

Dec. 8, 1975

# Focus for ANA: free enterprise vs. consumerism Special report: top 50 agencies of 1975

# Broadcasting Dec 8

The newswweekly of broadcasting and allied arts

Our 45th Year 1975

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NEWSPAPER

## Seeing through the bars.

Few people outside can comprehend what it's like to be locked inside a prison.

To promote understanding, the cameras of the Fetzer television station in Kalamazoo went to the world's largest walled prison at Jackson. The interview with a convicted murderer produced a rare, true-life insight into the prisoner's view of prison life, crime and the system of justice.

Helping people to understand those in different circumstances is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

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

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**“This Is The NBC Radio Network...  
Come In,  
WJR.”**

And they did. WJR, Detroit – one of America’s biggest and best – has just become an NBC Radio Network affiliate.

It’s yet another sign – and a particularly strong one – that the NBC Radio Network is on the move as never before.

And for WJR listeners (and advertisers) it’s a guarantee that a station that’s provided first-class news and entertainment for years will do even better in the years to come.

**NBC Radio Network**



# THE ODD COUPLE

After slugging it out for five big years on the ABC-TV Network, television's "The Odd Couple" is ready to hit it big again... **in the only new half-hour family viewing/situation comedy show available for stripping for September 1976.**

This means that Emmy award-winning stars Tony Randall and Jack Klugman (better known to their millions of fans as Felix and Oscar) will again bring families together, and keep them in stitches, just as they did on their network run... having sewn up an outstanding audience profile of 40% women, 26% men, 21% children, and 13% teens.\*

When you're looking for the family viewing/situation comedy show that's great for stripping, call Paramount.



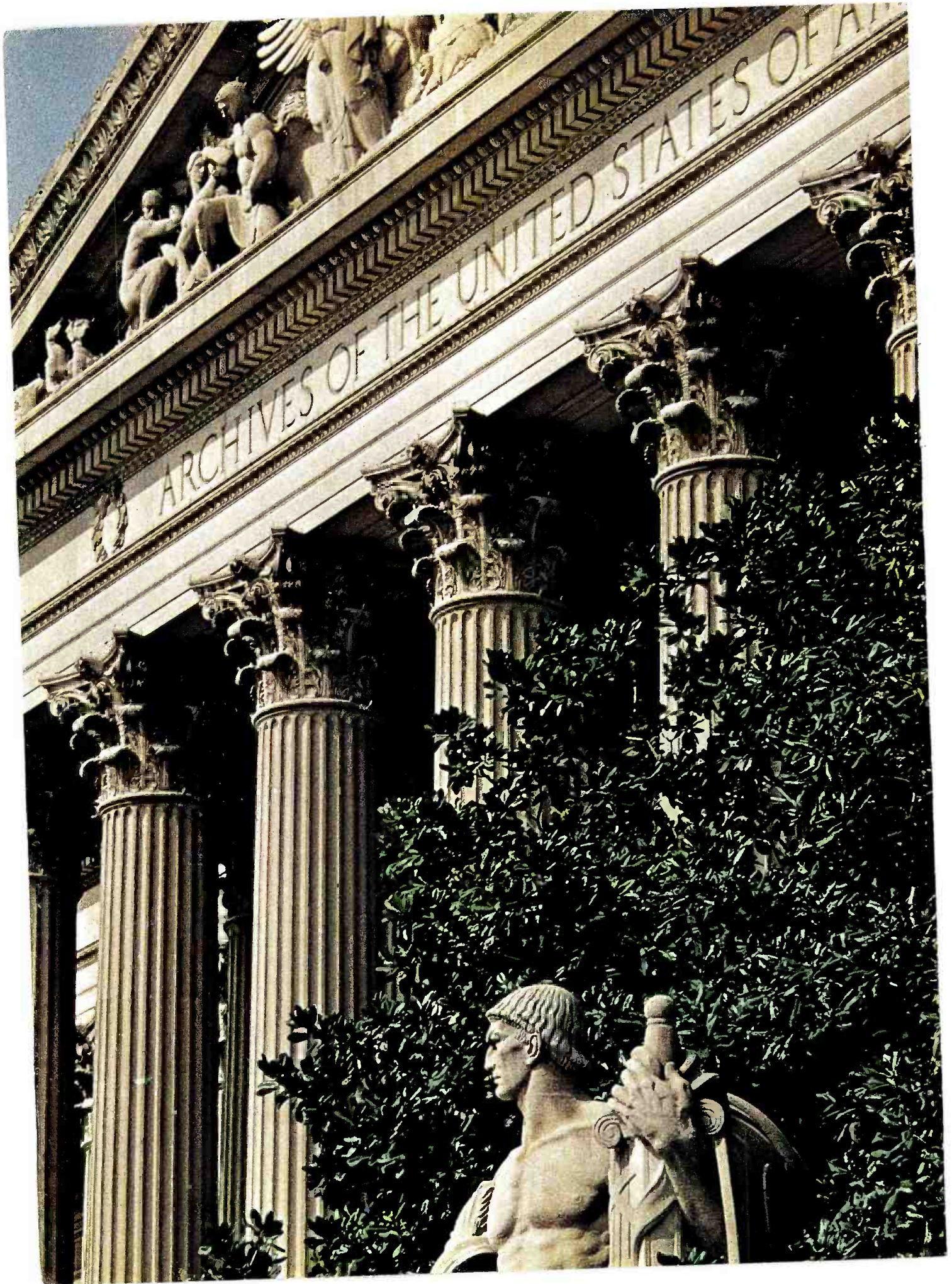
PARAMOUNT TELEVISION SALES

**THE ODD COUPLE**  
114 half-hours in color  
**Available**  
**September 1976**

\* SOURCE: NIELSEN NATIONAL AUDIENCE DEMOGRAPHICS NOVEMBER, FEBRUARY, MAY—1970-74, 1974-72, 1972-73, 1973-74, 1974-75

Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.



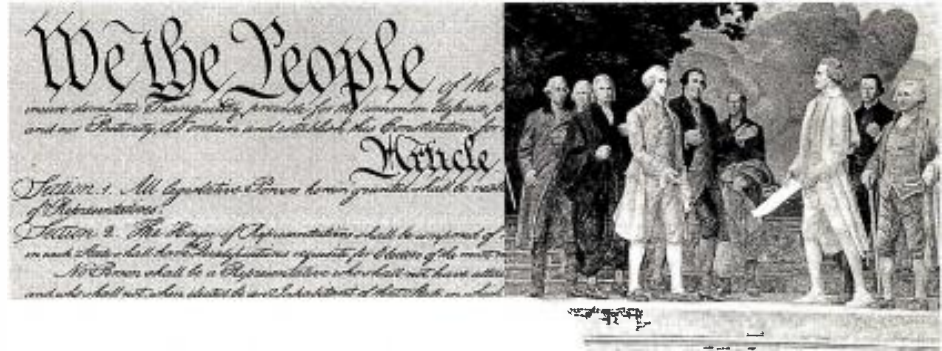




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"A MORSEL OF GENUINE HISTORY IS A THING SO RARE  
AS TO BE ALWAYS VALUABLE."

Thomas Jefferson/1743-1826



Broadcasting  
Dec. 8, 1975

The most significant records of our country's two hundred year history are preserved in the National Archives.

The documents of Jefferson's time were set down on paper. Through the centuries that followed, still photographs, motion picture films and later audio recordings added new dimensions of access to the past.

Finally, television news broadcasts and documentaries have been added to the National Archives. The issues that are seen on today's television will be added as history tomorrow.

The Corinthian Stations recognize their responsibility in documenting our news with thoroughness and unflinching objectivity for the 12 million viewers they serve. Their newscasts may not be produced as though they might.

Towering columns topped with splendid Corinthian capitals support the sculptured pediment of the National Archives in Washington.

The male figure who sits to the right of the entrance is Guardian, not aggressive, but watchful.

The Archives is the repository of most of the permanently valuable records of the U.S. Government. The Declaration of Independence, the Constitution and the Bill of Rights are on permanent display in the Rotunda.



Corinthian is a Member of the Dun & Bradstreet Group.

**THE CORINTHIAN STATIONS**

RESPONSIBILITY IN BROADCASTING

- ① KHOU-TV  
Houston
- ② KOTV  
Tulsa
- ③ KXTV  
Sacramento
- ④ WANE-TV  
Fort Wayne
- ⑤ WISH-TV  
Indianapolis

CBS Affiliates

# Dick Van Dyke is Dallas-Ft. Worth's hottest early news story.

The "Dick Van Dyke Show" on KTVT draws the biggest 5:30-6:00 audience in Dallas-Ft. Worth. With more viewers than any of three network news stations and another independent.

Among 18-49 women, Dick Van Dyke attracts 176% to 437% more viewers than network news or other programming. And among 18-34 women, he wins 130% to 986% more viewers.

What Dick Van Dyke does in Dallas-Ft. Worth, Andy Griffith does in New York and Lucy in Los Angeles. They make sitcom audiences the hottest news at news time this season.

## **"THE DICK VAN DYKE SHOW"**

Another great sitcom from Viacom.

Source: NSI, Oct. 1975. Audience estimates subject to qualifications available on request.

# Business Briefly

**General Mills** □ Various cereal products will be focus of new spot-TV campaign to run in long list of markets for two months, starting in early January. Campbell-Mithun, Los Angeles, is looking for time segments appealing to women, 25 to 54.

**IBM** □ Company will bankroll intensive three-day radio-spot campaign (Jan. 9, 10, 11) in top-20 markets to ballyhoo its full sponsorship of special four-hour made-for-TV movie, *Eleanor and Franklin*, based on best-selling biography by Joseph Lash, which ABC-TV will televise on Jan. 11 and 12 (from 9 to



11 p.m., NYT, on both nights). Conahy & Lyon, IBM's agency in New York, will place 60-second spot, which emphasizes movie's "prestige and dignity," on "classical and middle-of-the-road music stations" to reach men and women, 25 to 49. IBM also reports it will buy one-minute corporate TV-spot on all ABC affiliates at midway point of *Eleanor and Franklin* both nights. Also, IBM's Dec. 22 network broadcast of *Scrooge* will be promoted on radio for two days (Dec. 21-22) in 10 major markets. Spots are aimed at adults, 25 to 49. Mort Keshin, Roslyn, N.Y., is placing spots; Conahy & Lyon, New York, is agency.

**Lipton** □ TV spots for two products by Thomas J. Lipton, Englewood Cliffs, N.J., are set for next month to run variously as day time, fringe and prime-time 30's. Cup-a-Soup will be advertised in 27 markets beginning Jan. 5 and Make-a-Better-Burger will be promoted in 81 markets as of Jan. 12, both for 12 weeks. SSC&B, New York, is agency; Tanner Co., Memphis, is buyer, and placement is handled by Lipton's in-house agency, TJJ Media.

**Continental Airlines** □ Ten-week campaign in 25 markets will begin Jan.

19 for Continental Airlines, Los Angeles, with TV 30's in news, sports and various times. Media is handled by Benton & Bowles, New York; creative by B&B, Los Angeles. Campaign is extension of familiar theme, "We move our tail for you." Airline is also readying 25-market spot-radio campaign to kick off in mid-December for 10 weeks. Markets include Los Angeles, Chicago, Houston, Miami and New Orleans. Benton & Bowles is gearing 60-second spots for "upscale" men in 25-to-49 age range.

**Allegheny Airlines** □ Spot-radio advertising, on 52-week per year basis in most markets, will take off in early January in number of major markets in South, Midwest and Northeast. VanSant, Dugdale & Co., Baltimore, is buying 60-second announcements in various time periods to reach men, 25 to 49.

**American Dairy Association** □ Spot-radio campaign is being blueprinted for start in mid-January to continue for 10 weeks in substantial number of markets. D'Arcy, MacManus & Masius, Chicago, is slanting effort toward women, 18 to 49, through 60-second spots, preferably in morning drive time.

**Carnation** □ Various milk and food products will be backbone of 10-week spot-TV drive to begin in early January in

extended list of markets. Women, 25 to 49, will be target of campaign which is being created and placed by Erwin Wasey Co., Los Angeles.

**Edu-Cards Corp.** □ In its first use of TV for Crayola Craft Kits, Edu-Cards has begun pre-Christmas push on network TV, placing new 30-second commercial



on various ABC-TV and CBS-TV daytime dramas and game shows. Campaign is estimated to cost about \$275,000 and is keyed to theme: "Adventures in making things—in imagination." Chirurg & Cairns Inc., New York, is seeking audience of mothers, 21 and older. Kits enable children to make various objects and animals.

**Contact** □ Menley & James Laboratories, Philadelphia, continues its cold-season

## BAR reports television-network sales as of Nov. 16

ABC \$612,891,400 (29.5%) ; CBS \$745,747,000 (36.0%) ; NBC \$715,587,300 (34.5%)

Day parts	Total minutes week ended Nov. 16	Total dollars week ended Nov. 16	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.	146	\$ 740,600	5,391	\$ 30,036,600	\$ 21,689,100	+38.5
Monday-Friday 10 a.m.-6 p.m.	1,009	12,554,200	44,689	455,976,500	403,236,400	+13.0
Saturday-Sunday Sign-on-6 p.m.	283	7,732,500	13,167	216,484,500	198,583,300	+9.0
Monday-Saturday 6 p.m.-7:30 p.m.	99	3,071,300	4,561	109,873,700	98,478,300	+11.6
Sunday 6 p.m.-7:30 p.m.	19	919,200	741	20,227,500	14,923,700	+35.5
Monday-Sunday 7:30 p.m.-11 p.m.	402	30,043,200	18,284	1,089,496,500	1,049,565,500	+3.8
Monday-Sunday 11 p.m.-Sign-off	202	4,724,800	8,690	152,130,400	136,715,000	+11.3
<b>Total</b>	<b>2,160</b>	<b>\$59,785,800</b>	<b>95,523</b>	<b>\$2,074,225,700</b>	<b>\$1,923,191,300</b>	<b>+7.9</b>

Source: Broadcast Advertisers Reports



promotion for Contac decongestant in substantial number of markets, with spot-TV flight beginning Dec. 29 for 11 weeks of fringe 30's. Ogilvy & Mather, New York, is agency.

**Kraftco** □ Various products will be spotlighted in company's first spot-TV effort of 1976, starting on Dec. 28 and lasting for four weeks. Approximately 50 to 60 markets are being tapped in first flight for New Year, traditionally lightest campaign during year. N. W. Ayer, New York, is buying 30-second spots in daytime, fringe and prime-time periods to reach women, 18 to 49.

**Tree Top** □ Television spots for Tree Top Inc.'s (Selah, Wash.) apple juice are being handled by McCann-Erickson, Seattle, to run three weeks beginning Jan. 5 in several western markets. TV 60's targeted at women over 18 and women, 35 to 49, are slated for Los Angeles, San Diego, San Francisco, Phoenix, Houston, Dallas, Portland, Ore., Seattle/Tacoma and Denver.

**International House of Pancakes** □ Franchisees of restaurant chains will invest about \$500,000 on six-week spot radio splurge in East, Midwest and West starting in early January. Supplementing

radio will be limited spot-TV campaign in six major markets. Target audience will be men and women adults. Three separate agencies involved in buy for different regions: Saxe Mitchell Inc., New York; Brooks Advertising, Oak Lawn, Ill., and David W. Evans Inc., Los Angeles.

**Pfeiffer's Foods** □ Entire line of food products by Pfeiffer's, Buffalo, N.Y., is to be advertised in 22-week campaign beginning mid-January in substantial number of markets. Weightman Advertising, Philadelphia, is handling fringe and daytime 30's aimed at women, 25 to 64.

**Alpo Dog Food** □ Allen Products Co., Allentown, Pa., is promoting its Alpo canned dog food through prime-time and late-news 30's beginning in mid-January. Spots in substantial number of markets are being handled by Weightman Advertising, Philadelphia.

