska, TPO 10 w (BPTTV-5347). Action Oct. 23.
- K02IB Homer and Seldovia, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KENI-TV Anchorage, TPO 10 w (BPTTV-5332). Action Oct. 23.
- K07KO Homer and Seldovia, Alaska—Broadcast Bureau granted CP for translator to change frequency from ch. 7 to ch. 11, change type trans., change call letters to K11MY (BPTTV-5325). Action Oct. 23.
- K10JN Kongiganak and Cape Newenham, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KYUK-TV Bethel, Alaska, TPO 10 w (BPT-TV-5333). Action Oct. 23.
- K02HV Newtok, Kwingillingok and Mecoryuk, Alaska—Broadcast Bureau granted mod. of CP for translator to change frequency from ch. 2 to ch. 13, delete Newtok from principal community, make changes in ant. system, change call letters to K13NS (BMPPTV-837). Action Oct. 23.
- K12KC Pipeline Pump Station No.12, Alaska—Broadcast Bureau granted CPs for translators to rebroadcast KFAV-TV and KTVF Fairbanks, Alaska, TPO 10 w, conditions (BPTTV-5355, BPTTV-5363). Action Oct. 23.
- K07NQ Platinum, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KYUK-TV Bethel, Alaska, TPO 10 w (BPTTV-5346). Action Oct. 23.
- K04IE St. George, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KUAC-TV Fairbanks, KYUK-TV Bethel, and KAKM Anchorage, Alaska, TPO 10 w, condition (BPT-TV-5366). Action Oct. 23.
- K56AQ, K67AU Sterling Highway from Clam Gulch Store to Ninilchik, Alaska—Broadcast Bureau granted CPs for translators to rebroadcast KTVA and KENI-TV, Anchorage, TPO 10 w (BPTT-2861, BPTT-2870). Action Oct. 23.
- K61AN, K64AN, Sterling, Soldotna and Kasilof, Alaska—Broadcast Bureau granted CP for translators to rebroadcast KENI-TV Anchorage and KTVA Anchorage, TPO 10 w (BPTT-2823-4). Action Oct. 16.
- K10JM Stony River and Georgetown, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KYUK-TV Bethel, Alaska, TPO 10 w (BPT-TV-5334). Action Oct. 23.
- K13N0 Kayenta, Ariz.—Broadcast Bureau granted CP for translator to rebroadcast KOA1 Flagstaff Ariz., TPO 1 w (BPTTV-5292). Action Oct. 16.
- K061N, K07NP, K11MW Willow Beach, Ariz.—Broadcast Bureau granted CPs for translators to

rebroadcast KLAS-TV, KORK-TV and KSHO-TV, Las Vegas, TPO 1 w, conditions (BPTTV-5328—30). Action Oct. 23.

- K80BE Twentynine Palms and Twentynine Palms Marine Base, Calif.—Broadcast Bureau granted CP for translator to change frequency from ch. 80 to ch. 65, change type trans., increase output power, make changes in ant. system, change call letters to K65AR (BPTT-2878). Action Oct. 23.
- K03EG, K08IN, K11MV, K13NN Unincorporated Villages of Riverside and Raymond, Colo.—Broadcast Bureau granted CP for translators to rebroadcast KMGH-TV, KOA-TV, KWGN-TV and KBTV, Denver, TPO 1 w (BPTTV-5275, 6, 7, 8). Action Oct. 16.
- K56AP Princeville at Hanalei, Kauai, Hawaii—Broadcast Bureau granted CP for translator to rebroadcast KITV Honolulu, TPO 100 w (BPTT-2893). Action Oct. 23.
- K63AM Hagerman, Idaho—Broadcast Bureau granted CP for translator to rebroadcast KBCI-TV Boise, Idaho, TPO 100 w (BPTT-2849). Action Oct. 16.
- K65AQ, K67AT, K69BD Hagerman, Idaho—Broadcast Bureau granted CPs for translators to rebroadcast KAID, KIVI and KTVB, Boise, Idaho, TPO 100 w (BPTT-2862-4). Action Oct. 23.
- K07NO Inkom and Blackrock, Idaho—Broadcast Bureau granted CP for translator to rebroadcast KPVI Pocatello, Idaho (BPTTV-5182). Action Oct. 16.
- K13NP Selden, Kan.—Broadcast Bureau granted CP for translator to rebroadcast KWNB-TV Hayes Center, Neb., TPO 5 w (BPTTV-5319). Action Oct. 23.
- K55BD Princeton, Mo. and K60AU Spickardsville, Mo.—Broadcast Bureau granted CPs for translators to rebroadcast KTVO Kirksville, Mo., TPO 100 w (BPTT-2889-90). Action Oct. 23.
- K58AL Ely and McGill, Nev.—Broadcast Bureau granted CP for translator to rebroadcast KORK-TV Las Vegas, TPO 100 w, conditions (BPTT-2885). Action Oct. 23.
- K13NR Murray Canyon and Campton Street areas in Ely and McGill, Nev.—Broadcast Bureau granted CP for translator to rebroadcast KLVX Las Vegas, TPO 10 w, conditions (BPTTV-5022). Action Oct. 23.
- K09MM, K11MU Paradise Valley, Nev.—Broadcast Bureau granted CP for translators to rebroadcast KBCI and KTVB, Boise, Idaho, TPO 5 w (BPTTV-5295, 6). Action Oct. 16.
- K13NQ Ruth, Nev.—Broadcast Bureau granted CP for translator to rebroadcast KLVX Las Vegas, TPO 1 w, condition (BPTTV-5336). Action Oct. 28.
- K0810 Wells, Nev.—Broadcast Bureau granted CP for translator to rebroadcast KEKO Elko, Nev., TPO 10 w (BPTTV-4920). Action Oct. 16.
- K69BB Horse Springs Store and Ranch Area, N.M.—Broadcast Bureau granted CP for translator to rebroadcast KOB-TV Albuquerque, N.M., TPO 100 w (BPTT-2846). Action Oct. 23.
- K69BC Tucumcari and vicinity, N.M.—Broadcast Bureau granted CP for translator to rebroadcast KVJL-TV Amarillo, Tex., TPO 100 w (BPTT-2892). Action Oct. 23.
- W56AN Tryon, Columbus and Saluda, N.C.—Broadcast Bureau granted CP for translator to rebroadcast WUNG-TV Concord, N.C., TPO 100 w (BPTT-2888). Action Oct. 23.
- K04FA Lakeview, West Side and New Idaho, Ore.—Broadcast Bureau granted CP for translator to change frequency from ch. 4 to ch. 7, change trans. location, change type trans., increase output power, make changes in ant. system, change call letters to K07NR (BPTTV-5313). Action Oct. 23.
- K061O Scottsburg, Ore.—Broadcast Bureau granted CP for translator to rebroadcast KEZI-TV Eugene, Ore., TPO 10 w, condition (BPTTV-5365). Action Oct. 23.
- *Arlington, Va.—Broadcast Bureau granted CP for translator to operate on ch. 14, Arlington, 1 kw (BPTT-2881). Action Oct. 28.

■ Montezuma Cable T.V. Co. for Montezuma, Ga. (CAC-05678): Delete WGTV Athens, Ga. and add WYEA-TV Columbus, Ga.

- Community Television of Utah for Salt Lake City (CAC-05751): Add KTLA Los Angeles and delete KTVU Oakland, Calif.; for Washington territory, South Ogden, Orem, unincorporated areas Utah county, Provo, Murray City, South Salt Lake, Springville, Ogden Canyon, Roy City, and Ogden, all Utah, (CAC-05753, 4, 5, 6, 7, 8, 9, 60, 1, 2): Add KTLA Los Angeles.
- Charles TV Cable System for Nippenose township (CAC-05766) and Wayne township, Pa. (CAC-05767): Add WNEW-TV, WOR-TV and WPIX, New York. Warner Cable of Altamont/St. Elmo for Altamont (CAC-05768) and St. Elmo, Ill. (CAC-05769): Add KDNL-TV St. Louis.
- Cablevision of Pennsylvania for Norristown, Pa. (CAC-05764): Add WPIX and delete WNEW-TV New York.
- Liberty TV Cable for East Vandergrift borough, Pa. (CAC-05771): Requests certification of existing operations.
- Far West Communications for Salem, Ore. (CAC-05772): Add KTVU Oakland, Calif., KSTW Tacoma, Wash., and CBUT Vancouver, B.C.
- Smyth Cable Co. for areas of Smyth county, Va. (CAC-05773): Add WDBJ-TV Roanoke, Va.