**Zenith** □ TV spots for Zenith hearing aids are scheduled for two 26-week flights, beginning Jan. 5 and Jan. 19. First flight will run in Miami, Boston, Seattle, Philadelphia and Dallas; second flight is Jacksonville, Fla., and Lincoln, Neb. Spot 60's in Miami, 30's in all others, will run mainly in news times, attuned to over-50 audience.

**Dannon** □ Company's yogurt will be advertised in 48 markets in eastern half of country for nine weeks, starting on Dec. 29. One unusual aspect of buy is Dannon's attempt to place participations in February on local breaks in ABC-TV's coverage of Winter Olympics. Fringe and news periods are being sought by Marsteller Inc., New York, to reach men and women, 18 to 49.

**Schlitz** □ Company's Light Beer, which has been on rollout throughout country but is still unavailable in major markets of Northeast, has scheduled spot-TV effort for seven weeks in about 25 markets to start in mid-December. Earlier campaign has been running in about 20 markets. Cunningham & Walsh, New York, is directing its spots at men, 21 to 49.



# DP-2

**all new automation system from** 

It's here! The all-new DP-2. Microprocessor controlled, it offers more custom features than any other unit available today... features such as 8,000 event capacity; built-in external function control; automatic record of network; automatic transmitter logging option; mag tape, paper tape and solid state storage facilities; interfacing to business computers; sub-routines in any size; video readouts and programming; and up to forty audio channels.

The DP-2 is available in low-boy console with desk as shown or in standard racks. It's versatile and inexpensive... and it's from the people who invented computer assisted broadcasting—SMC. It's loaded with features that will "hype" your station's air sound and profits.

Get all the facts on the new DP-2 system for yourself. Return the attached coupon today for more information.



**Systems Marketing Corporation**  
1005 W. Washington Street  
Bloomington, Illinois 61701  
309-829-6373

*Broadcast Automation—  
our only business*

**YES** I want to know more about DP-2. Send complete information and have your Representative call me.

Name \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

Zip \_\_\_\_\_ Phone (area code) \_\_\_\_\_

75-105

**Rep appointments** □ Blair Television has been named national sales representative for WTOL-TV Toledo, Ohio, and for KTIV-TV Sioux City, Iowa. Katz Television has been named national rep for WITN-TV Greenville-New Bern-Washington, N.C. Century National Sales has been chosen as representative for KUPD-AM-FM Tempe (Phoenix), Ariz., and for KPRO(AM) Riverside, Calif. Jack Masla & Co. has been appointed rep for WNJR(AM) Newark, N.J., and for KZAM(FM) Bellevue (Seattle), Wash.





all music all the time®

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:

		Overall Position 18+ AM or FM			Overall Position 18+ AM or FM
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.

# Monday Memo

A broadcast advertising commentary from Martin Steinhardt, chairman, Keyes, Martin & Co., Springfield, N.J.

## An agency's side of the New Jersey story

In today's economic and marketing climate, agencies have their work cut out for them. Advertisers are demanding blanket coverage and full value for each dollar invested in broadcast and other media.

It's a situation that demands skillful and planned use of every ingredient in the mix to produce a successful campaign where the bottom line is the pay-off. It requires concise creative concepts. It demands meticulous media planning and buying. It calls for utmost attention to detail in every facet of execution.

So what else is new? Aren't these the same time-tested criteria, the identical long-standing guidelines used by any agency worth its bread in developing any campaign for any client regardless of size, time or place?

Obviously, the answer is yes. But it is more resounding than at any time since most of us have been in business.

And therein lies the crux of the matter I place before you.

In many parts of the nation, it is a problem that can be solved by putting to work the expertise found in ad shops which know what they are doing. In our marketplace, however, it's a different and continuing story, but one that can become a nationwide dilemma for advertisers, agencies and broadcasters.

I speak specifically of the situation in New Jersey. In many ways it is as old as mass media television itself and perhaps it has no real solution. But the blunt fact remains that New Jersey broadcasting is a mess, especially if you are a buyer of time requiring pinpointed coverage. The same situation has a profound effect on viewers interested in local programming—be it entertainment, news or public affairs.

Most people in the industry are knowledgeable about the facts. I recount them only to focus on their extent and to point to possible solutions that might prove useful in other parts of the country in time to come.

New Jersey is the most heavily industrialized state in the nation. It is the eighth largest in population. Its 7.4-million residents make up an audience of 2.4 million TV homes and spend about \$40 billion a year on products and services.

But if I am asked to buy broadcast media, particularly TV, for a client with strong interests in this prime market, I go in with the numbers stacked against me.

Simply put, New Jersey does not have a single VHF outlet. If an advertiser wants broadcast time for a New Jersey audience, he must go into Manhattan or Philadelphia. He must put out good dollars—and a



Martin Steinhardt is board chairman of Keyes, Martin & Co., Springfield, N.J., which he co-founded 30 years ago as a two-man industrial-oriented shop. Today the full-service operation has billings exceeding \$17 million and is New Jersey's largest advertising and public relations agency, with 135 accounts and 80 staffers. Its client roster includes such regional, national and international accounts as Walter Kidde & Co., W.R. Grace Properties, Englehard Minerals & Chemicals Corp., Shop-Rite Supermarkets, Blue Cross and Blue Shield of New Jersey, Norelco and package goods, banking, insurance, real estate and other businesses.

bundle of them—to deliver a pitch that perhaps only a quarter of the audience—those who live on the New Jersey side of the Hudson or Delaware Rivers—will want to hear.

So we have 75% wasted coverage going in. Think of the loss in dollars and impact. Besides being an inefficient buy, advertising on New York stations can be complicated by red tape. Many home-builder clients, for instance, are anxious and willing to pay the price to reach New Jerseyans by TV on New York VHF stations. But they are often discouraged by a law that requires that they register their offering in Albany if they want their message aired. It's easier, less expensive and almost as effective going into print—and this is exactly what a large percentage of them do.

It all goes back to the allocation of TV broadcast channels by the FCC, as we who live with the problem know full well. At that time, channel 13 was earmarked for Newark, N.J., but with the keen six-station competition from network and independent outlets in Manhattan that venture failed commercially and now the facilities are effectively used by public television.

Net result: A \$40-billion market and several million viewers constantly are short-changed by broadcasters and the FCC action. The problem begs for solution

but from whence will it—can it—come?

It can be argued that New Jersey has several UHF outlets within the state. However, the ratings and track records of UHF in highly competitive intermixed markets, whether in New Jersey or elsewhere in the nation, make this a questionable answer at best.

It's not just advertisers who bear the brunt of this situation. Consider the viewers and their legitimate needs and desires. New York stations, as a result of heavy prodding from possible challenges to license renewal applications and others, have been making an effort to program more for New Jersey audiences. But economics and time availabilities now enter the picture. By the same token that only 25% of an advertiser's dollar can be efficiently used to cover New Jersey, 75% of a station's audience just isn't interested in New Jersey-oriented programming. So the net result is that such shows generally are relegated to limbo time periods.

What's to be done about the future?

An organization called the Coalition for Fair Broadcasting has been formed within the state to seek better coverage of news and public affairs and to push for more programming of interest to residents.

Daniel M. Gaby, president of our agency, is a board member of the group, which is composed of representatives of business, the arts, public groups and others. It has placed before the FCC a petition outlining three possible solutions to the problems.

The first proposal is one for "short spacing," which would mean a modification of the technical requirements now permitted between channels so that additional VHF stations could be dropped into New Jersey.

A second proposed solution would be the re-allocation of an existing VHF station to New Jersey, a suggestion which certainly wouldn't sit well with stations that might be involved.

The third possibility offered by the coalition is that the FCC allow hyphenation of a station's site so that an outlet—or outlets—could be identified with more than one primary coverage area and have responsibility for programming of both.

Concern for the situation—and its pressing need for solution—is not engendered by a financially self-serving attitude. Our agency is 30 years old and we have been successful living with the problem as it exists. But we move with the times and we know that television is going to be ever more important tomorrow.

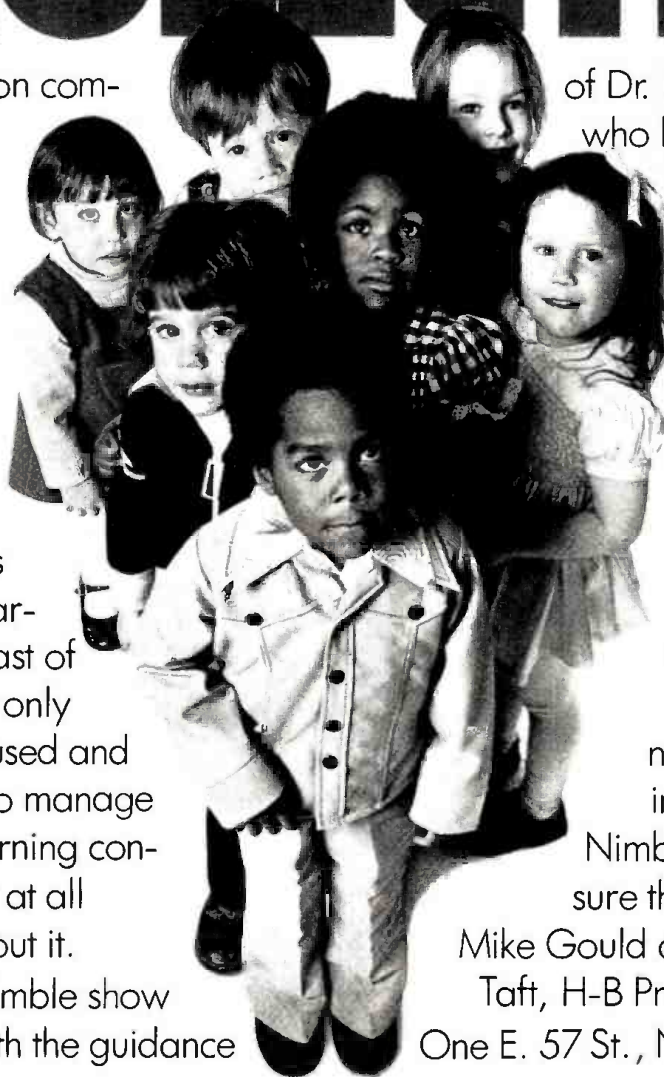
We want to make certain, if possible, that several million viewers—and the contribution they make to the nation's economy—will have a fair shake in what happens in television's future.

# THESE CHILDREN ARE NEGLECTED.

What is there on commercial television for 2-to-5-year-olds? Not nearly enough. That's why Taft Broadcasting decided to produce the Max B. Nimble show.

Max is Max Howard. He plays eight charming characters (the entire cast of the show) who not only keep little kids amused and enthralled, but also manage to put across a learning concept without being at all heavy-handed about it.

The Max B. Nimble show was developed with the guidance




of Dr. Roger B. Fransecky, who has not only written a great deal about children's television, but has also been instrumental in getting some of the best kids' programming on the air.

This audience is important in your community. It's one that you cannot neglect. So if you're interested in Max B.

Nimble (and you can be sure the kids will be!) call

Mike Gould at (212) 838-1225.

Taft, H-B Program Sales,  
One E. 57 St., N.Y.C. 10022. 

# MAX B. NIMBLE



# Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

■ **Antitrust/networks.** Justice Department antitrust suits charging networks with illegally monopolizing prime time were filed in U.S. court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5). Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1).

■ **Broadcasting in Congress.** New resolution to permit daily live broadcasts from House floor has emerged from special subcommittee of House Rules Committee, which has been studying problem (BROADCASTING, Nov. 17). Subcommittee Chairman B.F. Sisk (D-Calif.) is optimistic about resolution's chances of passing; if all goes according to plan, system could be operational by July 4 next year. Hearing on new resolution was held last week (see story, this issue). Activity was sparked by resolution by Jack Brooks (D-Tex.) (H.Res. 269). Resolution (S.Res. 39) similar to Mr. Brooks's, by Senator Lee Metcalf (D-Mont.) is pending in Senate Rules Committee, but has not yet received any attention.

■ **Cable rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in 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 programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

■ **Citizen agreements.** FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been

filed (BROADCASTING, Aug. 4). 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 programming 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 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 WXPN(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. Comments have been filed (BROADCASTING, Aug. 4).

**License renewal legislation.** About 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on 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 has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in July (BROADCASTING, July 14, 21).

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

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

**'Pensions' case.** FCC decision holding that NBC-TV program, *Pensions: the Broken Promise*, violated fairness doctrine was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy In Media, had requested full-court rehearing of panel's order, but was turned down. AIM 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 and arguments heard (BROADCASTING, Nov. 24).

**Public broadcasting funding.** Bills to authorize expenditure of federal funds for Corporation for Public Broadcasting have passed Senate (S. 2584) and House (H.R. 6461). House's bill passed with last-minute addition of amendment requiring CPB to abide by minority hiring requirements of Civil Rights Act (BROADCASTING, Nov. 17). Parallel appropriations were stricken from bills in both houses due to objections of House Appropriations Committee. That committee has promised to introduce CPB appropriation as separate measure later, although time frame for appropriation will be three years, instead of five years provided in authorization measures. Senate and House conferees were to meet last Thursday to iron out differences in two bills.

■ **Ratings.** Nielsen prime-time averages season-to-date (first 12 weeks): NBC 18.8, CBS, 18.6, ABC 18.1. Twelfth week alone: CBS 19.9, NBC 17.8, ABC 16.8.

■ **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 and oral arguments have been held (BROADCASTING, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.)

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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 before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5). 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.** Communications subcommittees in both houses of Congress have concluded hearings on measures to extend sports antiblackout law. 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. House bill, H.R. 9566, by Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) would make law permanent. Senate bill, S. 2554 by Communications Subcommittee Chairman John Pastore (D-R.I.) and Senator J. Glenn Beall (R-Md.) would extend law another three years. Both bills would also reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

■ **Star stations.** FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case 75-1203). Oral arguments were to be held last week.

**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 ex-

tended from Oct. 15 to Dec. 16, replies from Nov. 18 to Jan. 30, 1976.

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

**WPXI(TV).** FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22). Commission in August refused to approve agreement under which Forum would withdraw its application.

## Datebook®

■ indicates new or revised listing

### This week

**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. 11**—*Hollywood Radio and Television Society* luncheon. Arthur Taylor, CBS president, speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

### Also in December

**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 20600). 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. 9-10**—*Utah Broadcasters Association* winter

convention and workshop. Tri-Arc Travelodge, Salt Lake City.

**Jan. 10**—*Mississippi Broadcasters Association* annual sales conference. Holiday Inn Downtown, Jackson. Contacts: Phil Brady, WAPF(AM) McComb, and Chuck Cooper, WCBI-TV Columbus.

■ **Jan. 11-13**—*Association of Independent Television Stations (INTV)* third annual convention. Agenda includes session on future of programming with producers Norman Lear, Grant Tinker, Lee Rich and Giraud Chester as panelists. Century Plaza hotel, Los Angeles.

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

■ **Jan. 12**—*Radio Advertising Bureau* co-op sales clinic. Plaza Inn International, Kansas City, Mo.

**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. 13**—*Hollywood Radio and Television Society* luncheon. Dinah Shore is speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

**Jan. 14**—*New Jersey Broadcasters Association* midwinter managers conference. Livingston College (Rutgers University), New Brunswick. Contact: Arnold L. Zucker, Rutgers University.

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

■ **Jan. 14**—*Television Bureau of Advertising* regional co-op sales workshop. Colonnade hotel, Boston.

■ **Jan. 14**—*Radio Advertising Bureau* co-op sales clinic. Sheraton Airport, Denver.

■ **Jan. 16**—*Radio Advertising Bureau* co-op sales clinic. Marriott Airport, Minneapolis.

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

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

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

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

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

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

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

**Jan. 25**—Deadline for entries for 44th annual *Sigma Delta Chi* Distinguished Service Awards contest. There will be separate radio and television awards for reporting, editorializing and public service. Nomination forms may be obtained by writing to the Society of Professional Journalists, Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

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

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

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

**Jan. 27-29**—*Georgia Association of Broadcasters*



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

# The Bell System didn't just happen. It was planned, right from the start.

Thanks to Alexander Graham Bell, all nations have telephones. Thanks to Theodore Newton Vail, the United States has the world's best telephone system.