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Portage Telerama, Streetsboro, Ravenna and Kent, Ohio (CAC-04358, 9, 60); Suburban Cable TV Co., Doylestown borough, Pa. (CAC-04880); Multiview Cable Corp., portions of Hartford county and Bel Air, Md. (CAC-04955, 6); Sammons Communications, West Point, Ga., Lanett and unincorporated parts of Chambers county, Ala. (CAC-05064, 5); Mill Hall Cable Co., Mill Hall, Bald Eagle township, Lamar township and Porter township, Pa. (CAC-05184, 5, 6, 8); Warner Cable of Winter Haven, Eagle Lake, Fla. (CAC-05240R); Cablevision of Osage Beach, Osage Beach, Mo. (CAC-05270); Shenango Cable TV, Brookfield township, Ohio (CAC-05403); Bel-Path Cable TV, Honea Path, Belton and specified portions of Anderson county, S.C., (CAC-05526, 7, 8). Actions Oct. 30.
- Lava Hot Springs, Idaho—Cable Bureau dismissed application by Cablevision of Lava Hot Springs for certificate of compliance for failure to prosecute (CAC-03340). Action Oct. 31.
- Frankfort, Ind.—FCC granted Frankfort Cable Communications certificate of compliance for proposed system. Because carriage of distant signals would not comply with signal carriage rules for smaller market systems, Frankfort Cable requested waiver. Action Oct. 29.
- Hoopeston, Ill., and Lafayette, Ind.—Broadcast Bureau assigned 100.9 mhz (ch. 265A) to Hoopeston as first assignment, substituted 96.5 mhz (ch. 243) for 96.7 mhz (ch. 244A) at Lafayette, and modified license for WAZY-FM Lafayette to specify operation on ch. 243 in lieu of ch. 244A. At same time, Bureau denied conflicting class B proposals for Hoopeston and Danville, Ill. and Terre Haute, Ind., and class B counterproposals for Lafayette or Attica, Ind., and Logansport, Ind. (Doc. 19928). Action Oct. 30.
- Mackinaw City, Cheboygan, Inverness, St. Ignace, St. Ignace township, Mich.—Cable Bureau granted Tahquamenon Cablevision certificates of compliance and rule waivers to add WJMN-TV Escanaba and WBKB-TV Alpena, Mich., and continue carriage of WGTU Traverse City, Mich. (CAC-4910-4914). Action Oct. 31.
- Sugarcreek, Ohio, Tower Communications—Cable bureau granted petition for special relief to permit continued carriage of WUAB Lorain, Ohio, and waived rules for continued carriage of *WVIZ-TV Cleveland (CSR-856). Action Oct. 31.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 4 (stations listed are TV signals proposed for carriage):

In contest

■ Dugger, Ind., **cease and desist proceeding**: Cable TV Inc. (Doc. 20382)—ALJ Thomas B. Fitzpatrick vacated show cause proceeding and terminated case. Ann. Oct. 29.

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Highest commissions paid: Sales reps needed for California commercial jingle corporation, full or part time in your area. Send resume. Box M-117, BROADCASTING.

Western Massachusetts part-time AM/FM Sales opportunity. Radio sales experience necessary. Paid on a commission basis. Flexible hours. All replies confidential. Mail resume to Box M-148, BROADCASTING.

Sales Manager, Virginia, Medium Market. Good potential for aggressive individual. Requires complete knowledge of all phases for selling and sales promotion. Advancement to General Manager possible. Box M-154, BROADCASTING.

World's most beautiful beaches desires world's most motivated sales person. Resume, track record to WDLP, Box 759, Panama City, FL 32401.

Salesperson. Radio station seeking experienced radio sales person. Immediate opening. Long Island residents only. Car necessary. Liberal salary plus commission. Account list, leads. Will accept prior advertising sales experience. Call or write Vice President Larry Walsh, WNYG Radio, Route 109, Babylon, NY 11704. 516-661-4000 for immediate appointment.

If your sales manager says you're ready for his job, but he's not moving, contact us. We want good person to sell and direct sales department of you, plus two. Good market, great potential. Send all info first letter: WPDC, Elizabethtown, PA 17022. EOE/MF.

Situations Wanted Sales Continued

If you're in Sales or sales management, you should investigate this career opportunity with "New England's Great Music Station" WSRS, Worcester, Ma. Tell me why you should become the next member of our sales team. Prefer applicant to be strong on direct sales experience and capable of motivating others. Send track record with income requirements and references in complete confidence to: John I. Flynn, General Manager, WSRS, PO Box 961, West Side Station, Worcester, MA 01602. No phone calls, please. E.O.E.

Radio rep or salesperson needed for growing nationally syndicated radio show. Excellent freelance opportunity for someone qualified to sell national sponsorship. Commission, expenses. Inter-View Communications, 30 E 60 St., NYC 10022.

Mid-West college market FM rocker looking for sales leader. One with experience and audience awareness who can increase revenue from an already good base. Contact Bill Varecha, 618-687-1779.

Help Wanted Announcers

Experienced mature MOR announcer, must be pro production, evening show, Ohio, Indiana, Kentucky area. Excellent working conditions. Good salary. Send resume to Box M-62, BROADCASTING.

Announcer with proven sales. Third class required. Philadelphia suburban AM MOR. E.O.E. Send resume Box M-115, BROADCASTING.

Career Opportunity: small town/big sound MOR station wants steady mature individual for permanent position. Good pay and fringes. Near Atlanta. Send recommendations with first letter. Box M-142, BROADCASTING.

Louisiana Contemporary MOR station looking for experienced, one-to-one "bright" announcer who loves radio and has pride in his/her work. 3/E EOE. Send resume, etc. to Box M-161, 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, KPQW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Mod Country station looking for Air Talent with good production skills. We are No. 1 in a 15 station market and need a pro. Resume and tapes to Gary Powers, KTRM, Box 5425, Beaumont, 77702. 713-892-4990.

Top rated C&W station in strong radio market needs production and music oriented announcer. Experience and reliability a must. Send tape and resume to: Fred Hildebrand, GM, KVOC Radio, PO Box 2090, Casper, WY 82602.

Announcer with first phone. Must have some engineering and broadcast experience. Send tape and resume. Station WAMD, Aberdeen, MD 21001.

If you can do a morning show, write copy and do production, call Gary James at WARE 413-967-6231, PO Box 210, Ware, MA.

Florida rocker looking for evening personality with dynamite act, able to communicate with teens. Must be stable, responsible and able to take direction. Good production skills preferred. E.O.E. Tape, resume to: WLOF, Box 15746, Orlando, FL.

Help Wanted Announcers Continued

Gospel quartet disk jockey, experienced only, must have 1st phone, some engineering required. \$190.00 week, WMUZ, Detroit, 313-272-3434.

WRIG Central Wisconsin's leading adult contemporary station is in need of an experienced communicator to run our 7-midnight shift. Tapes and resumes to Don Roberts, 529 3rd Street, Wausau, WI 54401. No calls will be accepted.

Sports Director wanted for new, state-wide radio news network. Thirty affiliate stations. Must be self-starter, good with commentary, professional delivery. PBP, many other opportunities for the future. Send resume, salary requirements, tape to: Sid Burgess, Alabama Radio News, Inc., 1203 East South Blvd., Montgomery, AL 36111.

Morning drive & afternoon drive. Looking for talent that's on the way up. Tight format, lots of personality, big voices. 46th market (A.D.I.), call now, 1-717-755-1049. Dave Marino, PD. EOE.

Experienced Country Western announcer. Good salary. Fringe benefits, chance to advance in growing chain. Contact Jack Parry, Box 1991, Hobbs, NM 88240.

Help Wanted Technical

Chief Engineer: 1 kw-DA-2, 100 kw Stereo FM with STL has immediate opening for experienced person. Emphasis on studio maintenance. Salary open. Box M-59, BROADCASTING.

Chief Engineer for AM directional FM automated stereo. Equipment new. Maintenance, general repairs, proofs. Major market with beautiful climate outside continental U.S. Salary will fit the individual. Full details first letter. Box M-96, BROADCASTING.

South Jersey directional AM and FM Stereo needs chief engineer. Must have broadcast engineering experience, be aware of latest FCC regs, do routine maintenance. EOE. Reply Box M-101, BROADCASTING.

Chief Engineer needed at one of Missouri's finest AM/FM stations. Town, 12,000. Salary same. Excellent equipment and facilities. 3 to 4 years experience minimum. E.O.E. Send resume to Box M-116, BROADCASTING.

Help Wanted. Chief Engineer, a No. 1 pulse rated, Contemporary AM station in West Texas medium market. Need a combo person, chief engineer/announcer or chief engineer/sales. New studios, new equipment. Excellent pay. Great growth potential. Box M-132, BROADCASTING.

Chief Engineer for Cleveland major FM. Must know all phases, construction, maintenance, operation. Contact Robert Reymont, 9446 Broadview Rd., Cleveland, OH 44147. State salary requirements with first letter.

Need First phone engineer with technical knowhow. Permanent. Call "Manager" collect 301-876-1515.

Help Wanted News

Sold financial future offered professional newspeople. Absolutely no students or "just-grads" Our 24 hr 5 KW signal ranges over the most economically progressive area in the nation, the Upper Midwest. We are building on strong info services. Starting salary would vary according to experience. We would not pay less than \$12,000. Send resume to Box M-35, BROADCASTING.

Wanted News Director. Small solid market news director who can dig, deliver, and is reliable. Position open immediately. Send resume and salary requirements to Box M-109, BROADCASTING.

Sports nut who can write commentary wanted by NE major. No PBP. E.O.E. Tell all to Box M-140, BROADCASTING.

News/information oriented station in Louisiana looking for qualified news people who want to work, people who know what makes news, how to get it, write, and voice it. EOE. Send resume, etc. to Box M-160, BROADCASTING.

News person with strong delivery and reporting experience. tape and resume to: Don Dornberg, WDVH, Box 1068, Gainesville, FL 32602.

Help Wanted Programing, Production, Others

Program Director, established South Carolina station seeks aggressive MOR program director with proven readings success and administrative ability. Knowledge of MOR music a must. EOE. Send resume and salary requirements. Box M-106, BROADCASTING.

Program Director for all-talk station. Heavily two-way conversation oriented facility needs director to supervise total programing staff. Authority goes with responsibility for operation within existing budget. Good communicator with supervisory expertise a must. Progressive city in Top 25 market. Salary open but commensurate with experience and bonus arrangement based on performance. All replies in strictest confidence to Box M-122, BROADCASTING.

Looking for talented writer to do production work and be on-air personality. Minimum 3 years experience in all phases required. Send resume, tape, writing samples and salary requirement to Business Manager, WJR, 2100 Fisher Bldg., Detroit 48202.

Operations Manager, skilled in all facets of production, systems; air-work. WOAI Radio, 1031 Navarro, San Antonio, 78205. Attention: John Barger, GM. No calls. Send tapes and work profile. Equal Opportunity Employer.

Situations Wanted Management

Stable, Successful G.M. unhappy in present situation. Considering change. Have experience in TV. Will consider mid or upper level offers in radio or TV. Box M-47, BROADCASTING.

Sales Manager and/or sales, proven record of billings and cash flow builder. Looking for position with long term future and good earnings potential. Experience; sales, training, sports, programing, FCC. and more. Replies, Box M-49, BROADCASTING.

General Manager. 17 years experience in all phases. Small, medium, major markets. Good track record. Excellent references. Experience includes all areas of management. A dedicated professional seeking new and rewarding position. Box M-54, BROADCASTING.

Attention Pennsylvania, experienced manager, heavy on sales, good record, resume on request, available now. Box M-83, BROADCASTING.

Situations Wanted Management Continued

Sales Manager, RAB trained. 3 years managerial experience in small to large markets. Proven track record. Strong sales ability. Top references. Box M-119, BROADCASTING.

Aggressive General Manager! A leader in sales, programing and administrative skills in both AM and FM major and medium markets. Managed winners. Structure of present group has no opportunity for advancement. Let's talk. Major or medium market. Box M-139, BROADCASTING.

Ten years combined experience radio, newspaper; all phases, including ownership. Seek growth chain with responsibility, challenge, possible ownership. Prefer management primarily, college community. Details initial reply. Box M-157, BROADCASTING.

Successful VP of substantial chain desires change. Under 40 with family. Knowledgeable and experienced in all phases. Good community man. Station or position must be stable. Box M-158, BROADCASTING.

Northeast only. Experienced OM, PD, MD, announcer. First phone. 617-892-9529.

GM, CE, production, construction, remodeling. Qualified, reliable, stable. Seeking permanent position. 316-835-2418 anytime.

Situations Wanted Sales

Family man-father of four tired of big city rat race wanting to return to small or medium sized family oriented community. 9 years Radio-Television announcing, sales, management, production, sports play by play, plus 7 years general manager large retail firm. Permanent position for production profit minded person. 792 Lincoln Avenue. El Cajon, CA 92020.

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.

Experienced Personal DJ with 3rd and endorsement; B.S. broadcasting. Tight board, creative production, news, interviews, PBP. Current sports director seeks advancement/change. Box M-37, BROADCASTING.

Cincinnati, Columbus, Cleveland Indianapolis, Louisville and the Midwest. I could be the man you've been looking for. I can offer a show that would feature interviews, talk about the performers and more. I'm a team player who wants to be part of a stable organization. Box M-48, BROADCASTING.

Rock personality looking for a home. Prefer small/medium market: Ohio area. Let's talk! Box M-56, BROADCASTING.

Mod country jock 1st phone, M.D., with 3 yrs. experience looking for southwestern medium market station to grow with. Tape, resume on request. 512-775-4614. Box M-61, BROADCASTING.

Well rounded announcer, major market (5-yrs.) seeks job with emphasis on sports and PBP. Box M-70, BROADCASTING.

Available in Dec. College grad with 1 1/2 yrs. exp. Rock. Top 40. Good production. Tape available on request. Will relocate. 3rd. Box M-95, BROADCASTING.

First phone. 4 yrs. exper. in med market. Wants full-time at Top 40. Prefer West Coast but, I'm mobile. Single, very dependable, tight board and knows production. Box M-107, BROADCASTING.

Situations Wanted Announcers Continued

Versatile, dependable, married college grad. Can do it all. Have sales. DJ, PBP, news, prod. experience. Prefer Midwest. 3rd endorsed. Box M-112, BROADCASTING.

Staff announcer in major market modern country station. First class license, plenty of experience. Send for tape and resume. Box M-120, BROADCASTING.

Sports Director. experienced PBP, news; DJ, production, talk show. Central Indiana preferred, consider Midwest. Box M-125, BROADCASTING.

Personality Top 40 isn't dead. My ratings prove it. Excellent background in production and as music director. Looking for a place to be creative. All markets are encouraged to reply to this ad. Box M-131, BROADCASTING.

Number one in AM drive? Combo team available Jan 1. We are both winners looking to move up. Don't wait to answer this ad. Box M-136, BROADCASTING.

Top 20, suburban, GM, hard worker, increase profits & listenership, good track record. Box M-138, BROADCASTING.

Young, single announcer seeking small to medium market adult contemp./MOR station. Prefer all-night shift. Hard working, dependable, no screamer. 1 1/2 yrs. experience. Currently employed. 3rd endorsed. Will relocate. Box M-145, BROADCASTING.

News Pro, Stable, mature. Digs, writes, edits, tapes, films, delivers. Looking for right spot to do it all. Radio or TV. Box M-151, BROADCASTING.

1st phone, 23, single, experienced, looking for Top 40 medium market. Box M-153, BROADCASTING.

Jock with six years medium market experience looking for place to settle down. Will relocate anywhere. Box M-159, BROADCASTING.

Progressive CW jock wants permanent position, med, major, New York State. Six years, 3rd endorsed, PD experience. Now. 716-772-2893.

Major market/major league sports pro, available now. 10 years of major league baseball broadcasting (Radio and TV). Play-by-play, pre and post game shows, top 10 market. Played 11 years with major league team. Solid sports and broadcasting background. I've done it all! Including sales. Excellent references, resume and tapes on request. Reply to: WHJB Radio, 245 Brown Street, Greensburg, PA 15601.

Eager, ambitious young man, tight board, endorsed third. Pete Mayer, 723A Spring, Sheboygan, WI 53081.

DJ with 1 yr. experience, 3rd endorsed, looking for full-time position at midwest country of MOR station. Hard worker. Still willing to learn. Tape and resume available. Call Mike Grasetta 216-271-4470.

3rd, DJ, News, experienced, basic production, looking for small market station. 313-386-8899, G. Nelson Brown, 9660 Becker, Allen Park, MI 48101.

You'd think I have it made. Civil Service job, "Normal hours, holidays off, benefits, " would throw it away for one "Yes." B.A. Communications, college station exp., board work, PA work, 3rd endorsed, married. Sales considered. Mark Anderson, 152-52 Jewel Ave., Flushing, NY 11367. 212-263-1670.

Situations Wanted Announcers Continued

All night announcer for Eastern Goldman AM-FM seeks more challenging position. Experienced in PBP and former newsmen. Talented, amiable voice, young and aggressive. Willing to travel. Call Between 5-8 PM. Michael Ward, 716-487-1151, 812 E. Second Street, Jamestown, NY 14701.

West or Midwest, Experienced announcer 3 years, 1st phone with strong news and production. MOR or rock. Dick 608-635-2364.

Drive time personality, and/or PD comic, wit, 16 years in radio. Excellent ratings as PD-airman. Phone 305-274-9123, AM. Larry Shannon.

Wayne Erickson, consistently top rated in 17th market doing modern country, is looking. First phone, super production, PD experience, on-camera TV experience. 813-546-7219. 6873 H 55th Terrace N., St. Petersburg, FL 33709.