*Alexander Graham Bell*

Theodore Newton Vail was the first General Manager of the Bell Telephone Company. He was hired in 1878, when the telephone was two years old, and 10,755 sets were in service, most of them in the Northeast. His vision of what the new invention could become equaled Bell's own.

Both men saw that the success of the infant telephone industry depended on offering customers an integrated nationwide telephone system. The goal, as Vail later phrased it, was "one policy, one system, universal service." "The strength of the Bell System," he wrote, "lies in this universality."

Vail's economic insight was remarkable for his day. He was managing a new kind of enterprise, one of the first of what we now call technological industries. He saw that technology gave birth to the telephone, and that technology also imposed new requirements on the managers of the business. Manufacturing telephones required a large commitment



*Theodore Newton Vail*

of capital, for specialized factories. Improving the telephone required coordination of research efforts, plus more capital for laboratories. Marketing the telephone successfully required reasonable assurance that supply and demand would keep pace with each other. Vail realized that the only way those requirements could be met was for management to plan every step of the enterprise, from sources of supply to customer orders.

Contrast the case of the manager of a simpler business — a small bakery, for instance. The manager has great freedom. If cake doesn't sell, he can bake bread. If white bread

doesn't sell, he can bake rye. There is no need to commit large sums of capital, since the same ovens serve for all three products. No research effort is required, since the recipes are well known. If the price of flour goes up, the manager can raise the price of bread immediately. If demand varies, he can bake more bread or



*Vail's ability to plan turned Bell's invention into the best telephone system in the world.*



*The predecessor of Bell Telephone Laboratories:  
the Bell company's Mechanical Department in the 1880's.*

less. The technological industry, by its very nature, lacks such flexibility.

The first telephones were made in a Boston machine shop. Demand soon outstripped capacity, and firms in several cities were licensed to make sets under the Bell patents. Vail wanted closer integration of manufacture, to assure the company's service objectives. In 1881, the Bell company acquired controlling interest in the Western Electric Company of Chicago, and in 1882, made that company the manufacturer of Bell equipment.

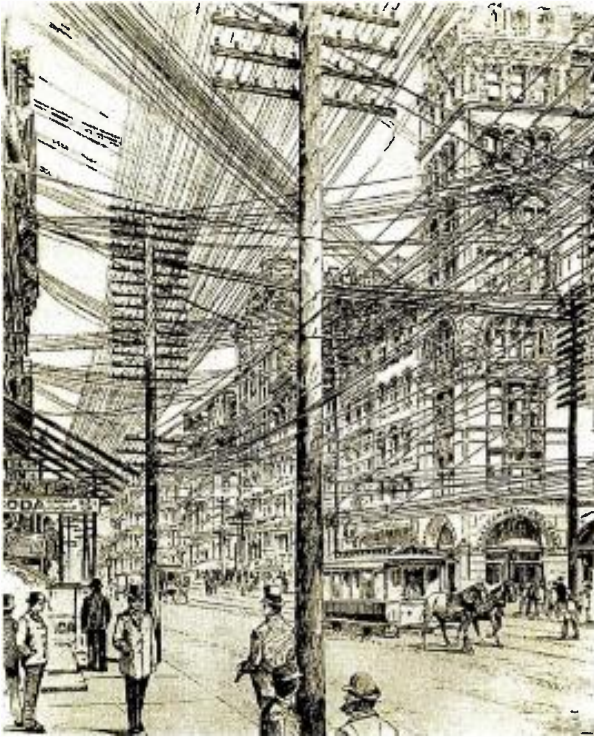
This arrangement was desirable for a number of technical reasons: quality, reliability, standardization. Vail also had a strong managerial reason. The Bell company's business was providing telephone *service*. Success depended on having a dependable supply of quality equipment needed for the service, at a reasonable cost. By integrating manufacturing within the Bell company, Vail took a long step toward that goal.

At this point the groundwork was laid for a nationwide network. In 1884 the first Boston to New York line proved that commercial long distance telephony was possible—and profitable. Vail and his associates organized an additional com-

pany, whose corporate charter put Vail's dream in black and white. Its business was to be "constructing, buying, owning, leasing or otherwise obtaining, lines...and equipment, using, operating or otherwise maintaining, the same....The lines of this association...will connect one or more points in each and every city, town or place, in...the United States, Canada and Mexico, and also by cable and other appropriate means with the rest of the known world...."

Despite all the progress made, Vail saw a basic threat to the industry. Although it was growing, the quality of the service it provided was deteriorating. Some of the earliest equipment needed to be replaced. Rapid expansion was causing growing pains. Vail knew these service problems must be dealt with. But the Boston financiers who determined company policy felt their primary duty was to maximize profit for investors. The financiers represented the thinking of the day; once again Vail's ideas were decades ahead of his time. In 1887, Vail felt compelled to resign. For the next twenty years, he followed telephone developments as an interested outsider.

In 1893 and 1894, the Bell telephone patents expired. New telephone companies sprang up almost overnight, many of them in cities already served by Bell companies. Since the wires of the new companies did not connect with Bell wires, their subscribers could not talk with Bell subscribers. In order to be in touch with all the telephones in town, stores and offices had to have two telephones. That meant two directories, two sets of wires—and two bills. Nevertheless, demand for all telephones was soaring.



*Broadway and John Street, New York City, 1890.  
Vail succeeded in getting the city's wires put underground.*

The new companies grew, the Bell affiliated companies grew, the confusion grew.

Growth brought financial problems. Earnings, handsome as they were, were insufficient to finance such rapid expansion. (The telephone industry is a capital intensive industry.) Bell management borrowed more and more money from big banks. By 1907, lenders were getting hard to find. Then came the Panic of 1907. To protect their interests, the bankers demanded that telephone management invite Vail back to run things. Vail accepted the invitation. That year there were 3,132,000 Bell telephones in service.

Vail's return to command restored the financial community's confidence in the Bell company, so towering was the reputation he had built. Improving the quality of the service was his first concern. He made sure that concern was understood by Bell people throughout the land. Thanks to

their efforts, and investment in needed equipment, service improved.

Further improvement depended on improving telephone technology. Research was going on in various parts of the company, in various cities. To encourage better planning and coordination, Vail unified the research effort. And he directed the researchers to examine at once a new device, the audion tube invented by Dr. Lee De Forest. Working with De Forest, telephone researchers developed the vacuum tube electronic amplifier, which greatly extended the range of long distance service, and led in time to commercial radio and television.

Duplicate telephone companies in various towns were incompatible with good service. Waterworks and electric companies were recognized as "public utilities," granted exclusive franchises for geographical areas. Vail believed that same reasoning applied to the telephone industry. He set out to eliminate the duplication by buying out the rival companies where that was possible, or selling out to them in some towns if that was the only way. In 1913, as a step toward universal service, he agreed to allow the independent (non-Bell) companies to use the Bell long distance lines.

Now Vail could speak confidently of a *telephone system* rather than a large number of isolated, unconnected telephone companies. He was the first to use the phrase "Bell System." He could look to the day when telephone service would be well within the means of the average American. And that gave him the final element in his planning: he could make long-range estimates of the needs of his customers.



The chain was complete: research and development, an efficient source of supply in the Western Electric Company and total responsibility for installation, maintenance and repair in the local companies.

Because Vail could plan in this way, the company could invest the necessary millions in equipment for current needs, and in research for predictable future growth.

The Bell System continues today in the pattern Vail set. Not as a matter of tradition, but because the concept works. We are planning today American telephone service for the 21st Century. Western Electric and the associated Bell Companies are installing new electronic switching systems nationwide, which make possible many additional telephone services. Scientists and engineers at Bell Laboratories, birthplace of the first electrical digital computer and the transistor, are working now on new technology to transmit telephone calls on a beam of light, to handle calling volumes expected by the year 2000.

Research, manufacturing, operations —one Bell System, a planned approach that works. Efficiency and productivity are well ahead of the average for all other



*Electronic switching systems, a thousand times faster than the equipment they replace, are now being installed across the nation.*

industries, the system is the best in the world. There are two tests you can make yourself to see if the Bell System really works: Compare telephone prices to the price of almost anything else over the past twenty-five years. Long distance service is one of the few things that have hardly gone up at all. Other telephone services have gone up far less than the price of almost anything else you buy. The economics of a planned telephone system have surely been to the customer's benefit. What about the service? Well, just pick up your telephone. Call any number in the United States.

The best telephone system in the world didn't just happen. It was planned that way.

One Bell System. It works.



**Bell System**

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

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

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

**Jan. 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.

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

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

## February 1976

**Feb. 1-3**—*California Broadcasters Association* winter convention. San Diego.

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

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

**Feb. 5-6**—*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. 9**—*Radio Advertising Bureau* co-op sales clinic. Sheraton Jetport, Orlando, Fla.

■ **Feb. 10**—*Television Bureau of Advertising* regional co-op sales workshop. Royal Sheraton, Kansas City, Mo.

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

**Feb. 10-11**—*Wisconsin Broadcasters Association* midwinter convention. The Concourse, Madison. Terry Shockley, WKOW-TV Madison, is chairman.

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

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

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

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

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

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

**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, Col-

## Major meetings

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

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

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

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

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

■ **June 3-5, 1976**—*Associated Press Broadcasters* annual meeting. Marquette Inn, 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. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel, Chicago.

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

**Nov. 8-9, 1976**—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.

**Nov. 14-17, 1976**—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

**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.

umbia University, New York 10027.

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

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

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

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

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

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

## 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 1**—*Radio Advertising Bureau* co-op sales

clinic. Quality Inns Tower, Cincinnati.

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

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

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

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

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

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

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

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

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

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

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

## April 1976

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

**April 9 or 10**—Tentative date for President Ford's keynote address on "Press, Freedom and Public Policy" to region 2 meeting of *Sigma Delta Chi*. CBS correspondent Walter Cronkite is to respond to the President's remarks. University of Maryland Adult Educational Center, College Park.

**April 12**—Presentation of *Janus Awards*, designed to recognize excellence in financial news programming, at Mortgage Bankers Association of America national conference. Washington.

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

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

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

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

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

## May 1976

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

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

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

■ **May 20-22**—*Iowa Broadcasters Association* management conference. Des Moines.

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

# Open Mike<sup>®</sup>

## Creativity: stifled or lacking?

EDITOR: Norman Lear and his ilk complained childishly that the family-viewing hour stifles their creativity. How would they know?

The plain facts of the matter are that the people who are doing this belly-aching are simply not capable of writing scripts which are not full of blue material, borderline material and general tastelessness. There is a demand for what they write, but there is also a demand for other scripts. What they seek is to stifle what few really creative writers there are.

That is really the crux of the problem—there are not enough writers, directors and performers to supply television's voracious demand for good material. What we wind up with is the best of the second-rate artists. One only has to look at theatrical films. Disney can't keep up with the demand. Disney films are few and far between and when they come out they are extremely popular. An independent producer out of Dallas can come up with a "Benji" and knock 'em dead all over the U.S.

The difference between the ability to write a family-viewing script and a no-holds-barred script is the difference between a truly creative artist (who can write either type) and a hack who writes the first thing that pops into his head.

The real problem with the family-viewing-hour rule is that there isn't enough talent available (at least within television's ability to compensate) to fill the demand. Maybe the real solution is to restrict television's hours and concentrate not on doing more but on doing better.—*John C. Renshaw, vice president, programs and promotion, KSLA-TV Shreveport, La.*

## Eyes and ears of the beholder

EDITOR: As I understand it, the FCC is proposing that "a representation or verbal description of a human sexual organ or function" be considered, according to (ahem) "contemporary community standards," obscene, indecent or otherwise a no-no.

Well, they've done it again. That the federal government should concern itself with programing, nitpicking on words: Phew!

George Carlin, Frank Zappa and Lenny Bruce are not obscene. Big Macs, Jimmy Olsons and the Pillsbury dough-boy are.—*Barry Vaughn, WHAT(AM)-WWDB(FM) Philadelphia.*

## That's entertainment?

EDITOR: The networks complain about a drop in network viewing in prime time on one hand, complain about government

regulation and censorship on the other. In one recent week we were offered shows in which a teen-age dope pusher and his supplier feed lethal overdoses to persons who may give them away, two thieves rob a car dealer, rape and kill his wife. There were ritualistic murders of several women, a psychopath kills a man's future wife; a grocery clerk, an architect and his pregnant wife all learn they have VD; bathtubs are for gin, banks for robbing. Machine guns do the talking. With this sort of "entertainment" who needs news? Perhaps middle America would return to the tube if the FCC would censor out such trash.—*William Ellis, general manager, WCVI(AM) Connellsville, Pa.*

## Radio man adds his amen

EDITOR: Three cheers, a dozen orchids and the man-of-the-year award to Howard Cohen for his "Monday Memo" ["Why big agencies can't write good radio spots"] in the Nov. 17 BROADCASTING. Somebody has finally told it like it is. It probably won't change anything but at least Madison Avenue knows that we know what the hell is going on.—*Dick Painter, general manager, KYSM-AM-FM Mankato, Minn.*

## Plug for the past

EDITOR: This is in reference to Mr. James P. Storer's letter, espousing his interest in the CBS Radio Mystery Theater broadcasts, as against the radio mystery shows of the 1930's and 40's.

Certainly Mr. Storer is entitled to his preferences. However, with some 325 radio stations, including many CBS outlets, scheduling our original series of *The Shadow*, *The Lone Ranger* and others, he appears as being a very small minority.—*Charles Michelson, New York.*

(Mr. Michelson syndicates vintage radio programs.)

## More to it

EDITOR: Recently, I read of the death of Robert Coe (BROADCASTING, Nov. 17). Besides being the co-founder of KSD(AM)-KDS-TV St. Louis, and WPIX(TV) New York, and former vice president of station relations of ABC-TV, you left out one important facet of this man's life. Robert Coe was a professor of radio-television at Ohio University after his retirement from ABC in 1967 to his retirement from teaching in 1973. Hundreds of students enjoyed his history of broadcasting classes because everything he related to us he related from his experiences. We all benefited from knowing this man and it was an experience to have had this man teach me.—*Harriet Cohen, associate director, ABC Radio, New York.*

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# Closed Circuit

Insider report behind the scene, before the fact

## What recession?

They may be knocking wood, but radio sales experts see no let-up in radio business boom that's been building since midyear (BROADCASTING, Sept. 1, Nov. 10). One group owner was quoted last week as saying that "you have to stay on your toes just to keep out of the way of the money coming in." While some may not be that enthusiastic, there seems broad agreement that national/regional spot, local and network all are running at record levels and that January prospects also are much better than usual. There are still some markets weak from recession-related factors, but over-all, some sources suggest, clients may find they need buy with more lead-time than they normally allow.

## News about news

Fresh evidence of TV news's audience pull: In Arbitron Television's new report on top-10 ratings in each of 33 markets measured in October, news makes list once or oftener in 14 markets, or in better than four markets out of 10. In these markets, newscasts—usually local, sometimes network as well—represented 16% of all programs that held or shared top-10 ratings.

Among highest rated performances: One newscast placed third, and four others tied with *Six Million Dollar Man* for fifth place among all programs in New Haven metro area of Hartford-New Haven, Conn. News also tied with *Rhoda* for fourth place in Dallas-Fort Worth and with *Marcus Welby* for fifth in Minneapolis-St. Paul.

## Cable de-regulation

FCC this week will consider staff recommendation that it abandon rule that prevents cable systems from "leapfrogging" stations in selecting distant signals to import. Staff feels there is no economic justification for rule, which requires system picking one of its distant signals from top-25 markets to choose one of two closest. Rule was designed to prevent emergence of "super stations"—those that could become nationally dominant through popularity of their programming—and to spread benefits of signal carriage. But staff says evidence indicates stations do not benefit economically from distant carriage, so super stations are not likely to develop.