I need a future, not just a job. Have DJ, Talk, news, sports experience. Bright, friendly personality able to provide listeners with everything they need to know to start or end their day. Total package can include fun topics, politics, controversy, sports interwoven with music. Top ratings. Have played in Boston on 50,000 watt station. Married, 34, 16 yrs. experience. Some TV, adv. agency exp. Contact: Jim Tyrrell, 5 Maynes Ave., Albany, NY 12203. 518-456-2444.

Experienced announcer/Salesman. MOR or country. Seek full time announcing or announcing, sales combination. Broadcast experience also includes programing, production, promotion and news. 414-748-7261.

Northeast only. Experienced OM, PD, MD, announcer. First phone. 617-892-9529.

Reliable, versatile 3 year radio man available now to keep your station. Bill Smith 516-731-6168.

Commercial radio veteran seeking work with public radio station. Thorough knowledge of classical, jazz, folk and blues. Sharp production, journalism background. Tapes, resume, references. Contact Jim Dulzo, 313-994-0503; 2711 Lohr, Ann Arbor, MI 48103.

Announcer, experienced, 3rd endorsed. Top 40 or MOR. Johnny Dial, 1216 Washington, Itasca, IL. 312-773-2782.

D.J. seeks rock and rap. 25. college grad. 3rd. smooth and polished. S. Chessin, 1371 E. 23 St., B'klyn, NY.

1st Phone, 2 years experience. Good MOR/Rock Announcer. Better than average sportscaster. Will move. Immediate availability. 612-646-3633.

Situations Wanted Technical

Chief Engineer, family, experienced in AM-FM, Stereo, SCA, automation, two-way, solid state logic, FCC regulations, prools and applications. Excellent references. Medium to major markets. Box M-147, BROADCASTING.

1st phone engineer, some experience, hard work, with excellent references. Michael Swetz Jr., 59 Burhans Avenue, Yonkers, NY 10701. 914-969-1251.

Chief Engineer seeks position. Primary interest FM subcarrier. Background music systems, service calls. 305-428-3161.

Engineer, 21, 4 years TV, AM, FM. Wants Calif. San Joaquin Valley, Feb-March '76. G. Davis, 7711 N. 60th, Apt. 102, Milw., WI 53223.

Situations Wanted News

NIS News director unhappy in present situation. Seeks job in another market. Highly qualified. Box M-46, BROADCASTING.

Professional newsmen I'll be covering the entire presidential campaign. Take my reports exclusively in your market. Unique, complete, low-cost. Box M-50, BROADCASTING.

Grad, MA Government/Communications seeks first news and/or public affairs position. Political analysis experience. Broadcast school grad. BSEE, studio engineering experience. Tape, resume available. Box M-63, BROADCASTING.

Experienced newsmen, writer, editor, soon available. Prefer northeast. Box M-123, BROADCASTING.

Five year Sports Director, PBP, news, production; available now! Midwest preferred. Details, first letter on how to hike your ratings! Box M-134, BROADCASTING.

News Sports Pro, 4 years experience. Prefer Midwest, will consider others. 313-534-0251.

I can promise no golden voice. But if you are interested in a self-starting, highly productive reporter and/or news director with prolific writing/production capabilities, excellent experience, call 404-876-1134 aft 5 p EST.

Reporter/writer, two years college experience. News-talk oriented. Sure I'll send a tape. Recent grad. Eager to communicate. Charles McShane 219-838-7274. 3144 Highway Ave., Highland, IN 46322.

5 yrs. experience, varied background: all news and talk. College degree. 1st. 27, dependable, references. wants to relocate. 813-689-9171.

Sportscaster/PBP: 3 years experience of major sports high school and college. Dedicated, free thinking reporter. Excellent commentary. Hard working. Writes own script. Good interviews. Marc Goldberg, Box 795, Springfield, VT 05156. 802-886-2617.

Sports as Newsmen. Experience on major college level. Considerable PBP work. Willing to dig and do commentary. TV-Radio background. Writer Pete Weber, PO Box 1447, Gatesburg, IL 61401.

Broadcast Newswoman, creative, efficient, unencumbered. College plus 3 years experience. Sue McNett, 14306 Lowe, Riverdale, IL. 312-849-2303.

Situations Wanted Programing, Production, Others

Five years experience. Music, production, promotion, degree, common sense. Ready for medium market Top 40 program directorship. Box K-32, BROADCASTING.

Versatile: 18 mo. experience in production, news, board. 6 mo. school experience, 3rd, prefer Michigan. Box M-33, BROADCASTING.

Music Director and air personality. Experienced in both. Good production. Wish to advance to your market! Box M-141, BROADCASTING.

Recent MS grad, reliable, creative. College station experience. Produce, direct, camera. ENG. David Boomer, 240 Riverdale, Defiance, OH 43512. 419-782-2611.

Production/Music Director. Creative, imaginative. Original. Smooth air performance. Phil, Box 71, Park Forest, IL 60466.

Northeast only. Experienced OM, PD, MD, announcer. First phone. 617-892-9529.

TELEVISION

Help Wanted Announcers

Wanted experienced staff announcer for Gulf Coast television. Send video tape, resume and salary requirements to: Tommy Young, Box 2367, Mobile, AL 36602. An Equal Opportunity Employer.

Help Wanted Technical

Transmitter Supervisor. Southeast VHF, good technical background, mature, reliable person who wants a permanent position with an excellent company. Will consider No. 2 who is ready to move up. Box M-41, BROADCASTING.

Major operation in med. market needs an aggressive hands-on Chief Engineer. Must be a take-charge individual with specific knowledge and experience, primarily in studio operations. Station is well equipped with large VTR department including cart machine. Job offers excellent salary and benefits with a good chance for professional growth. Include current salary and resume in first reply. Box M-67, BROADCASTING.

Chief Engineer, Excellent opportunity for advancement at established UHF station in Southeast. Good salary & fringe benefits. Send resume to Box M-69, BROADCASTING.

Control Room engineer-operator. First phone, experienced or will train. Contact CE, WCOV-TV, PO Box 2505, Montgomery, AL 36105. An Equal Opportunity Employer.

Video tape maintenance engineer for VR-2000 & AVR-1. Must be experienced. Contact Frank Baker, Trans-American Video, 213-466-2141. Send resume to 1541 North Vine Street, Hollywood, CA 90028.

Experienced maintenance engineer for radio and television system, including FM stereo, CCTV studios, helical VTRs. First phone required. Salary \$13,000. Contact Harry Matthews, Chief Engineer, State University, Oswego, NY 13126.

Help Wanted News

Top 20 market, doing hour news, needs strong sharp, take charge News Producer. Stickler for detail. Must have experience in solid news stations. Box M-85, BROADCASTING.

E.O.E. Major Southeastern number one. Producer/writer/editor for 10PM half hour. Management your objective not air. Three years experience. Copy stylist. Graphics oriented. Quick reflexes. Great coordinator doesn't need supervision. Box M-110, BROADCASTING.

Reporter, photographer, some experience radio or television news gathering, reporting, emphasis on mature look, voice. WABI-AM-TV, Bangor, ME. 207-947-8321.

News Anchorperson for major Florida station. 17th ADI. Looking for experienced medium market person ready to move up. An Equal Opportunity Employer. Send tape and resume to Joe Mannion, WFLA-TV, Box 1401, Tampa, FL 33601.

News Dir/Anchor for medium market CBS VHF. Call Mr. Walden, 614-282-0911. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Creative Services Director. a take-charge creative person to supervise commercial production, oversee all live production. 20 year VHF CBS affiliate in medium market. EOE. Box M-55, BROADCASTING.

Creative Television Director/Producer with commercial credits. Please send resume to Box M-108, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Midwest Network Affiliate needs creative writer/producer. Work in market's newest and busiest studios. Experienced only! An Equal Opportunity Employer. Send resume and salary requirements in first letter. Box M-121, BROADCASTING.

Producer/Director, public affairs, film, commercials, news, major top ten network affiliate. An Equal Opportunity Employer. Box M-129, BROADCASTING.

Producer/Director University PTV. Bachelor's plus three years professional production experience, including one year production/direction. Will also teach intermediate to advanced production courses. \$10,500. Resume, references and video tape required. Submit to Production Manager, KRWG-TV, Box 3-J, Las Cruces, NM 88003. Deadline: December, 8, 1975. Equal Opportunity/Affirmative Action Employer. Information contained in written applications for this position will be used in reports to HEW unless the applicant prohibits this in writing.

Commercial Producer/Director who can create a spot from concept to completion including machine work. Beautiful area, CBS-V. WINK-TV, PO Box 1060, Ft. Myers, FL 33902.

Ambitious, major market ad agency forming. Several positions open. Address resume to Box 38, 923 James St., Syracuse, NY 13203.

Situations Wanted Management

Major market TV GM with twenty years commercial experience, extensive programing background and MS, seeks managerial leadership role in public broadcasting and/or education. Available at NAEB convention. Phone 617-369-5908.

Situations Wanted Sales

Salesman seeks position with Houston market station, group or manufacturer. Young, aggressive, degreed, with proven record. Box M-130, BROADCASTING.

Situations Wanted Technical

First phone technician Production experience, copywriter, Syracuse University communications grad. Michael Rosenberg, 45 5th Ave., NYC, NY, 212-691-3857. Will relocate.

Situations Wanted News

News Director, AM-FM-TV with superb credentials seeks anchor post. Network related experience. Resume and excellent references furnished on request. Box M-81, BROADCASTING.

Weatherman doing number one show in upper 20 market desires a move up to a progressive station. Exception presentation, appearance, and delivery. Box M-97, BROADCASTING.

Experienced Chief/Staff newsphotographer, 7 years TV, seeking new challenges. Box M-118, BROADCASTING.

Currently employed female reporter/producer. 3 year veteran. Want new challenge. Outgrown current small market. Box M-124, BROADCASTING.

Aggressive Action and field reporter in Top 50 wants reporter/anchor position with dynamic medium market news operation. Available immediately. Box M-144, BROADCASTING.

Over six years radio news director. Some TV. Seek news but will consider any TV work. Will relocate. Box M-149, BROADCASTING.

Situations Wanted News Continued

Better looking than Edwin Newman and just as serious about news. Stanford Journalism grad with no connections, but three years print experience, college radio & TV, seeks position in small market, reporter or writer/producer. 415-941-2874.

Game Show, talk, or movie host, a real personality. 16 years in radio-just completed successful game show series in Miami. 305-274-9123, AM for tape. Larry Shannon.

Reporter-Photographer, Four years experience in top forty markets. PO Box 177, Yardley, PA 19067.

Experienced Sports Director, Top credentials, on-air and film production. PO Box 7023, West Trenton, NJ 08628.

Sports-reporter/photographer, medium mkt. experience. Eyewitness format. College. Can do happy news features, radio PBP. Young. Covered WFL team. 901-386-3167.

Situations Wanted Programing, Production, Others

Creative writer, photographer. 2 yr. experience with lighting, cameras, retail advertising, sales. Dependable, married, college grad. Improve your commercials. Box M-113, BROADCASTING.

Experienced director, in television since 1959. Winner of several Emmy & other awards in documentary & PSA work. Has basically done news and PA; also promotional and commercial work in medium and major markets. College degrees in TV. Immediate availability. Willing to relocate. Box M-137, BROADCASTING.

Experienced female director, 2½ yrs in Midwest market, seeks new position. 414-437-6967, daytimes.

Ohio University R/TV grad. I have experience in shooting and editing news film, portapak work, floor directing, studio camera work, and film chain operation. Call Pete, 201-992-4652.

Would like to learn ENG photography. First phone, young (22), intelligent, with two years college, with enough broadcasting background to make it mutually worthwhile. Also would consider studio camerawork, switching or tape. 215-638-8898.

Experienced Communications one year. Color camera, VTR, audio, lighting, B.A. degree, 26, anywhere. David Mackintosh, 6 Herbert Drive, New Hyde Park, NY 11040. 516-742-9605.

Bob Long is looking for self-actualizing position in public TV or radio. Masters, married, opportunity to work into upper level management. Currently employed. For resume, write: 603½ Hobart St., Michigan City, IN.

CABLE

Help Wanted Management

System Manager, Northeast. Salary: \$15,000-\$20,000. Box M-146, BROADCASTING.

Situations Wanted Management

Highly motivating 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.

BUY—SELL—TRADE

The Captain's Mate, experience the sound, don't just read about it. Trade your creative ideas on oxide. For details. Box M-150, BROADCASTING.

Non-commercial WSMH Lancaster, NY, desperately needs donations of studio and technical equipment of all types. Donations tax-deductible. Please help us. Contact Mike Arnold, GM, WSMH-FM, St. Mary's High School, Lancaster, NY 14086. 716-683-4824.

WANTED TO BUY EQUIPMENT

Used quad VTR wanted. Prefer Ampex 2000 or 1200. Will consider other hiband. Write to Recortec, 777 Palomar, Sunnyvale, CA 94086.

Needed immediately. Sparta EP-30/40 Extender panel for Sparta AS-30B board. Clarence McCord, Speech 8091, GSC, Statesboro, GA. 912-681-5139.

FOR SALE EQUIPMENT

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hiparade format, \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

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.

4 years old in excellent condition. Gates 12 Bay Circular FM antenna or 2-6 Bay Circular FM antennas. Call Sam Sherwood 612-633-9667.

IGM Computer Programmed automation system. Three cabinets with three Revox, one Instacart, one Carousel. Time announcer and teletype full-page logging. Looks new. Contact WKOG, Gordon, GA. 912-628-2000. Ralph V. Lavender, Gen. Mgr.

Video jukebox automatic programmer. Like new VJB-12 & VJB-1, Channel 2 Cablevision, Box 1, Oxford, MS. Phone 601-234-8537.

Wanted eight bay Collins horizontal antenna: 10 or 20 KW transmitter, 1965 or newer; 350' self-supporting tower. 608-244-2847 days, 608-244-2882 nights.

Complete Gates Automation: SP-10 memory, 2 Scully reproducers, network joiner, logging, 55, extras. 420-hour MOR music library. On the air. Everything you need. Top condition. \$10,000. Available now. KBUR, Burlington, IA. 319-752-2701.

Gates BC-1G transmitter with rust model 108 series F remote control system. BC-1G now in use as main transmitter. Spare parts kit included for remote. Buyer must arrange shipping. Price under \$5000. For particulars, call: Mel Feldman, WXCL, Peoria, IL. 309-685-5975.

JVC color minicam and recorder. Accessories and cases. Paid \$6995 August. Sacrifice \$5000. 209-291-6989.

5000 watt Gates FM-5B transmitter, (no exciter), excellent condition, with spare tubes. \$3,500.00. Available now. WPWR, 803-563-4371.

Stereo console (QRK) 875.00. KFMP 314-334-5644.

AM Transmitters, RCA BTA-250M-250W, CCA AM-250D-250W, Gates BC-500GY-500W, CCA AM-1000D-1KW, Gates BC-1F-1KW, Gates BC-1G-1KW, Collins 20V2-1KW, Raytheon RA-1000-1KW, Collins 820D-1KW, Gates BC-5P2-5KW, Collins 21E-5KW, RCA BTA-511-5KW, RCA BTA-5T-5KW. Communications Systems, Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

"We are buying," Albums, tapes, new, used for good music station. Small lots or libraries. Box M-156, BROADCASTING.

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.

Custom Program concepts. Image I.D.'s, features, DJ intros, promos, commercial jingles. Free demo. Krishane Enterprises, Inc., 4601 Willis Avenue, Sherman Oaks, CA 91403.

German News Service. Weekly taped reports, actualities and live feeds. American Press Service, 4 Dusseldorf, Fortuna Str. 23, West Germany.

Big Band Sounds for your station! Miller, Dorsey, more! \$10.00 per tape. Dio Productions, 207 Elliott, Brattleboro, VT.

INSTRUCTION

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

Kiis Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: Kiis, 8560 Sunset Blvd., Los Angeles.

Grantham's FCC License Study Guide. New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks., \$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. For details, 213-462-3281, or write: Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Instruction Continued

San Francisco Bay area. First Class license. Guaranteed results. Lowest price. Dave Ware School of Broadcasting, 408-377-6000.

No FCC license? Tried every way but the right way? It's time for Genn, Tech. Home study. Free catalog. 5540 Hollywood Bv., Hollywood, CA 90028.

RADIO

Help Wanted Management

General Manager/Minnesota—Exciting growth potential for strong sales-oriented manager in competitive, medium market, AM/FM combo. \$30,000 to \$35,000 first year. Strong sales management experience a must. Call or write Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 698-6171.

Help Wanted Sales

TIGER WANTED

5000 watt full time in major market with FM needs a tiger to manage, plan, manipulate, motivate and show the way in SALES. In confidence tell all in your letter to BOX M-103, BROADCASTING. This Station is located in the most ideal of the top 20 ADI's. EOP

V-P SALES (TEXAS) \$35K

27 years in business has made us the largest Radio Station, Sales Promotional Co. in North America. Sales Group to start first of year needs an effective leader, who can hire, train, manage and out-sell his people. \$35K per year is minimum and the sky is the limit. You will be trained in our successful sales operation. Send resume and references to: Marvin Nudelman, Exec. V.P., Universal Publicizers, Inc., 16th Floor, 919 N. Michigan Ave., Chicago, IL 60611.