Staff is also offering some options. Under one, commission could adopt concept of zones, in which cable system would pick distant signal from zone in

which it is located. Or, commission could retain rule but express willingness to consider waivers in certain cases—where microwave costs would otherwise be burdensome or where system wants to import signal of in-state station.

## Real progress?

James Gabbert of KIOI(FM) San Francisco gave what many in audience regarded as impressive performance when he appeared before FCC commissioners at en banc meeting last week to appeal for rules permitting discrete quadrasonic FM broadcasting (see page 42). But there are some commission staffers, including engineers, whose skepticism will have to be overcome before Mr. Gabbert's hopes are realized.

Some staffers wonder whose interest introduction of quadrasonic would serve—public's or those who would profit from sale of records and new equipment. "I can't help but feel it's too much of a rip-off," said one engineer. Those who share his view hope that commission, instead of deciding which of several quadrasonic systems to adopt, will step back and decide whether any system represents significant advance from existing stereo broadcasting.

## Last resort

If other methods of persuasion fail to deter Canadian parliament from taking action to keep Canadian advertisers from using U.S. media (see page 30), U.S. may respond with legislation of its own, taxing imports of Canadian broadcasting programs, motion pictures and phonograph records. Senators Warren G. Magnuson (D-Wash.) and James Buckley (C-R-N.Y.) are considering exactly that kind of bill but haven't advertised intentions for fear of escalating dispute while other approaches are still being tried.

U.S. senators hope Canadian parliament will either let legislation die or find alternative less painful to U.S. media, including border television stations that are also threatened with deletion of all their commercials, Canadian and U.S., by Canadian cable systems that pick up their signals.

## Uncommon carriers

There's concern in FCC's Common Carrier Bureau that pay television is monopolizing large blocks of time on multipoint distribution service system. As

common carrier, MDS is prohibited from influencing programming content. However, MDS stations have only one channel to offer (except in top-50 markets where two channels are available for MDS, usually for separate licensees), and so far pay TV has been biggest customer. Commission had expected entertainment programming to dominate evening hours on MDS, but hoped educational and business uses would take fair share in daytime. That hasn't happened. In at least one case, MDS anticipates leasing its one channel to pay TV programmer around clock.

Should FCC find additional space in spectrum to allocate to MDS, problem would be lessened, explained one staffer. Bureau may seek clarifying rule from commission to set down guidelines for what is adequate separation between MDS and programming.

## Conflicting standards

FCC may have to face sticky problem of deciding weight to give U.S. Equal Employment Opportunity Commission findings of discrimination by broadcast licensees. Problem would be posed in connection with NBC's WRC-TV Washington, if U.S. Court of Appeals sends back case in which commission's renewal of station's license is being challenged by National Organization for Women. Commission asked for remand after EEOC said its findings of "reasonable cause" to believe WRC-TV was guilty of discriminating against women concluded its role in that case. Commissioner Benjamin L. Hooks feels commission cannot ignore EEOC's findings; he would press at least for investigation of station's employment practices.

Commission staff, on other hand, believes EEOC findings should not be considered as establishing prima facie case for hearing. Staff's reading of WRC-TV employment record is that it is excellent. And, given opportunity, it probably would again recommend denial of NOW petition.

## Fit for families

Viacom will place 160 half-hours of Fred MacMurray's *My Three Sons* in syndication for 1976-77 season. Series ran from 1960 to 1965 on ABC-TV and from 1965 to 1972 on CBS-TV. Viacom held series out of syndication in interim because of glut of "soft" comedies available to stations but "now that the family hour seems to be establishing itself," said one Viacom source, "we think the time is ripe."

# The Week in Brief

**HOLD THAT LINE:** □ ANA delegates warned of dangers from within and without. Former FTC Commissioner Thompson berates move for truth-in-advertising at all costs; BBDO's Jordon criticizes job 'grasshoppers'; Mitchell cites new challenges. **PAGE 25.**

**STRIKE THREAT** □ Cold wind over ANA's Florida meeting was unions' Dec. 7 deadline in negotiations between SAG-AFTRA and ANA-AAAA. **PAGE 27.**

**CHALLENGER GAINS GROUND** □ Cowles Communication's WESH-TV Daytona Beach, Fla., may not be renewed. **PAGE 28.**

**DOUBLE TROUBLE** □ University of Pennsylvania's WXPN is fined \$2,000 for obscene broadcasts, license will be set for hearing on charge school abdicated responsibility as licensee. **PAGE 30.**

**FROM SCRATCH** □ Efforts to increase clear-channel service have been a failure, the FCC admits. Now it's got some new ideas, incorporates them in rulemaking inquiry. **PAGE 30.**

**OTTAWA IN JANUARY** □ U.S. and Canada set up meeting next month to discuss number of problems affecting broadcasters and advertising. American border stations plead their cause in Parliament. **PAGE 32.**

**FIRING UP TELECOMMUNICATIONS** □ Commerce Department studies draft report that recommends added impetus and expanded services and a particular help to cable. **PAGE 33.**

**TWO MORE WATCHDOGS?** □ Senate begins hearings on bill to give Justice and FTC power to prevent "anticompetitive" action by other agencies. Passage could mean FCC rethinking on ownership and cable carriage rules. **PAGE 34.**

**NO RAISE FOR FCC** □ Chairman Wiley reveals that 1977 commission budget will be kept at \$51 million, some \$8 million less than was requested. **PAGE 39.**

**WAREHOUSING** □ Exclusivity in feature-film contracts draws the praise of broadcasters and ire of cable operators in comments at the FCC. Film suppliers feel such contracts should be banned. **PAGE 41.**

**PLEAS FOR HELP** □ FCC's en banc public day brings forth requests in areas ranging from quadrasonics to access. **PAGE 42.**

**THE TOP-50 AGENCIES** □ J. Walter Thompson and Leo Burnett continue to run one-two as biggest broadcast billers. BROADCASTING's annual survey shows gains for fourth straight year and some good news about radio. **PAGE 51.**

**IN THE CARDS** □ Radio Advertising Bureau task force proposes standardized and simpler rate card for national/regional advertisers. **PAGE 63.**

**OVERKILL CHARGED** □ There's question of need for more regulation in rules covering fraudulent billings, clipping of network commercials, distortion of ratings and handling of contests. That's feeling reflected in comments filed at FCC. **PAGE 64.**

**CATCHING UP** □ After leading ratings for second straight week, CBS is only two-tenths of a point behind NBC for first 12 weeks of season. **PAGE 65.**

**LESS VIOLENCE** □ Networks have cut down rough stuff, CBS President Arthur Taylor says in St. Louis speech. He also calls for repeal of fairness doctrine. **PAGE 68.**

**GAZING INTO THE CRYSTAL BALL** □ MDS seminar in Washington looks to the future with pay cable and business applications. **PAGE 72.**

**GAGGED IN NEBRASKA** □ Supreme Court is to act on appeal by journalists to overturn State Supreme Court ban on information in murder trial. **PAGE 73.**

**LIGHTS, ACTION, CAMERA** □ House starts hearings on proposal to allow daily broadcasts on trial basis with networks and PBS in charge. **PAGE 74.**

**SWAP TALK** □ Former assistant FBI director tells Senate that NBC employe gave bureau press credentials in 1964. **PAGE 74.**

**COMPLAINTS ARE HIS BUSINESS** □ When people have gripes—about equal-time and fairness issues—they take them to William Ray, head of FCC's complaints and compliance division and former broadcaster. **PAGE 91.**

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**How to teach an old dog new tricks.**



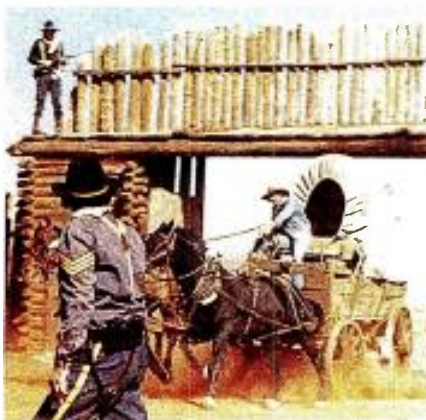
# Rin Tin Tin is coming back to television.



The stars during their four #1 seasons.

For over five generations, children and adults have been sitting on the edge of their seats rooting for Rin Tin Tin to get there for the rescue. The Adventures of Rin Tin Tin, first produced for television over 20 years ago, still stands as one of the finest action-adventure series for children and family viewing.

However, The Adventures of Rin Tin Tin has not been seen on television for almost ten years. Which means that today's kids have never been thrilled by the heroism, loyalty and bravery that made Rin Tin Tin the greatest dog star that ever lived. They



Fort Apache today as a stagecoach arrives.

all know his name, but they've never seen him in action!

So starting January 19, 1976, The Adventures of Rin Tin Tin will be back on television with an exciting new dimension: color!

Herbert B. Leonard, who produced the series, will create and supervise the production of brand new mini-stories starring James Brown (the original Lt. Rip Masters) and the remarkable Rin Tin Tin VII. These are now being filmed on



Rin Tin Tin greets some visitors.

location in full-color to wrap around each of the re-edited black-and-white episodes. These mini-stories will contain their own action, drama and charm and will feature children who will visit Rip and Rinty.

But in addition to the new dimension of color, The Adventures of Rin Tin Tin will have an instructional relevance to today's television needs. It will be a children's series that will amply satisfy the needs of government agencies, broadcast self-policing groups, television continuity staffs, and consumer



Shooting on location in Kenab, Utah.

advocate groups. But most importantly, it will be a program of entertainment to satisfy its audience.

The Adventures of Rin Tin Tin offers wide opportunities for promotion and merchandising tie-ins. And with the added opportunities for in-person promotions and on-the-air spots with the two stars, The Adventures of Rin Tin Tin promises to be one of the most exciting new syndication releases for 1976.

To find out more about The Adventures of Rin Tin Tin, please call Stan Moger or George Hankoff at (212) 682-0760.

© H. B. Leonard Films Inc. 1975



James Brown and Rin Tin Tin today.

## Top of the Week

### ANA delegates told to hold line against attacks from without, within

**Former FTC member Thompson detonates largest bomb with blast at agency activists who insist on 'truth in advertising' regardless of impact on public; agency head Jordan of BBDO strikes chord with criticism of 'grasshoppers' who move from job to job, making 'company man' endangered species**

The government's regulation of advertising "is both too much and of the wrong kind," is done by "the wrong kind of people" and is based on an "entirely too narrow" reading of the First Amendment.

Mayo J. Thompson, a recent member of the Federal Trade Commission, addressed those words—and a lot more like them—to an appreciative audience of advertiser, agency and media executives last Wednesday (Dec. 3) at the annual meeting of the Association of National Advertisers, held Nov. 30-Dec. 3 at the Breakers hotel, Palm Beach, Fla.

The real purpose of the government's advertising regulatory program is not to help the consumer, he said, but rather is "anti-business" in nature and "anti-consumer" in its results.

Mr. Thompson contended that misrepresentation in advertising should be prosecuted only if it is "causing economic harm to the consumer" and if, in addition, it cannot be corrected in the marketplace.

FTC economists told him, he said, that "at least 50% or more of our whole case-load on the 'consumer protection' side of our docket was probably worthless to the consumer in economic terms. Why, then, were we bringing them? To 'enforce the law,' they said. But why spend the public's money to do something that doesn't do the public any good? All I got was a shrug of the shoulders and a lot of assurances from the lawyers that false ads are 'bad'—legally and morally, if not economically—whether or not they hurt the consumer's pocketbook."

Mr. Thompson's address was a highlight of a program that also examined public,

economic and social challenges, new approaches to increasing advertising's productivity, current union negotiations, corporate advertising and advertiser/agency relations.

The FTC staff, Mr. Thompson said, has "a pygmy-size level of active enthusiasm" for the American business system and harbors a suspicion "that the whole business of making profits is morally tainted." He criticized the FTC's 600-plus lawyers, particularly those in consumer protection, as unwilling to accept anything other than absolute truth in advertising. He said he was regarded by them as some sort of "free enterprise freak" because he believed in the system and the use of "harmless exaggeration" in advertising.

"The businessman who falls into the regulators' net is rarely going to enjoy much in the way of a 'presumption of innocence,'" he warned. "You are likely to be on trial, in other words, for two different offenses rather than one. And on at least one of the charges—the matter of your suspected 'moral' delinquency—you *already* stand convicted solely by reason of the fact that you are in the business of selling goods for a profit."

Mr. Thompson took the position that "only a commercially successful ad—one that persuades people to buy the product in question—can be sensibly charged with the offense of hurting the consumer's pocketbook *even if* it is entirely misleading in character. How, then, can a group of FTC lawyers reasonably believe that it is in the public interest to file a lawsuit against an advertiser when the marketplace itself has *already* crushed the offending ad?"

Actually, he said, the FTC staff has pushed cases against advertising when it knew the products involved were as good as—and probably selling for less than—competing products. "If [an advertiser] is one of the *low-price* sellers in the market," he continued, "and if his quality is as good as anyone else's, isn't the consumer actually being *benefited* rather than harmed by his operation, regardless of how much exaggerating he's doing in his ads?"

"Why not send him a letter saying, 'How about toning it down a little?'" instead of suing him and driving up his costs... Forcing the business community to hire a small army of lawyers to parse every word of every ad disseminated in the country and thus pushing up the price of virtually every item the poor consumer buys is not a program that can be sensibly defended in terms of the consumer's interest any more than saturation bombing can be explained in terms of the interests of the inhabitants of that particular village."

What do do? Mr. Thompson offered this advice:

"Don't cave in to unreasonable rules and regulations. Don't sign 'consent' orders just because it's the easy way to get rid of a particular lawsuit. Demand your full First Amendment rights. Make the courts take another look at the question of whether a genuinely harmless misstatement in an ad is really a violation of the law. Make the FTC prove that your ad, in addition to being inaccurate in some particular, has really *harmed* the consumer."

■ "A Plague of Grasshoppers" was the mystifying title of the discourse of James J. Jordan, president of BBDO Inc. His explanation brought down the house. Mr. Jordan cleared up the mystery quickly, explaining grasshoppers are the job hoppers in the agency and advertising field who constitute a "plague on both our houses." He called them inervating, debilitating and unproductive and said they may be "the most destructive forces in our economy today." The worst thing about the proliferation of grasshoppers, he said, is that for every job a grasshopper takes there is one less job for a company man, who may be becoming an endangered species. He praised the company man as one who has the perspective and incentive to make critical decisions. The grasshopper has neither and won't make a decision because it might be wrong. He flits from job to job either within a company or to another agency. That's because he feels the rewards of making a good decision are not worth the risk of making a bad one.

Mr. Jordan urged problem detection when hiring and said, invariably, the grasshoppers biggest problem is fear. Problem detection will reduce the risks and the plague of grasshoppers "though it may not go away, could become a lot less lethal."

Mr. Jordan, 44, has been with BBDO since 1953; he has never worked for another agency.