PROFESSIONAL VACANCY

DIRECTOR OF PUBLIC SERVICES AND DEVELOPMENT MAINE PUBLIC BROADCASTING NETWORK

Responsibilities: Direct public awareness and fund raising activities for state-wide public broadcasting radio and television network. Provide liaison with press, business and industry, special audience groups, and general public.

Qualifications: Experience in and understanding of public relations, publicity and development required. Demonstrated success in fund raising in public broadcasting preferred. Minimum of three years experience in public broadcasting station preferred. Advanced degree preferred.

Salary \$16,000 minimum and negotiable.

Forward resume no later than December 10, 1975 to: Office of General Manager
Maine Public Broadcasting Network Alumni Hall, University of Maine Orono, Maine 04473
An Equal Opportunity/Affirmative Action Employer.

Miscellaneous



QUALITY TV SLIDES FOR A BICENTENNIAL CHRISTMAS
• A BICENTENNIAL CHRISTMAS \$6
• HAPPY BICENTENNIAL NEWYEAR 6EA
• BICENTENNIAL CHRISTMAS GREETINGS
• MERRY CHRISTMAS AMERICA
• HAPPY BICENTENNIAL THANKSGIVING
BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

Help Wanted Announcers

NFL PLAY BY PLAY 1976

We are now accepting applications for Play by Play RADIO voice for next season. This is year round job in ideal major market. The individual picked will act as sports director of station with regular assignments in addition to NFL Play by Play.

Send resume and tell all including salary requirements in confidence to BOX M-104, BROADCASTING.

An Equal Opportunity Employer.

MOR PERSONALITY HEAVY!

**50 KW 1-A CLEAR
WHAS 84—LOUISVILLE
RARE OPENING FOR
HUMOR STABILITY
CREATIVE INPUT
PRODUCTION SINCERITY
PROFESSIONALISM INCOME
TAPE—RESUME—ANYTHING ELSE
THAT HELPS TELL THE STORY
HUGH BARR—MANAGER, BOX 1084,
LOUISVILLE, KY. 40201(502)582-7317.**

Help Wanted Programing, Production, Others

LOOKING FOR A YOUNG GENIUS

Talented copywriter needed to write and produce radio commercials for one of country's leading rack jobbers. We want to hire someone who digs music and can write and produce commercials that can really sell music. If you have one to two years experience writing and producing advertising/promotional spots for radio or related experience . . . send resume and sample tape to:

*National Ad Director
ABC Record & Tape Sales Corp.
114 Clinton Road
Fairfield, New Jersey 07006*

Salary \$11,000 - \$13,000

An Equal Opportunity Employer.

Situations Wanted Management

Manager with strong sales and programming background. Experience in small, medium and large markets. A profit maker!

Box M-32, BROADCASTING.

**Situations Wanted Management
Continued**

Young, energetic General Manager, presently employed at a prominent major market FM contemporary station seeks a new opportunity. Under my direction, present station has arrived as a dominant market force, and a significant profit maker. I'm a leader, with excellent credentials in sales, and I can attract and work with the best programming staff available. I'm ready to consider new horizons. Let's discuss management positions in major markets. Box M-127, BROADCASTING.

GM or GSM

Nationally known, respected, sales oriented professional! Major market experienced! A proven producer! Excellent record and references—a manager you can trust! Box M-162, BROADCASTING or (214) 233-5848 evenings.

**Situations Wanted
Announcers**

THE STEVE SULLIVAN SHOW

No.1 rated mid-day program at 50 kw flagship now available to major markets. Contact:

Steve Sullivan
2212 Barcelona Rd.
Schenectady, N.Y. 12309
(518) 372-9435

**Situations Wanted Programing,
Production, Others**

Black Professional Programmer. Successful background in all phases of radio, from FCC rules to production. Eleven years experience, Age 29. Major and medium markets. Have never failed. Looking for rewarding & challenging position. Know music from soul, jazz to MOR. Top administrator. Box M-94, BROADCASTING.

Miscellaneous

RADIO AUDIENCE SURVEYS from \$269

- INCREASE SALES REVENUE
- ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- INCREASE STATION PRESTIGE AMONG EMPLOYEES

Professional Research Services  "Another Dale Bennett Enterprise"

6808 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 839-4003 Collect

**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

**ATTENTION: SMALL AND MEDIUM
MARKET RADIO OWNERS**

The wrong hiring decision in your management or sales positions can be very costly. That's why Ron Curtis & Company has a specialist in recruiting for markets your size.

Call Jim Mishler at (312) 693-6171 for a discussion of our services.

Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631

We have an immediate opening for an experienced television technician to work in VTR, MC Switching and maintenance. Requires a minimum of two years experience in these areas in a large-market television operation. Modern plant; good salary and benefits. Reply only in writing to:

Larry Messenger
Director of Engineering
Pennsylvania Public Television Network
P.O. Box 397
Hershey, Pennsylvania 17033
An Equal Opportunity M/F Employer.

CHIEF ENGINEER

Top 25 market, Midwest group-owned television station seeks ambitious working administrator. Salary \$28K, plus benefits. Call or write Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. (312) 693-6171.

Situations Wanted News

There's no more "up" for me in this top market. Need a new challenge in sports, talk or both, and room to rise.

Box M-66, BROADCASTING.

PRODUCER/CO-ANCHOR

13 years experience on the air and on the street, including foreign. Electronic news knowledge. Masters. Second language. Employed. CALM!

Box M-135, BROADCASTING.

Top sportscasters. Resigned my job as TV sports director earlier this year to open own business. The business folded and now I'm looking for a radio or TV sports job with play-by-play. 11 Years Sportscasting experience including major college play-by-play. Versatile announcer with PD. experience, available immediately. Call Lee Bradley (812) 234-0979.

For Fast Action Use
BROADCASTING'S
Classified Advertising

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**AVAILABLE ON LOAN
CHINA CONVERSATIONS**

Thirteen new programs produced in 1975 have been added to a unique tape series of twenty-eight half-hour interviews for your Public Affairs programing. Each features a specialist, usually a recent visitor to the People's Republic of China, who discusses a specific aspect of contemporary Chinese society. Produced by the National Committee on United States-China Relations, a non-profit educational organization, and available singly or in series for postage and handling costs from Broadcasting Foundation of America, 52 Vanderbilt Avenue, New York, N.Y. 10017, (212) 684-2505.

Consultants

**David
Boylan**



**Air
Talent
Recruiter**

I can recruit exceptional air talent for your television or radio station. All size markets, but the salary level must be \$20K minimum.

Call me today at (312) 693-6171 for a confidential discussion of our services.

Ron Curtis & Company,
O'Hare Plaza, 5725 East River Rd,
Chicago, Illinois 60631


Business Opportunity

CHAMPIONSHIP BOWLING

312 hours in B&W but excellent quality. Features country's top bowlers. Thousands of prints. All residuals paid. Full price \$10,000 plus shipping charges. TeleCom Prod., 400 N. Michigan Ave., Chicago, IL. 60611 Phone: 312--828-9422.

Employment Service

JOB! JOB! JOB! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, News, Sales and Engineers

\$12.00 3 months (12 issues)
 \$25.00 12 months (50 issues)
(Check Appropriate Box)

NAME _____
ADDRESS _____

Enclose Check or Money Order

Financing

IMMEDIATE CASH AVAILABLE WE WILL PURCHASE YOUR ACCOUNTS RECEIVABLE

Money is provided to you on a nonrecourse basis—therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

Justin-Bradley Associates, Inc.
1401 Brickell Avenue
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(305) 672-5522

For Sale Stations

Religious Broadcasters. 1000 Watt AM Midwest, full time, daily religion over 10 years, profitable—over 300,000 metro, over 700,000 coverage. Box M-91, BROADCASTING.

HELP! Group forming to acquire fulltime AM, 10,000 watts. Honolulu, Hawaii area. Active or inactive investors with \$25,000 min. Welcome. If active, please send resume. Will also conduct unique broadcasting school on premises! Box M-128, BROADCASTING.

SOUL STATION—SOUTHEAST

Only Black station in market. Studios+mitter together on valuable real estate. All new equipment. Best community relations. \$650,000 cash.

Box M-133, BROADCASTING.

S.C.	small	daytime	\$144K	Cash
N.E.	medium	daytime	275K	nego
S.E.	metro	fulltime	450K	125K
N.E.	sub	AM/FM	2.25KK	nego
S.W.	major	FM	2.2KK	terms



Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

For Sale Stations Continued

We are **MEDIA BROKERS** With 50 Years in The Media

Buyers available to purchase your property up to 3 times gross. Available now:


1 KW Daytimer in SW
1 250W Fulltimer in NE
1 500W Daytimer in SE

Also UHF TV in Major Market and CATV in Minor Market.