**Mitchell calls for 'new national objective'; Cummings announces Ad Council's biggest campaign, on free enterprise itself; other ANA speakers point way to harmony with a changing U.S. life style**

A former broadcaster and first head of what is now the Radio Advertising Bureau told the ANA convention delegates that they will be dealing with a new breed of young Americans when the current crops at both high school and college levels graduate. Chancellor Maurice B. Mitchell of





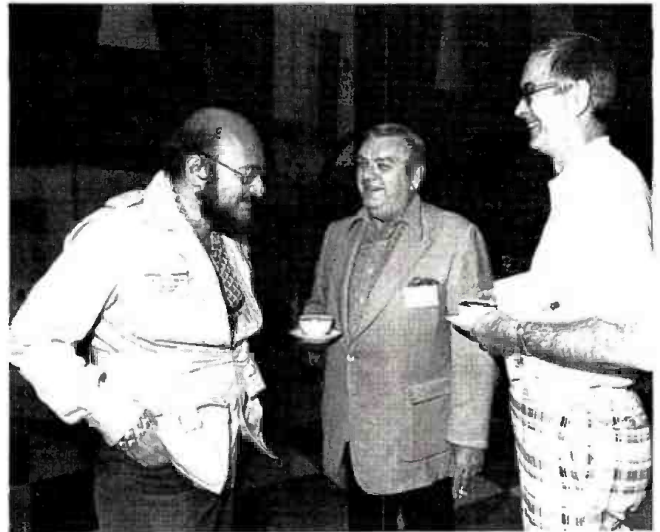
**Man at the top.** ANA's past, present and future chiefs posed for this group portrait in Palm Beach last week. L to r: F. Kent Mitchel, vice president in charge of corporate marketing services of General Foods, the retiring chairman; his successor, R. Ross Garrett, executive director of staff marketing services for the 3M Co.; William M. Claggett, vice president and director of marketing services and new enterprises for the consumer products group of Ralston Purina Co., elected vice chairman, and Peter W. Allport, re-elected ANA's paid president for his 16th year.



**Man in the middle.** ANA's convention keynote, Maurice B. Mitchell (c) of the University of Denver, in a corridor conversation with Douglas Smith (l) of Planmetrics and William F. Heimlich, ANA vice president.

### Palm Beach: fun, games and work

There were no declarations of war or adoption of resolutions inveighing against anti-advertising crusades or government critics at last week's annual meeting of the Association of National Advertisers at Palm Beach. But the men who control budgets for most of the nation's top advertisers—some 180 strong—evinced ample concern privately. There was at least one closed session on the subject—mainly a review of the regulatory, legislative and judicial scenes, particularly in light of consumerism's inroads. In addition to the official delegates at the Breakers hotel there were 400 others, including invited agency, media and press guests and their spouses. Among those from the media were a dozen radio and TV network officials. The ranking independent broadcaster was Donald H. McGannon, chairman and president of Westinghouse Broadcasting.



**Coffee breakers.** Above, l to r: Jerry Della Femina of Della Femina, Trivisano & Partners, H. James Robertson of Monsanto Co. and John Kelly of FMC Corp.



**Both sides now.** The two halves of the advertiser-agency relationship were represented in this ANA panel session exploring the best and worst aspects of that subject. L to r: Donald G. Goldstrom, Armstrong Cork Co.; Charles D. Peebler Jr., Bozell & Jacobs Inc.; Richard N. Courtice, Kraft

Foods; W.M. Morris (the moderator), president of Life Savers Inc. and chairman of the ANA advertising management policy committee; John S. Bowen, Benton & Bowles; William M. Claggett, Ralston Purina; Franklin E. Schaffer, Doremus & Co., and Robert G. Kissel, Sears.



the University of Denver spoke from his experience after eight years in academia.

Gone are the wild conflicts in human behavior of the late 60's when draft cards were burned, he said, adding that the period of change is difficult in this new life style. They are less involved in student campus activities. He cited a decline for 12 straight years in reading and writing abilities. The impact of the pill has changed the relationship between the sexes. And the most widely attended courses are in human sexuality. Then he queried, "How do you fail in sexuality?"

Perhaps because today's students have been brought up in the most affluent generation in history there are fewer activists than 10 years ago, he said. The drug cycle is dissipating and the formerly unlimited curiosity of young people has abated. He saw vast improvements in civil rights, observing that 40% of enrollees of the Denver law school are women.

Mr. Mitchell advised his leadership audience to examine the American system from church through education processes as the nation heads toward the new century. "There is no longer a national consensus. People seldom agree on anything." Because other goals have blurred he urged a "new national objective."

■ The "biggest campaign" in the history of the Advertising Council, dedicated to the American economic system, was announced at ANA's closing session Wednesday by Barton A. Cummings, chairman of Compton Advertising Inc. and chairman of the Ad Council's task force on economic education.

To entail \$2.5 million in production and research alone, he said the all-media effort will be launched early next year and will run three to five years. Mr. Cummings asked advertisers for their cooperation, along with media. Initially, he said, the effort will include four basic radio and television spots of varying standard lengths.

Mr. Cummings said a recent national survey covering nearly 3,000 personal interviews of special segments of the public, businessmen, clergy, educators, students and community leaders underscored the "terribly important" need for an all-out, all-inclusive and continuing effort.

■ Effect of the current business environment on advertising productivity was covered by Arthur H. White, executive vice president of Yankelovich, Skelly and White, in kicking off Tuesday's session. He extracted from a continuing survey (now in its third year), measuring social trends and life styles, sponsored by 70 large U.S. marketers, these highlights:

The mass media view of a fear-ridden America beset by crime, violence, drug abuse, pollution, racial tension and urban decay is "terribly one-sided and misleading." Apart from "the very real fear of crime and drugs," he said, the country is less dominated by fear of crime perhaps than ever before. "Fewer people are afraid of losing their jobs, in spite of recession,

and they are less fearful about the social stigma or the practical consequences of divorce and living alone. They are less uptight."

Boat-rocking values gleaned from the continuing research, Mr. White said, show more than 60% of the public support the consumerist movement, mainly middle- and upper-middle-income housewives. It appeals to political leaders as an issue and, "it appears to be a solvable problem."

All this, he said, adds up to the need for truth in advertising at the top of the corporate priority list. The old psychology is caught by the slogan "let the buyer beware." Today the slogan is "let the seller beware." And now that slogan is being replaced by what he described as "the psychology of entitlement." That point of view is that consumer values, such as truth in advertising, truth in lending, truth in labeling, etc. should be guaranteed to the consumer with the government as guarantor.

A cardinal rule is "don't get caught in a lie," Mr. White said. These days, he said, "lying is worse than the offense itself."

■ An earlier ANA speaker, Dr. Philip Kotler of Northwestern University's Graduate School of Management, said U.S. advertising's rate of productivity is the highest in the world but "is slipping badly" for several reasons including tight government regulation, spiraling costs, "television clutter [that] is reducing the effectiveness of individual ads" and an apparent decline in TV viewing "according to the latest Nielsen reports."

Dr. Kotler assured advertisers they could improve advertising productivity "without much difficulty," however, by applying lessons already learned in experimentation. But this will require new approaches, he said.

For example: "We are discovering through experimental methods that certain patterns of pulsating advertising are much more effective than the lazy solution of continuous advertising. . . . All said, we must plan our advertising budget not on a gross cost-per-thousand exposure basis but by working with finer concepts of the distribution of stages of readiness to buy exposure frequencies, reach concepts, pulsating concepts and the like."

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**Off the press.** CABLE SOURCEBOOK 1976, the cable-companion to BROADCASTING'S annual YEARBOOK, went into the mails last week. Among the features of the newly designed, 346-page edition are listings of cable systems, multiple system operators, FCC rules, pay cable services and listings of program and equipment suppliers. A revised format for system listings includes network affiliations of TV stations carried, and expanded coverage of pay cable. Copies may be ordered from BROADCASTING'S subscription department at \$10 each, or \$8.50 if payment is made with order.

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## It's SAG-AFTRA vs. ANA-AAAA; odds favor strike

A cold wind from New York could be felt in Palm Beach last week, where members of the Association of National Advertisers were chilled by the prospects of a strike threatened at midnight yesterday (Dec. 7) by performers who appear in TV and radio commercials.

Closed-door sessions continued in New York throughout the week, and although negotiators for the American Federation of Television and Radio Artists and the Screen Actors Guild on one side and representatives of the ANA and the American Association of Advertising Agencies on the other maintained a rigid silence, those close to the discussions felt a strike was virtually inevitable.

"They are so far apart," one union source said, "it would take a miracle to resolve the differences." However, an advertiser/agency source noted that negotiations were still continuing and suggested this would seem pointless if a strike were really inevitable.

The unions negotiate jointly in the crucial area of TV commercials. In principal contention are their demands for substantial improvements in wages and fringe benefits (amounting to an estimated 58%) and a change in the method of paying performers based on a specified number of uses of a commercial over a 13-week period. (Under the three-year contract that expired last Nov. 30, a commercial could be used as often as desired within the 13-week cycle without extra payment.)

Industry representatives have called the union demands "enormously inflationary." They have said they do not want a strike but insist they will not cave in to demands they consider excessive.

There have been reports among advertisers that the unions' proposals would add \$100 million to their bill for commercials. Neither AFTRA nor SAG would comment directly on this report, though one source said it seemed highly exaggerated. He pointed out that in 1974 total payments to performers in TV commercials amounted to \$85 million (\$78 million to members of SAG and \$7 million to AFTRA). Advertiser sources tended to confirm these estimates and also said that if payments to the American Federation of Musicians are added in, total union payments for commercials come to around \$100 million a year.

Advertiser and agency negotiators have refused to discuss the meetings with the unions but are known to have kept members abreast of developments and to have assured them that there are alternative approaches in the event of a strike. There has been considerable stockpiling of TV commercials over the past three or four months and advertisers and agencies are said to be exploring possibilities of pro-

ducing abroad or with non-union performers here, if necessary. In the event of a protracted strike, advertisers also have the option of using their existing commercials repeatedly.

## WESH-TV case shifts from positive to neutral, or worse, for licensee Cowles

Cowles Communications Inc. stands in danger of becoming the second licensee in history to lose out to a challenger in a comparative hearing.\*

The FCC has not reached a decision, but its members feel the comparative renewal case involving WESH-TV Daytona Beach, Fla., is so close that the staff has been told to prepare two final orders in the case. One would be a rewrite of an already-prepared order granting renewal; the other, one denying renewal and granting the competing application of Central Florida Enterprises Inc., comprising more than a score of area residents.

Renewal of Cowles's license had seemed a foregone conclusion. The initial decision, by Administrative Law Judge Chester Naumowicz, favored renewal. A draft order prepared by Commissioner Charlotte Reid, also favoring renewal, was submitted to the commission several weeks ago. It was then that the members began having second thoughts.

Several felt that the arguments made in favor of Cowles were not as persuasive as they had seemed immediately after the oral argument; the comparative case in favor of Cowles, not as strong.

At the same time, several factors damaging to Cowles seemed more significant. One involved an alleged unauthorized studio move, from Daytona Beach to an Orlando suburb. Another was the presence of two blacks among the Central Florida principals; the courts have directed the commission to give weight to the presence of minority members in broadcast applications.

What's more, Cowles's cause apparently is not being aided by WESH-TV's past programming. The commissioners reportedly feel that the programming is not of the "superior" variety that would entitle Cowles to an advantage.

Among those now said to be plagued by "substantial questions" about the proposed grant to Cowles are Chairman Richard E. Wiley and Commissioner Glen O. Robinson. Commissioner Benjamin L. Hooks is said to be strongly in favor of a grant to Central Florida, at least in part because of the minority ownership issue.

However, officials cautioned last week that the eventual decision could go either way. Cowles's hopes depend to a great extent on the job the staff does in redrafting the order to grant renewal; the commission asked for a more persuasively argued presentation, if possible.

\*The first: Herald-Traveler Co. which lost Boston channel 5 (WHDH-TV) in 1972.

## In Brief

■ Agenda for **National Association of Broadcasters annual convention** in Chicago next March 21-24 is undergoing radical revision to sharpen segregation of radio and television sessions. NAB ad hoc radio committee, recently formed to quell movements toward autonomous radio trade associations, met last Thursday with Radio Advertising Bureau's new task force on radio identity (BROADCASTING, Oct. 27) to work on convention program, from which RAB session, formerly scheduled on Sunday, March 20, day before main events start, has been scrubbed. There'll be more meetings this week. ■ Last Friday (Dec. 5) **Charles T. Jones Jr.**, vice president and director of NAB's Radio Information Office, opened campaign to explain NAB's good works on behalf of radio ("Closed Circuit," Dec. 1). In speech to Arizona Broadcasters Association, Mr. Jones deplored divisiveness, related list of radio benefits NAB had arranged, said "NAB is the best instrument for accomplishing the most good for broadcasting." ■ **National Cable Television Association** President Robert Schmidt has begun anticipated staff housecleaning ("Closed Circuit," Nov. 17). Top two on government affairs team are out: **Charles Lipsen**, vice president for congressional relations, and **Carol Seeger**, political coordinator. Replacements, from outside association, are expected to be announced today (Dec. 8) at Washington board meeting. ■ Food and Drug Administration attack on most over-the-counter daytime sedatives, nighttime sleep-aids and stimulants (on grounds they're ineffective) may have impact on broadcast advertising. Television Bureau of Advertising figures show category of "headache remedies, sedatives and sleeping preparations" spent \$73.5 million in network TV, \$22.4 million in spot TV in 1975. ■ **KXOA(FM)** Dallas has been sold by Able Communications to Penton Broadcasting for \$1,700,000, subject to FCC approval. Selling organization, owned by Louis Marx, also owns **KJOK(FM)** Los Angeles. Buyer is subsidiary of Cleveland-based publishing company; it also owns 25% of **WQSA(AM)-WQSR(FM)** Sarasota, Fla. ■ CBS News correspondent **Don Webster** and freelance cameraman **Bill Mutschmann** have been detained, incommunicado, in Angola for two weeks. CBS protests to Popular Movement for the Liberation of Angola have been unavailing. ■ FCC has granted license renewal to Storz Broadcasting's **WTIX(AM)** New Orleans, determining there was no substantial basis to complaint station has urged armed citizens to help police catch sniper in 1973. ■ Women's Committee for Equal Employment Opportunity and 16 individuals have filed **suit against RCA, NBC, WNBC-AM-FM-TV** and six unions, charging sex discrimination. It's latest move in succession of disputes between women's group and NBC since November 1971. ■ Viacom International's exclusive right to syndicate **All in the Family** has been upheld by U.S. circuit court in New York. Norman Lear's Tandem Productions had appealed earlier decision, claiming CBS lost distribution rights when it was forced to spin off syndication division. ■ Senator **Hugh Scott** (R-Pa.), minority leader and author of performance royalty bills, won't stand for re-election in 1976. ■ FCC has approved application of **RCA Global Communications Inc.** for domestic satellite it plans to launch Friday (Dec. 12). It's expected to be operational by March. ■ RCA confirms it has canceled plans to construct conference center, heated and cooled by **solar energy**, on RCA Building in New York. It's said to have been pet project of deposed chairman Robert W. Sarnoff. Estimated costs had risen to \$10 million, money RCA feels can be better spent on such "growth opportunities" as satellites, VideoDisc recording and expansion of long-lines facilities in Alaska. ■ CBS, still tinkering with second-season schedule, has canceled Douglas Cramer Productions' **Joe and Sons** in favor of Allied Artists/International TV Productions' **Popi**, new sitcom about Puerto Rican janitor in New York City. It's based on Alan Arkin movie, will debut in mid-January (Tuesdays, 8:30-9 p.m.). ■ Bill extending **sports anti-blackout law** another three years was voted out of Senate Commerce Committee unanimously Friday, without markup session. Current law, which expires Dec. 31, prohibits blackout of professional games in football, baseball, basketball and hockey in home TV market if sold out 72 hours in advance. Senate bill (S.2554) would also shorten cut-off period from 72 to 24 hours for post-season games in baseball, basketball and hockey. House version (H.R.9566), which would extend law permanently, will probably be marked up by Communications Subcommittee this week. ■ Network TV research executives received what one called "reams" of data from A.C. Nielsen Co. Friday in one of series of meetings seeking causes for **slippage in network ratings** (BROADCASTING, Oct. 6, et seq.). "Now the statisticians will take over and we'll see what we've got," said one network research head. Some of data submitted Friday apparently bore on approximately 20 factors that have been isolated as possible contributors to ratings drop.

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## FCC will try again on clear channels

**Commission says earlier efforts to extend night service were ineffective; now it has new ideas**

The FCC has virtually admitted failure in its last major effort to provide primary nighttime radio service to vast areas of the country, and is beginning another attempt. This time, it is considering a variety of options—from permitting dominant clear-channel (I-A) stations to increase power above the present 50 kw limit, to breaking down remaining unduplicated clears.