Reply on your letterhead only to:
The Media Broker
3700 Decatur Avenue
Kensington, Maryland 20795
(Suburban Washington)
301-942-3411

Southwest

VHF television station in healthy medium market. Top network. Top ratings. Substantial real estate, including studios and offices. Equipment could be capitalized in amount of purchase price! Billings on \$1.5 million level. Priced 8½ x cash flow at \$3,400,000.



SOVRAN ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

For Sale Stations Continued

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1533



Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

MEDIA BROKERS APPRAISERS

RICHARD A. 
SHAHEEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040

FOR SALE

Radio Station—Coast of Maine
Fulltime AM—Asking \$175,000.,
29 per cent down Convenient terms.
Good for husband, wife team
Write Harold H. Segal,
Station Broker and Consultant
495 Walnut Street,
Newton, Mass. 02160



Read our newsletter on the values of Radio & TV stations.

PAUL KAGAN ASSOCIATES, INC.
Dept. BRC—100 Merrick Road
Rockville Centre, N.Y. 11570
(516) 764-5516

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted. Management. Sales. Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
—Help Wanted, 50c per word—\$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).
—Situations Wanted, 40c per word—\$5.00 weekly minimum.
—All other classifications, 60c per word—\$10.00 weekly minimum.
—Add \$2.00 for Box Number per issue.
Rates, classified display ads:
—Situations Wanted (Personal ads) \$25.00 per inch.
—All other \$45.00 per inch.
—More than 4" billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, 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. _____

Profile

Good for each other: Keith Godfrey, MCA TV

With considerable fervor but with no trace of braggadocio, Keith Godfrey says his life has been "a rags-to-riches story."

People who don't know Mr. Godfrey may consider the metaphor somewhat overdrawn. But at this particular juncture in his life, the phrase captures for Mr. Godfrey the admiration and respect he holds for MCA TV, the kingpin television syndication company he will be leaving at the end of 1975 after a 20-year association.

Mr. Godfrey, who is retiring as executive vice president and director of sales because of health, will continue to serve MCA TV as a consultant. He will miss, he said, the daily contact with colleagues and other industry executives, but hopes to keep busy on any project he may be assigned by MCA TV, which he describes as "the greatest company in the world."

He acknowledges he could not envision when he was growing up in Iowa in the 1920's that one day he would be a top-level executive in the entertainment field. Asked about his childhood ambitions, Mr. Godfrey laughed and quipped, "I guess it was to get out of a small town."

H. (for Howard) Keith Godfrey was born 58 years ago in the farming community of Osage, Iowa. When he was 15, he moved to Philadelphia where he completed high school. Young Keith had no college plans. The family finances were strained and the Depression was on. He returned to Iowa after high school graduation, but with employment opportunities scarce, he enlisted in the U.S. Navy in early 1937.

His Navy stint turned out to be a nine-year hitch. Mr. Godfrey was at Pearl Harbor aboard the *U.S.S. Phoenix* on Dec. 7, 1941, when the Japanese attacked. He spent six years at sea and saw action around Guadalcanal and the Solomons. He was discharged in 1946 as a chief petty officer.

Mr. Godfrey, a tall, solidly built man with a gregarious manner and a pleasant Midwest accent, then decided to try his hand at sales work. Over the next nine years he held a variety of sales posts with the now defunct *Philadelphia Record* and the *Philadelphia Bulletin*; the Columbia Pictures Film Exchange in Philadelphia and Detroit and the New Bedford Cordage Co. in Chicago.

"While I was with Columbia Pictures, I became aware of the tremendous impact of television and the opportunities in the field for a salesman," he says. In 1955 he heard of a job opening at MCA TV and applied. He was hired to work as an account executive in the Houston office.



Howard Keith Godfrey—executive vice president and director of sales, MCA TV, New York; b. May 31, 1917, Osage, Iowa; U.S. Navy, 1937-1946, discharged as chief petty officer; circulation salesman, *Philadelphia Record*, 1946-47 and *Philadelphia Bulletin*, 1947-48; salesman, Columbia Pictures Film Exchange, Philadelphia and Detroit, 1948-52; Midwest sales manager, New Bedford Cordage Co., Chicago 1952-55; account executive, MCA TV, Houston, 1955-56; served successively with MCA TV as account executive, middle Atlantic states, Philadelphia, 1956-58; sales executive for Eastern area, New York, 1958-62; East Coast vice president, 1962-65; vice president and director of sales, 1965-1973; executive vice president and director of sales since 1973; m. Mary Zarbetski of Nanticoke, Pa., 1952; children—Robert, 20, Greg, 17.

He recalls the first sale he made in the syndication sphere. "It was to Jack Harris of KPRC-TV Houston for *Dr. Hudson's Secret Journal*," he says, "but I won't tell you what I sold it for." Mr. Godfrey adds, "Over the years I've made small sales and big sales, ranging from \$225 to several millions."

Promotions came quickly for the energetic, outgoing, hard-working Mr. Godfrey. After a year in Houston, he was advanced to Philadelphia as sales executive for the Middle Atlantic states. In 1958, MCA transferred him to New York as sales executive for the Eastern area, Mr. Godfrey was appointed East Coast vice president in 1962; vice president and director of sales in 1965 and executive vice president in 1973.

In the mid-1950's, he says, the emphasis in syndication was on selling to advertisers and agencies. He points out that a salesman was armed in those days with a can of film and a projector and

called on clients with the aim of nailing down a good-sized regional or national spread. It was the era of first-run syndicated series but, according to Mr. Godfrey, a combination of circumstances—including rising costs for production and the incursion by networks into previously local time periods—led to the diminution in first-run syndicated product.

But he was in syndication's front row as the industry, with MCA TV in the vanguard, adjusted to changing times with the release of feature films and off-network series to stations. Mr. Godfrey remarks with pride that "MCA TV was a leader in feature film syndication and in sales of off-networks, of which we had a large supply." Over the past four or five years, he added, MCA TV has been the catalyst in another sales technique: the pre-sale of network series to syndication.

"We have had tremendous success with *Ironside*, *Adam-12*, *Marcus Welby* and most recently, with *Emergency*," he says.

Like so many facets of the entertainment world, syndication is a cyclical business, according to Mr. Godfrey. He says that over the past few years, the number of marketable off-network series has been declining, a contrast to the pattern prevailing throughout the 1960's.

"Each year, it seems, the number of episodes in a series becomes fewer," he says. "It's not economical today, with stripping of series in vogue, to handle a show with less than 85 to 100 episodes. In fact, it's desirable to have 130 to 156 segments."

Mr. Godfrey believes there will be a gradual increase in syndicated first-run series to counterbalance the growing paucity of off-network product. He cites MCA TV's *Don Adams Screen Test* and Norman Lear's *Mary Hartman, Mary Hartman* as examples of recent first-runs.

Mr. Godfrey has made hosts of friends in the television field, but his closest personal relationship has been with Lou Friedland, president of MCA TV.

"Lou has been my best friend for a long time," Mr. Godfrey says. "Over the years, the best of ourselves has rubbed off on the other. And I must say that I got the best of the deal."

Woodcliff Lake, N.J., has been home base for the past 10 years for the Godfrey family, which includes Mary, his wife of 23 years, and his sons, Robert and Greg. Mr. Godfrey plans to continue to live in Woodcliff Lake and, health permitting, to travel as much as he can to distant points.

"I'd like to visit many of the places I went to as a salesman in this country," he said, "and I'd also like to do some traveling abroad, particularly in England."

His jammed-schedule days behind him, he'll have time to do that now.

Editorials

All the way?

The stunning audience success of the National Geographic's *The Incredible Machine* on the Public Broadcasting Service a couple of weeks ago (BROADCASTING, Nov. 3) raises an important question quite apart from the obvious one of how on earth the commercial networks managed to let this program get away.

The less obvious but more important question relates to the advertising benefits that Gulf Oil Corp. obtained from underwriting both the special and the extensive tune-in promotion that preceded it. Those benefits may not measure up to what they would have been if Gulf had put the program on a commercial network or on commercial stations, but then the costs would probably have been higher. In any case, nobody can deny that Gulf got its money's worth out of the PBS venture.

Let us hasten to add that we do not fault Gulf in this matter. Its people made a business decision that paid off beautifully. We can even understand that PBS would be reluctant to look its gift horses in their mouths. Yet there is no escaping the contradiction that the PBS and individual public TV stations, supported by government and private funds and specifically chartered to operate noncommercially, are being used—not alone by Gulf, of course—for undeniably commercial purposes.

It follows, then, that PBS and the individual stations are to some extent competitors of commercial networks and stations—competitors not only for audience, which was inherent in the creation of the public system, but also for advertising dollars, which was not. If a government-supported system is to compete in that area the ground rules need revising.

Good and bad

As stories in the Nov. 3 and 10 issues of this magazine have reported, advertising volume on both radio and television is setting records. Against the uncertainties of the general economy, broadcasters must be doing something right.

They may also be doing something wrong if, as some signs indicate, they are beginning to be mesmerized by watching the money roll in. For one thing, those in television especially have a public-relations problem in the rise in revenue. There are people who think television is already making too much money. For another, broadcasters in both radio and television must deal with the inflationary pressures on costs that trouble most businesses, and that problem can be accentuated if the word gets around that radio and television are rolling in wealth. The cost squeeze has already cramped radio profits.

The prevailing attitude seems to be that 1976 will start out even stronger in sales than 1975 is ending. Maybe so. It will also make more demand for imaginative management.

Open and shut

The government-in-the-sunshine bill that the Senate passed a fortnight ago by a vote of 94-to-0 seems to be a reasonable compromise between Macy's window and the smoke-filled room. In principle, it says that the legislative branch and the independent agencies must conduct most of their business in the open, but it provides defensible exceptions. If it were to work as planned, the measure would deserve the support of journalists and the public.

The journalists on this publication think first of the FCC when contemplating the probable effects of sunshine legislation. The judgment here is that the public would be served by open FCC

meetings at which public policy is made. All commissioners would feel obliged to do their homework for sessions in which their actions would be on public view. They would be less susceptible to manipulation by clever staff members. More than a few of the FCC's major decisions emerging from the secret chambers of the past can be traced to civil-service activists who were slicker and more alert than the sitting commissioners.

There is, however, some FCC business that is better done off stage. The Senate bill wisely provides that adjudicatory and investigative cases could proceed in closed session as could cases in which private rights would be endangered by public revelations.

It must also be recognized that no sunshine legislation can prevent commissioners from informally caucusing on forthcoming votes, nor should it. Preliminary exchanges of ideas can help prepare commissioners for sounder action. The point of sunshine legislation is to deter the kind of wheeling-dealing that can be successfully concluded only behind closed doors.

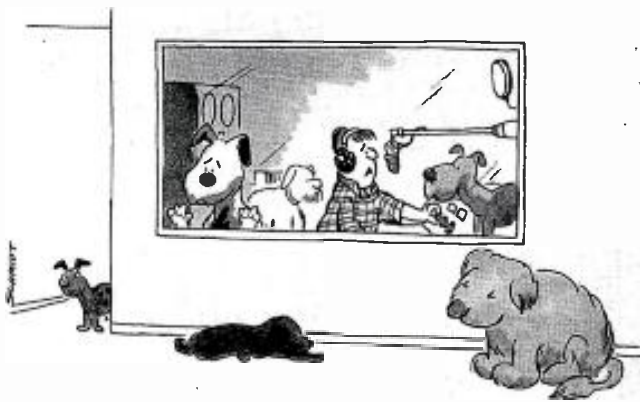
Remembered

George Butler Storer, who quietly slipped away on Nov. 4, six days before his 76th birthday, was an extraordinary man. As a competitor, he was rugged; as a humanist, he had an open hand and heart, though his philanthropies went unpublicized.

The Storer story in broadcasting began in 1928 in Toledo, Ohio. The original station, WSPD(AM), still operates under the Storer banner. But from that sentimental beginning, Mr. Storer traded up. He was the first major-market group owner in radio and a pioneer in television, perhaps the first to lease a major-market station and among the first to plant roots in cable television.

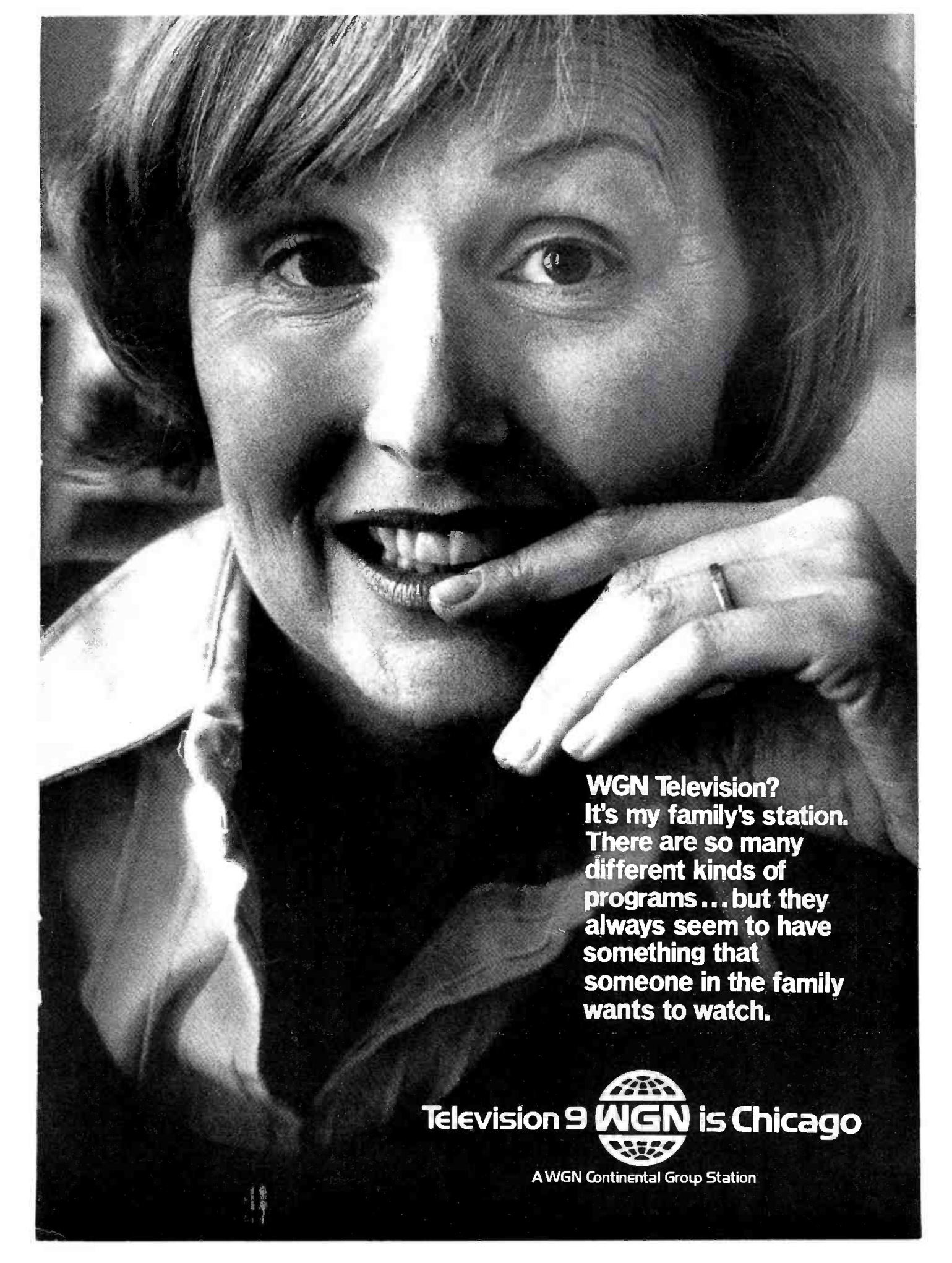
Among the mourners at the memorial service in Bal Harbour, Fla., Nov. 7 were such long-time friends and colleagues as William S. Paley and Jack Schneider of CBS; Stanley Hubbard Sr. of the Hubbard stations; Don Mercer of NBC; Jim Riddell of ABC, now retired; Ward Quaal, consultant to WGN Continental; Les Lindow of Maximum Service Telecasters, and John Doerfer, one-time chairman of the FCC.

In the closing words of Bill Michaels, Storer Broadcasting Co. chairman, who delivered the eulogy: George Storer was "quite a guy."



Drawn for BROADCASTING by Jack Schmidt

"Just a reminder, folks. If you find a lost dog, just report it. You don't have to bring it to the station."

A black and white close-up photograph of a woman with short, light-colored hair. She is smiling warmly at the camera, with her right hand raised to her chin, resting her fingers against her lower lip. She is wearing a ring on her ring finger. The lighting is soft, highlighting her facial features. In the background, the profile of another person's face is partially visible, slightly out of focus.

**WGN Television?
It's my family's station.
There are so many
different kinds of
programs...but they
always seem to have
something that
someone in the family
wants to watch.**

Television 9  is Chicago

A WGN Continental Group Station



A voluntary action center gets action.

"I'm the carpenter you asked for on the radio," said a volunteer who called Volunteer Services of Greater Kalamazoo after hearing a request for a carpenter to build a wheelchair ramp.

Many other listeners responded immediately after they heard the spots on the Fetzer station, feeling the appeals were aimed specifically at them.

Helping service organizations get qualified volunteers is part of Fetzer total community involvement.



The Fetzer Stations

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