The commission made its proposals last week in a notice of inquiry and proposed rulemaking, in which it gave its first public assessment of the effect of the rules it adopted in the 1961 clear channel rulemaking and reopened that proceeding.

Those rules were designed to authorize introduction of one unlimited-time II-A station each on 13 of the 25 unduplicated clear channels, to help bring radio service to about half the land area of the U.S. and some 25 million persons then without nighttime primary service from AM stations.

Fourteen years later, 10 new class II-A stations are operating, providing the first nighttime service to some 300,000 persons. While this may be a considerable achievement, the commission said, it is obvious that the Class II-A assignments "have done little more than nibble at the fringes of inadequate nighttime standard broadcast service." It also said that AM stations of other classes authorized since 1961 had not contributed appreciably to reducing unserved areas.

Among the new elements of the commission's latest proposal for providing radio service to unserved areas is the determination to consider the degree to which FM is supplementing AM service, and could be expected in the future to extend nighttime service to unserved areas. This would be in accord with commission policy to treat AM and FM as a single aural service.

The commission will study existing FM service and will make the results part of the record in the proceeding. The inquiry portion of the proceeding invites the participation of anyone developing programs aimed at exploiting FM's potential for extending nighttime service to all parts of the country.

But the commission also indicates it is prepared to consider fundamental changes in its basic pattern of clear channel use.

One involves the controversial idea of "superpower," although the term is not used. It would authorize class I-A stations—the dominant stations on the clears—to increase their power above 50 kw as a means of extending their signals into areas without primary nighttime service. A number of the clear channel stations have higher-power applications pending.

In connection with that proposal, the

commission, in its inquiry, is seeking comment on the social and economic effects of higher power operation, responses from class I-A stations on whether they would seek increased power, and the results of independent nighttime audience surveys on the extent to which clear channel stations' secondary service is utilized.

But other proposals go the other way from superpower. They would authorize the additional breakdown of duplicated clears or the breakdown of channels not yet duplicated, authorizing the operation of unlimited time Class II-A stations either in specified areas, or generally, with protection being afforded the dominant station's secondary service. Another proposal would go even further; it would eliminate protection of secondary service on some or all of the I-A channels, and the use of those channels by a "multiplicity of stations" each providing local or regional service at night.

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## Challenger abandons bid for CBS's WCAU-TV

First Delaware Valley Citizens Television Inc. is abandoning its fight to unseat CBS as licensee of Philadelphia channel 10 (WCAU-TV). It petitioned FCC Friday to dismiss its application with prejudice.

First Delaware, and CBS in a separate filing, said it had been offered no consideration to withdraw. It gave no reason for its petition, which was filed only three days before First Delaware's principals were to be questioned about apparently incorrect information they gave regarding the decision of its former counsel, Edward P. Morgan, to withdraw as a stockholder, and about the alteration of documents by its present counsel (BROADCASTING, Dec. 1).

First Delaware's treasurer and leading principal, Harold Kohn, and its president, Donald G. Barnhouse, had said in their testimony that Mr. Morgan's decision to withdraw was his own. That was the position First Delaware took in petitioning to amend its application to reflect the withdrawal.

Later, it developed that First Delaware's counsel, Michael S. Yaroschuk, had scissored paragraphs from two letters he had submitted in response to a CBS discovery request. The excised paragraphs indicated that First Delaware had urged Mr. Morgan to withdraw. Two letters not revealed until Mr. Morgan produced them in the hearing also indicated First Delaware had expressed its desire to Mr. Morgan that he withdraw.

First Delaware's petition to withdraw does not remove all barriers to an early grant of CBS's renewal application. Pending before the review board is a petition First Delaware filed several months ago to add a hearing issue against CBS to determine whether it had violated the commission's rules in failing to submit an amendment regarding what was said to be a major change in its application.

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## Obscenity charge draws fine, threat of hearing for WXPB

The University of Pennsylvania has become the latest target of the FCC's effort to drive what it considers obscene and indecent material from the airwaves. The commission last week told the university's trustees that they are apparently liable for a \$2,000 fine because of obscene and indecent broadcasts by the University's non-commercial station, WXPB(FM) Philadelphia.

Even harsher news for the university is due this week, however. The commission is scheduled to adopt an order setting the station's license renewal application for hearing on grounds of abdication of control of the station to students.

The proposed fine, imposed as the result of material broadcast by the station on Jan. 20 and 27 during *The Vegetable Report*, a call-in program, was approved unanimously by the seven commissioners.

But the motion directing the staff to prepare a hearing order was adopted by only a 4-to-3 vote, according to officials. And Chairman Richard E. Wiley was not part of the majority. Commissioner James Quello is said to have provided the swing vote, siding with Commissioners Glen O. Robinson, Abbott Washburn and Charlotte Reid, in calling for the hearing that had been recommended by the general counsel's office.

Chairman Wiley, who is said to have attempted to conciliate differences among the commissioners on the issue, sided with Commissioners Benjamin L. Hooks and Robert E. Lee in urging the transmission of a "prehearing letter," in which the university would be given an opportunity to show why a hearing was not needed. The Broadcast Bureau had recommended a short-term renewal of license.

Commissioner Hooks, who led the fight in the hearing against adoption of a hearing order, issued a dissent saying that a hearing would not only be futile but unnecessarily punitive; that it would only confirm what the university has already all but stipulated—that there was and is a management problem.

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## CPB money bill out of conference

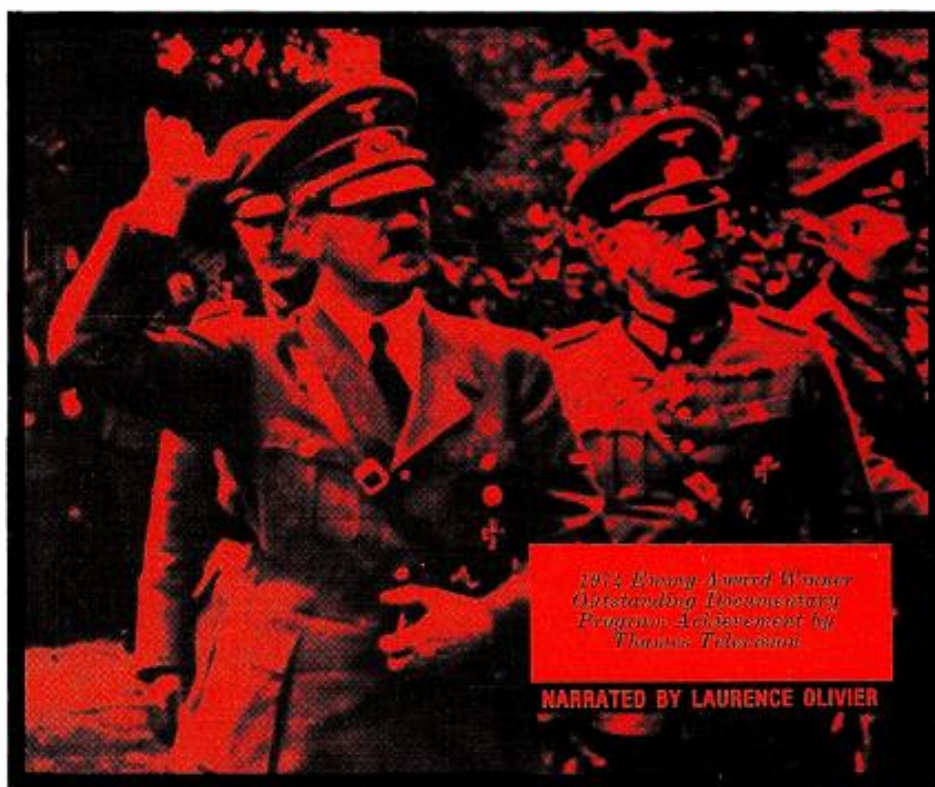
**Five-year authorization escalates from \$88 million to \$160 million, with matching funds on 2.5-to-1 basis; yearly review still a key**

A House-Senate conference committee has voted out a five-year authorization bill for the Corporation for Public Broadcasting that is essentially the same as that passed by the Senate. The bill, which now returns to both houses to be passed again before being sent to the President, authorizes the expenditure of government funds for CPB under a matching formula that

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chosen ahead of such popular non-network programs as STAR TREK, SPACE: 1999 and HOLLYWOOD SQUARES.

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would require CPB to raise \$2.50 for every federal dollar.

There was little disagreement between the seven House conferees, including Commerce Committee Chairman Harley Staggers (D-W.Va.) and Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), and Senate Communications Subcommittee Chairman John Pastore (D-R.I.), who alone represented the Senate. The differences between the House and Senate versions were settled simply by striking out three provisions of the House bill that were not included in the Senate version.

One of those provisions would have changed the matching formula for the last two years of the five-year authorization from 2.5-to-1 to 3-to-1. The conferees agreed to strike out the provision, but to make it clear in the report accompanying the bill that it might be reinstated after Senate consideration at some time in the future.

Another provision, added on the House floor at the last minute by Representative Louis Stokes (D-Ohio), and which was apparently intended to make it clear that CPB and public stations are compelled to comply with federal antidiscrimination statutes, was dropped by the conferees because neither side had considered the amendment in hearings. Mr. Macdonald said he had received word from the Justice Department that CPB is already subject to the provisions in the Civil Rights Act. There was question, however, whether the Stokes amendment would force CPB to become an enforcer of the act on public stations. Mr. Macdonald said he would hold hearings on the Stokes amendment next year and the conferees agreed to write strong wording into the report admonishing CPB and public stations to improve on minority hiring.

The conferees also agreed to drop an amendment in the House version of the bill by Representative Clarence Brown (R-Ohio) saying that CPB should devote a "significant" amount of the money it receives from the government to instructional programming. Similar wording will be inserted into the report instead.

Where once there was provision to actually appropriate the funds in the bill, all that remains is the authorization of amounts rising steadily over five years from \$88 million in 1976 to \$160 million in 1980. The actual appropriation or transfer of funds will be provided in a separate measure yet to come, and then only for three years, the House Appropriations Committee has promised. The appropriation bill will also provide that CPB must return to Congress each year for another year's appropriation. The original House and Senate bills had provided for a five-year appropriation with no requirement that CPB return for yearly review. CPB wanted that provision to insure its insulation from government interference.

The bill passed by the conference committee also sets out guidelines for the distribution of the federal funds to public stations. It would require CPB to give 40%

the money to the stations when the appropriation is between \$88 and \$121 million, 45% when the appropriation is between \$121 million and \$160 million and 50% when the appropriation is \$160 million.

In addition, the bill would require CPB to consult stations on the distribution of funds, with separate pools set up for radio and TV stations. Last, the bill would permit CPB to conduct research, demonstrations and training in the use of non-broadcast technologies such as satellites and cable for program distribution.

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## January meeting seen as opening to negotiations on Canada issues

**Government representatives will go it alone in Ottawa Jan. 13; number of problems that might be discussed continues to increase; U.S. border stations plead their cause in Parliament**

There is movement on the Canadian front, where American broadcasters, backed by their government, are confronting a Canadian government apparently determined to deny them Canadian advertising dollars. The Canadians last week agreed to a State Department request for a meeting to discuss Canada's policy of requiring cable systems to delete commercials from the American programming they import.

The meeting will be held in Ottawa on Jan. 13. No other details have been worked out, other than that it will be inter-governmental only—industry representatives will not participate.

One possible candidate for discussion is the bill now moving through the Canadian Parliament to deny Canadians a tax deduction for expenditures for advertising in American media. The State Department has taken the position that the tax bill is, as a domestic tax bill, a matter for the Canadians to resolve. But State Department officials were not ruling out a discussion of the bill.

Another matter that might come up—although officials thought it unlikely—is the reported intention of the Canadian Radio-Television Commission to prevent the showing in Canada of commercials not produced there. U.S. talent unions have expressed concern over the possible impact of such a ban on their members' employment.

Meanwhile, representatives of Buffalo, N.Y., and Bellingham, Wash., stations bound to be affected by the increasingly tough Canadian policy tried to help themselves last week, in an appearance before the Parliamentary committee considering the tax bill.

Philip Beuth of WKBW-TV, along with Les Arries of WBNB-TV and Earl Beale of WGR-TV, all Buffalo, argued that the pro-

posed legislation would be not only unfair but counterproductive. Mr. Beuth said that, since 45% of the metropolitan Toronto audience views the Buffalo stations, any action preventing Canadian advertisers from using those outlets "will simply cripple television as a medium for reaching the total Toronto audience." He said that national and regional advertisers would not spend money on stations in surrounding communities if they cannot gain adequate access to Toronto. And availabilities on local stations will not help, he said, since "a billboard on a road no one travels is available but not very useful."

KVOS-TV Bellingham's David Mintz and his attorneys supplemented their statements opposing the bill with a brochure pointing out that KVOS-TV's situation is different—that its Canadian subsidiary, KVOS-TV (B.C.) Ltd., "is unlike all other non-Canadian based broadcasters serving Canadian cities." The subsidiary, which operates studios and offices in Vancouver, was established in 1954. And, since 1965, it has contributed \$75,862,431 to the Canadian economy, in terms of taxes, payroll, and other expenditures, according to the brochure.

KVOS-TV (B.C.) Ltd., the brochure concludes, "has tried to be a well-mannered guest in Canada," has benefitted and profited from its tenure, and has tried to approach its role in "a positive and constructive way. . . . It asks for guidelines to future conduct in place of being asked to leave."

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## Copyright chief favors performance royalty, royalty tribunal

Barbara Ringer, register of copyrights, favors a performance royalty provision for sound recordings, while acknowledging that tying such a provision to the omnibus copyright revision bill might create a "killer" provision that would again stall or defeat the major legislation.

Her remarks came last week at the 18th (and said to be final) public hearing before the House Subcommittee on Courts, Civil Liberties and Administration of Justice (the Kastenmeier subcommittee). Miss Ringer said that performers have lost live audiences to phonograph records and broadcasting without being allowed to participate in the subsequent commercial benefits. She said the effects have been "catastrophic." Broadcasters argue that such a royalty would be an unwarranted windfall for performers and record producers, who already enjoy sales benefits from free promotion through radio play.

Miss Ringer felt it was not important that the performance royalty be established under the copyright revision bill; she would also support separate legislation.

Miss Ringer also endorsed the concept of a royalty tribunal. The duties of adjusting and arbitrating rates would be too complex and specialized to be handled by Congress and the courts, Miss Ringer concluded.

## Technical draft study seeks to light some fires

**Commerce reviewing proposals aimed at accelerating growth of telecommunications; cable is cited as industry in need of some push**

The Department of Commerce has under a review a draft report prepared by a Science and Technology Task Force aimed at "lowering barriers to telecommunications growth." It sees telecommunications "as a vital national asset" that is not being fully exploited. And the cable television industry is one that the report lists as badly in need of stimulation, though the report's concern is with the "nonentertainment" services cable could provide.

The draft is based on a study supervised by Dr. Betsy Ancker-Johnson, assistant secretary of commerce for science and technology, and was designed with a view to thrusting Commerce's Office of Telecommunications into a significant role in the implementation of national telecommunications policy, while operating within the Commerce Department's charter. In July, Secretary of Commerce Rogers C.B. Morton decided to reject proposals that OT be disbanded as a distinct Commerce Department unit (BROADCASTING, July 28). On July 29, he asked Dr. Ancker-Johnson to develop a program under which OT would attack a number of telecommunications problem areas she had outlined to him. OT, which operates with a budget of \$13 million, provides telecommunications research support, design-analysis and engineering services for other agencies of government.

The draft, which is still being reviewed internally at Commerce as well as by industry groups, the Office of Telecommunications Policy and at the FCC, preparatory to its submission to Secretary Morton does not yet constitute an adopted program. But it envisions OT making a three-pronged approach to the problem areas. It would:

□ Seek to accelerate the introduction of telecommunication services in four areas—cable television broadband distribution network, direct satellite-communications systems, fiber optical systems and land mobile radio. Efforts would be made to encourage the earlier use of the technology by reducing risks to entrepreneurs—in connection, for example, with "the next-generation, nonentertainment cable television services."

□ Recommended regulatory actions after doing the necessary research in those four fields. OT would become a regulatory "advocate" before the FCC, using OT's substantial technical resources to seek to

insure that FCC decision-making took account of long-term technical and economic impacts. "It is not appropriate to rely solely upon the FCC to provide the leadership needed to achieve improvement," the draft says. In general, it adds, regulatory agencies react to the initiatives of others; "they do not lead."

□ Recapture domestic markets. OT would attempt to promote fuller use of existing U.S. technology in order to avoid "unnecessary imports in consumer telecommunications and related products"—radio and television receivers, among them.

The draft claims the gains that could result from successful implementation of the proposed program "are valued at several billion dollars." It says the gains

would be realized in payoffs from research and development expenditures, creation of jobs and contributions to the gross national product, productivity in the service sector, reduction of regulatory delays, recapture of the consumer electronics market, and conservation of scarce resources, such as spectrum space, materials and energy.

Cable television was pictured as particularly in need of governmental intervention to achieve its full potential. The draft cites what it concedes might be an "optimistic" marketing study by the Institute for the Future which shows that the market for over 30 nonentertainment services, including cashless society and computer-aided instruction, could produce \$20 billion annually in revenues—which indi-

## How to keep thieves from making what's yours theirs.

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

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



Robert Sasser  
Public Relations Department  
State Farm Insurance Companies  
One State Farm Plaza  
Bloomington, Illinois 61701

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME \_\_\_\_\_

STATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ (No P. O. Box Numbers, Please) STATE \_\_\_\_\_ ZIP \_\_\_\_\_

cates that the total in goods and services would be \$30 billion—by 1990. The present level is \$1 billion. (The Stanford Research Institute predicts a total market of \$6 billion by 1985.)

What's more, the draft report says cable television is not growing as fast as had been expected. It says the growth rate in the number of cable-television systems has dropped in the last 10 years from about 13% to about 2% each year, while annual growth of subscribers, once 33%, is now 13%.

To turn that trend around, the draft recommends a program that over a five-year period would cost \$1 million but would result in an increase in the gross national product that would, the report says, be "measured in the billions." And the broadband telecommunications services whose accelerated introduction would be the goal are all nonentertainment—those useful in fields of education, health, public administration, business and the like.

Entertainment services are barely mentioned in the report, but it leaves no doubt as to where the authors feel cable's future lies: "Nonentertainment services market projections will dwarf conventional services."

The draft sees FCC regulation of cable television as a major impediment to the industry's growth. And it says OT could play a major role in removing barriers to nonentertainment use of broadband systems by working with the commission staff and providing information through formal filings.

The draft also says OT could aid in promoting the development of broadband services by facilitating industry-supported demonstrations through cooperative efforts with the Justice Department, the commission, the National Cable Television Association, and individual or groups of companies. The draft says cable-industry representatives have been stymied in efforts to mount demonstrations by fears of antitrust law violations and uncertainties in FCC regulations.

Probably the most dramatic proposal is one for "a wired government complex." In the complex, the report says, many of the concepts of the "wired city" could be developed and evaluated and systems performance standards formulated. The broadband telecommunications test bed would not only serve as a research tool, it would actually meet the operational needs of the government complex involved. The report suggests Boulder, Colo., where OT, the National Bureau of Standards, and the National Oceanographic and Atmospheric Administration have facilities at several locations.

Among the other points made in the draft:

□ The direct satellite-communications systems with which the report deals are those that would be used by government or business; private households are not mentioned. The earth stations involved would have antennas of from five to 10 feet in diameter, cost in the \$5,000-to-\$200,000 range, and would be used in connection with high-powered transmit-

ters and narrow antenna-beam satellites operating in the 12/14 ghz bands. The draft says OT's aim would be to aid American firms in developing the technology for building small earth stations that would enable them to compete more effectively against Japanese and other foreign firms.

□ There is a need to speed up development of fiber optics, a new technology offering far more channel capacity even than cable. The draft, noting that AT&T does not plan to begin replacing existing plant with fiber optics technology for another 10 years, calls for a plan to stimulate the development of a noncommon carrier competitive industry composed principally of small businesses and using fiber optics to interconnect a variety of wideband terminal devices within large buildings or building complexes.

□ There are virtually no incentives or means for land-mobile radio users to conserve spectrum space, or to undertake the engineering development of high-performance, low-cost mobile receivers whose development is now possible. The report suggests a program that would provide the engineering methods that would make possible the design of reliable systems by competitive industries.

The draft, outlining as it does an aggressive role for OT, raises the possibility of a conflict between it and the Office of Telecommunications Policy, which it serves as a research and analysis resource. And an OTP spokesman last week said OTP "has serious reservations about the draft report's basic philosophy." He would not elaborate, but OTP's acting director, John Eger, is known to have asked whether OT's proposal to file comments with the FCC runs contrary to OTP's charter to represent the President before the FCC.

Dr. Anker-Johnson said it would not. She said in her reply to Mr. Eger that OT would not take any position inconsistent with OTP's, but would comment only from within the Department of Commerce's responsibility for promoting technological development and economic growth.

Dr. John Richardson, acting director of OT, put it this way last week: "We don't see this as any conflict with OTP. OTP has a coordinating and policy-making function. We're not proposing policy, but implementing it." He also said care would be taken to avoid public disagreements with OTP on issues. "Before any public comment is made, we'd resolve any conflict."

## Court rejects appeal of Fort Worth renewal

The U.S. Court of Appeals has upheld the FCC renewal of license of Carter Publications Inc.'s WBAP(AM), KSCS(FM) and WBAP-TV Fort Worth and sale of the radio stations to Capital Cities Communications Corp. and the television station to LIN Broadcasting. The court rejected the appeal of Civic Telecasting Corp. Civic, whose owners once owned a UHF in

Dallas, had petitioned the commission to deny the renewals of all newspaper-owned stations in Dallas, Fort Worth and Beaumont, accusing them, among other things, of antitrust law violations. The appeal in the Carter case was based on Civic's contention that it had been prevented by a protective order in a related antitrust suit from using information obtained in the suit in opposing the Carter renewal. The appeals court last week, in an unsigned opinion, said Civic should have accepted the commission's suggestion of providing the agency with a list of relevant documents and of the protective order preventing disclosure of each; that would have satisfied the commission that there was reason to believe that damaging information existed, the court said. Since Civic took no action, the court concluded, the commission was reasonable in acting on the information before it—without, as Civic had requested, undertaking its own investigation.

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## More clout for Justice and FTC in FCC actions?

**That's aim of Hart-Kennedy bill to give other agencies review over FCC's effect on competition**

Hearings begin Wednesday and Thursday (Dec. 10 and 11) before Senator Philip Hart's (D-Mich.) Senate Antitrust Subcommittee on a piece of legislation, the "Competition Improvements Act," that would give the Justice Department and Federal Trade Commission authority to prevent federal agencies such as the FCC from taking actions that Justice or the FTC thought to be anticompetitive.

The bill (S-2028), introduced by Senators Hart and Edward Kennedy (D-Mass.) would compel agencies to make specific findings on the competitive impact of a proposed action whenever that action might "tend to create or maintain a situation inconsistent with the policies or provisions of the antitrust laws." If the Justice Department or FTC decided an agency had proposed an action that "raises substantial competitive questions," they could require the agency to hold hearings. Either Justice or the FTC could take an agency to court if it were dissatisfied with the agency's findings. In addition, the bill would require agencies to search their existing rules, practices and policies for antitrust weaknesses and to submit detailed competitive impact statements with any legislative proposals to Congress.

It is not clear to what extent the Justice Department and FTC would become involved in the proceedings at the FCC under this bill, although there is some fearful conjecture in the industry that the bill would make all agencies subservient to the two antitrust watchdogs.

A Kennedy aide who is close to the leg-



**FREE**

## AT LAST, A PORTABLE TV CAMERA WITH FILM CAMERA FREEDOM. RCA TK-76.

### A way through the maze.

Today, portable TV cameras come in so many degrees of convenience, performance and price that a wise choice is hard to make.

A way through the maze is to ask these questions about any portable camera:

- 1—Can it be ready for instant use in fast-moving situations?
- 2—Does it handle like your film cameras?
- 3—Will it work with as few controls and with the same ease as a film camera?
- 4—Will its weight, size, automatic features and freedom allow your newscaster to concentrate

on getting the best news pictures?

- 5—Does it have the quality for sports, documentaries, and some local spot commercial production?

Only one camera lets you answer "yes" to all five questions. The new TK-76 from RCA.

### Backpack out, quality in.

The TK-76 is a 19-pound, self-contained unit without a backpack or separate camera control. Its picture quality is equal to far more costly cameras. Built-in performance features help maintain a quality picture automatically.

By designing all camera electronics into the camera head, one cameraperson becomes a TV crew. Journalism, sports, documentaries, even some local spot commercials, can be done with film camera freedom and on-air immediacy.

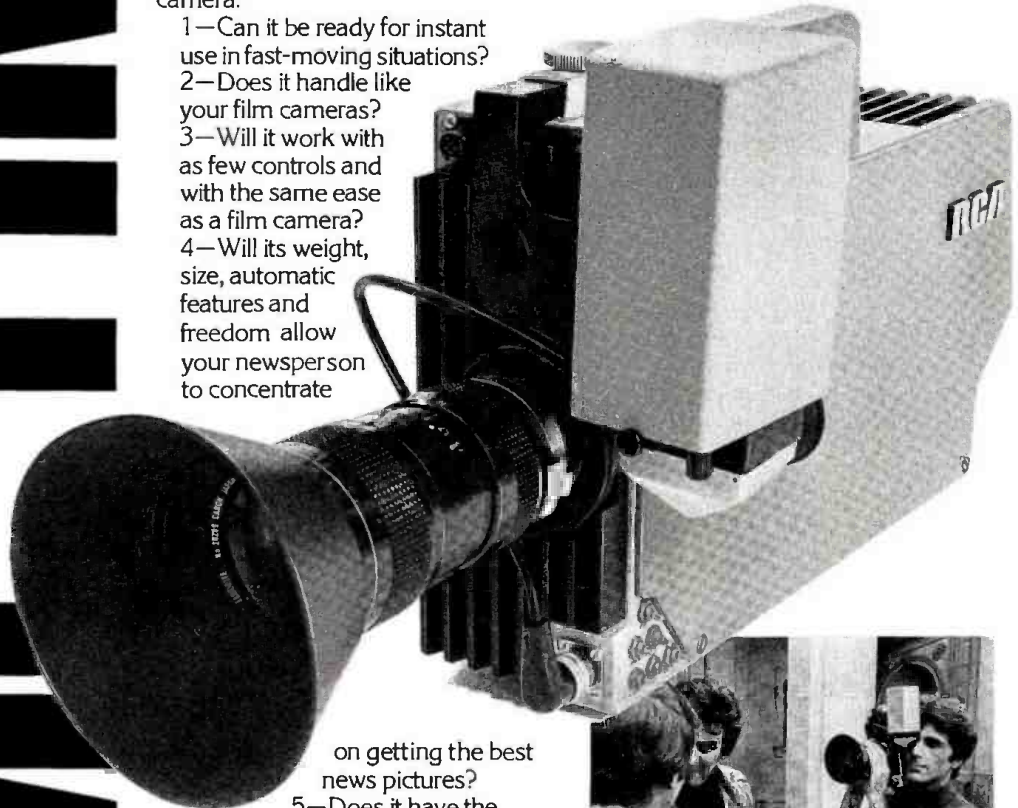
Camera freedom is assured, since power may be from 12v. DC batteries

or a comfortable, waist-worn 6-pound rechargeable battery belt.

### Under \$35,000.

Cost is a feature that makes the TK-76 downright revolutionary.

If you are going for two high quality



ENG cameras, you can afford three TK-76's. Moderate camera budget? You can now buy a lot more camera than you may have thought possible.

### Available in 1976.

Networks, local broadcasters, tele-producers and corporate users have already ordered more than 100 TK-76 cameras for 1976 delivery. Contact your RCA Representative now about your TK-76.

**RCA**





## VIDEO IV CHARACTER GENERATOR OFFERS MANY PRODUCTION IDEAS.

### A favorite at WREG-TV.

WREG-TV, Memphis, likes the versatility of their RCA Video IV Character Generator. Cal Crowell, WREG Production Manager, uses the system for program and commercial production.

Any created material can be stored



on a floppy disc memory for repeat use on demand. For example, WREG repeats a weather graph, with information updated daily.

### The logo maker.

Video IV is a complete TV graphic production system, offering a variety of type fonts, multiple colors, keyboard and camera compose—even automation, and transfer of logotypes from art work.

RCA has a demonstration tape showing exactly how the Video IV makes and stores logos and graphic designs. Please ask your RCA Representative for a showing.

## TCP-1624 PLUS TK-28 EQUALS THE SUPER AUTOMATIC FILM MACHINE.

### The uniplex concept.

Put a TCP-1624 and a TK-28 together in a uniplex configuration. You get film in, video out, the finest film pictures on air—all without an operator. We call this uniplex configuration the Super Automatic Film Machine, or more correctly The TCP-1624/TK-28 Cartridge Telecine Projection System.

Here are the advantages:

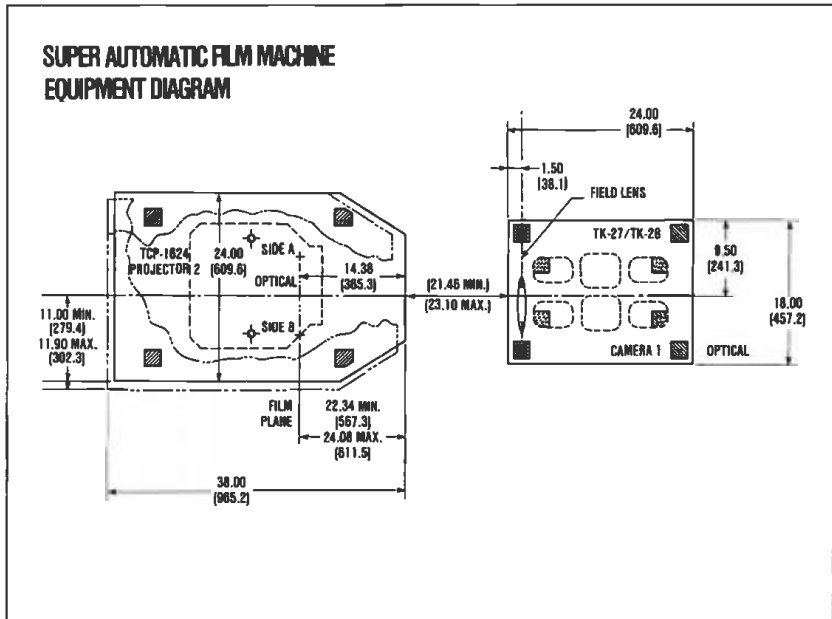
- Cart film capability is added without disturbing present telecine

equipment.

- Floor space is conserved.
- Later expansion to full telecine is easily accomplished.

### So-so-film in, great video out.

Uniplex provides fine on-air pictures. If the TK-28 film system includes optional ASCET (Automatic System for Correcting Errors in Telecine), the result will be color-corrected video, in real time, even from old or faded film.

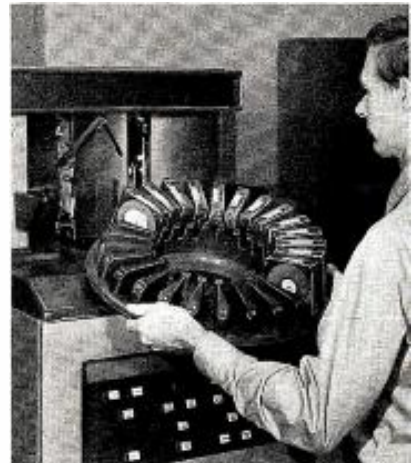


### Automatic commercial player.

Use the TK-28 and TCP-1624 for automatic airing of commercials and other short film segments. The two-projector 1624 allows one-two playing of commercial film clips. Using the TK-28 with ASCET eliminates color variations.

Putting and keeping film spots on 1624 cartridges frees your reel-to-reel equipment for profitable production.

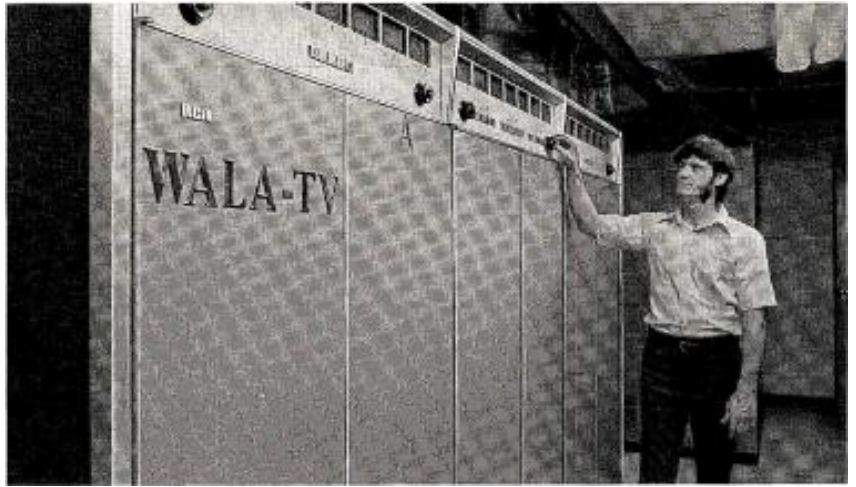
Ask for the facts about the TCP-1624/TK-28 Color Cartridge Telecine Projection System, The Super Automatic Film Machine.



# RCA



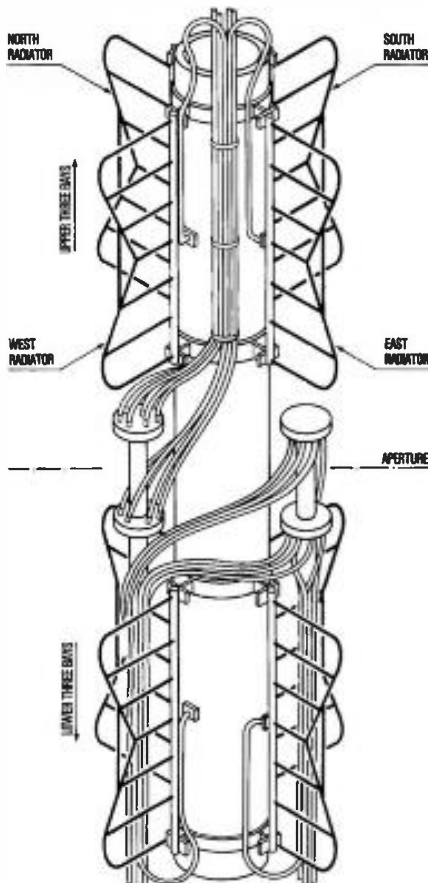
# PRIME TIME



## NEW TURNSTILE II ANTENNA OFFERS SUPERIOR PERFORMANCE FOR VHF CHANNELS 2-6.

### Supertumstile concept.

Lowband VHF broadcasters can now enjoy superior picture quality with RCA's Turnstile II Antenna. It is a new design based on the Supertumstile—the most popular broadcast antenna.



## WALA-TV EASES CHANGEOVER FOR TV TRANSMITTER PLANNERS.

### Logistics crucial.

Any TV station that is planning transmitter replacement or relocation can benefit from the experience of Grady Jackson, Chief Engineer, WALA-TV, Mobile, Alabama. The complete story, "Painless Transmitter Changeover",

Turnstile II provides a 2:1 improvement in antenna VSWR (Voltage Standing Wave Ratio). Antenna reflection ghosting is virtually eliminated, with a substantial improvement in picture quality. The VSWR specification is 1.05/1.0 or less across the entire channel band.

Among the Turnstile II improvements: redesigned radiator elements; unjacketed, corrugated copper feedlines; a "double cancellation" feedsystem.

Ask for details on Turnstile II, the great new antenna for channels 2-6.

### WSAV-TV buys first Turnstile II.

WSAV-TV, Savannah, Ga., will install a Turnstile II antenna on a new 1549-foot tower. Also to be installed is an RCA TT-25-FL, 25-kW transmitter. It will replace an RCA unit in use since 1956.

Harben Daniel, President and General Manager of WSAV, Inc., said that the new tall tower facility will increase the station's coverage area by approximately 50 per cent.

appeared in the August, 1975 issue of RCA Broadcast News. A reprint is available without charge from your RCA Representative.

### 35-day process.

WALA-TV purchased a new RCA TT-50FH transmitting system to replace a 22-year-old TT-50AH. Grady Jackson's logistics called for the 25 kW "A" side of the new transmitter to be installed temporarily and put on-air. Next came permanent installation of the "B" half of the new unit. "B" was put on-air and "A" was moved to its permanent spot adjoining "B". Interconnection was made with "B" transmitter.

The entire procedure, from delivery to proof-of-performance testing of the system, took just 35 days. Grady Jackson's log is included in the RCA Broadcast News article.

### Positive benefits.

WALA-TV expects the new RCA TT-50FH to pay for itself in ten years. Major reasons include the system's extensive use of solid state electronics, its automatic functions, built-in remote control interface, and protection against lost air time offered by its parallel system design. Another positive benefit: a superb color signal blanketing WALA-TV's market area.

# RCA

islation said passage of the legislation could lead to the rethinking of the FCC's multiple ownership rules or its rule governing the carriage of motion pictures by pay cable systems, for example. But the real point of the legislation, he said, is to create a greater awareness in agencies of the consequences of their actions on competition—to get them to “think antitrust,” a motto recently coined by Senator Hart's subcommittee.

On Wednesday the subcommittee will deal with matters unrelated to the FCC. The hearing Thursday will feature a panel on communications whose participants will include Dr. William Melody of the Annenberg School of Communications at the University of Pennsylvania; Dr. Anthony G. Oettinger, chairman of the Massachusetts Cable Television Commission; Miles Rubin, chairman of Optical Systems Corp., Los Angeles, a pay-cable venturer, and Warren Beatty, the motion picture actor. His comments, it is anticipated, will focus on the allegedly anticompetitive impact of the FCC's antisiphoning rules on pay cable, a subject to which four days of hearings were devoted earlier this year by the same subcommittee.

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## The FCC won't get a raise in fiscal '77

**At Ralph Nader forum, Wiley reveals his agency and others will receive no budget increase as part of Ford no-growth policy for federal regulatory agencies**

President Ford's efforts to hold down the federal budget are extending below multibillion-dollar departments to multimillion-dollar agencies.

FCC Chairman Richard E. Wiley made that disclosure last week at Ralph Nader's Public Citizen Forum as he explained the commission's problems in undertaking new or expanded responsibilities. “I was told there was going to be no growth in any federal regulatory agency in terms of staff and resources in fiscal 1977,” he said.

The word, he said later, had come from the Office of Management and Budget. And, unless Congress says otherwise, it means the commission will be held to a budget of some \$51 million in fiscal 1977, \$8 million less than it was seeking. In terms of staff size, the ban on growth would deny the commission the 305 positions it hoped to add (BROADCASTING, Oct. 13).

There was little likelihood OMB would have supported that large a request for the FCC. It is understood that OMB had proposed including in the President's budget a \$3.5 million increase for the commission, which would have provided for 68 new positions. The White House, however, turned down the suggestion, declar-

ing there would be no increases for regulatory agencies.

The chairman did not rule out new or expanded programs, however, but any new responsibilities would probably come at the expense of existing ones, he said. He said he has proposed a program-review analysis, under which all existing programs would be looked at with a view to dropping or modifying some.

The project is a long-range one, but Mr. Wiley hopes to have made a substantial start on it by next spring, when work on the 1978 budget will begin. And although the new budget constraint confronts the commission with problems, Mr. Wiley feels the program-review analysis might be helpful in forcing the commission to search for programs that might be dropped.

The Nader forum is a monthly affair at which federal officials are exposed to questions from the press and the public. And last week, in response to questions, Chairman Wiley defended his practice of meeting privately with members of the industries the commission regulates—and at the same time disclosed that his daily appointment calendar is available for inspection to anyone interested in reviewing it.

“I think it's a healthy thing to have people talk to you about matters not restricted by ex-parte rules,” he said. He feels it helps provide him with information and, he says, he tries to see everyone who wants to see him, citizen group members included. But, he added, “I think it makes sense to let people know who sees you.”

The chairman said he had a point earlier of not publicizing the availability of his daily calendar in order not to appear to be putting pressure on his colleagues to follow his lead. Three fellow commissioners—Glen O. Robinson, the commission's leading exponent of government in the sunshine, Benjamin L. Hooks and James Quello said last week their calendars had also been available for inspection but that no one had ever asked to examine them.

Two other commissioners, Robert E. Lee and Charlotte Reid, were persuaded by the chairman's remarks to take steps to make records of their appointments public. Commissioner Lee said he did not keep a regular calendar but had instructed his secretary to keep records of his daily appointments for a month and to make them available for inspection. Mrs. Reid said her office has maintained a log of both personal and business appointments, and that she would make it available, even though it would be “against my wishes” to make the personal information public. In the future, she said, she will segregate the personal appointments.

The only commissioner who did not join the parade was Abbott Washburn. “I don't keep a regular calendar, and I wouldn't want to do that,” he said. He saw the commission so bogged down in “sunshine stuff” that it is slowed down 50% in its work.

In other matters, the chairman:

□ Said that the opposition of Senator John O. Pastore (D-R.I.) and others indi-

cates that his proposal for a test suspension of the fairness doctrine as it applies to radio stations in a number of large markets is “an idea whose time has not come.” Nevertheless, he said, he plans to present it to the commission. Then, discussing proposed changes generally, he said, any new idea arouses opposition among vested interests, “public or private, so change will be slow,” he said. “But I'm going to make decisions.”

□ Was drawn into a spirited exchange with Kathy Bonk, national media task force coordinator for the National Organization for Women, regarding the commission's enforcement, or lack of enforcement, of its equal employment opportunity rules. “Some people are not going to be satisfied short of the adoption of quotas,” he said. “And I'm opposed to that.” And in response to Ms. Bonk's charge that the EEO rules the commission has had on the books for seven years are not being implemented and that stations are guilty of “rank discrimination,” Chairman Wiley said the commission spends more time on EEO cases than any other. He also said the commission is trying to coordinate its policy regarding EEO matters with the U.S. Equal Employment Opportunity Commission.

Mr. Nader, for his part, disclosed a proposal the Nader-sponsored Public Interest Research Group in Washington is developing as a means of assuring representation of citizens before the FCC. The proposal would look to the development of a consumer-union type organization that would be staffed with lawyers, engineers and other specialists to aid citizens who support it in dealing with the commission. Mr. Nader asked Chairman Wiley whether he would support a proposal for a rule requiring broadcasters to make time available for appeals for funds to support such an organization.

The chairman said he was not prepared to respond. But he did restate the various steps the commission has taken to involve citizens in its processes—its regional meetings, among them. He also noted, as he did in testimony before Senator Pastore last month, that the commission is planning to establish a citizen information office, whose function would be to explain the commission's processes to citizens and help them in cutting through red tape.

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## House, White House arm-wrestle on educational funds

**Commerce committee votes more money for broadcast facilities, administration opts for cut**

The House Commerce Committee passed unanimously last Wednesday (Dec. 3) a bill authorizing \$37.5 million for educational broadcasting facilities through the

end of fiscal 1977 as well as \$1.25 million for telecommunications demonstrations projects. The funds, significantly greater than the \$12 million appropriated for fiscal 1975, would be administered by the Department of Health, Education and Welfare.

At the same time, the administration has proposed a cut from \$12.5 million to \$7 million the amount already appropriated for the educational broadcasting facilities program for fiscal 1976. For the proposed rescission of \$5.5 million to take place, both houses of Congress would have to vote within 45 days to uphold it. That, in the opinion of one knowledgeable staffer on the House Appropriations Committee, is not likely to happen because "there is no spirit of compromise" between Congress and the White House on funding for education. The \$5.5 million for educational broadcast facilities is one small part of a massive \$1.2 billion rescission in educational funds proposed by the administration, nearly the whole amount Congress added to the administration's original budget request. The aide pointed out that Congress already demonstrated its resolve on the educational funding levels by overriding a Presidential veto of the package earlier this year.

The administration tried but failed last year to rescind \$5 million dollars from the 1975 appropriation for educational broadcasting facilities.

## Changing Hands

### Announced

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

■ **WMLT(AM)** Dublin, Ga.: Sold by Dublin Broadcasting Co. to State Broadcasting Corp. for \$300,000. Principals in seller are W. Newton Morris (65%) and his mother, Mrs. George T. Morris (20%), who have no other broadcast interests. Buyer is principally held by Charles Dowdy and sons Wayne and J. Morgan. Senior Dowdy also owns **WROA-AM-FM** Gulfport and 70% of **WVIM(AM)** Vicksburg, both Mississippi. J. Morgan Dowdy owns 10% of **WVIM**, and Wayne Dowdy owns one-third of **WAKK(AM)** McComb, Miss. **WMLT** is on 1330 khz with 5 kw day, 500 w night. Broker: Chapman Associates.

■ **WUPR-FM** Utuado, P.R.: Sold by Central Broadcasting Corp. to Radio Redentor Inc. for \$280,000 which includes covenant not to compete. Seller, which also owns **WUPR(AM)** Utuado, is owned equally by Roberto M. Rodriguez, Melvin T. Villanueva, Benito Martinez and Pablo M. Llerandi. Burton Katzelnik is president of buyer, nonprofit, nonstock, religious organization with no other broadcast interests. **WUPR-FM** is on 104.1 mhz with 50 kw and antenna 710 feet above average terrain.

■ **WVFM(FM)** Dundee, Ill.: Sold by Richard O. Willrett to Ralph J. Faucher for \$160,000. Mr. Willrett has no other broadcast interests. Mr. Faucher is sales manager and sports director at **WTAQ(AM)** La Grange, Ill. **WVFM** is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen.

■ **KIXX(AM)** Provo, Utah: Sold by Mesa Broadcasting Co. to James William Anderson for \$126,000. Seller is solely owned by James W. Hough who also owns **KQIL(AM)-KQIX-FM** Grand Junction, Colo., and **KVVO-AM-FM** Cheyenne, Wyo. Buyer is Bill Anderson, country and western performer who has no other broadcast interests. **KIXX** is on 1400 khz with 1 kw day, 250 w night. Broker: Richard A. Shaheen.

■ **WONT(FM)** Oneonta, N.Y.: Controlling interest (69%) of Franklin Mountain Broadcasting Corp. sold by Helen F. Brackett to Audrey J. and Guy E. Mallery for \$30,164 plus \$72,836 in liabilities. Neither buyer nor seller has other broadcast interests. **WONT** is on 103.1 mhz with 1.9 kw and antenna 360 feet above average terrain. Broker: Keith W. Horton Co.

■ Other sales reported at the FCC last week include: **KAYT(AM)** Rupert, Idaho; **WALD-AM-FM** Walterboro, S.C.; **WSMT-AM-FM** Sparta, Tenn. (see page 81).

### Approved

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

■ **KCTY-AM-FM** Salinas, Calif.: Sold by Jeco Inc. (James E. Coyle, 100%) to Jeco (a general partnership) for \$605,437 including noncompetition covenant. Principals in buyer are Robert L. Williams, accountant, and Richard B. Sleeper, management services firm owner. Through contingent applications, Jeco Inc. will be dissolved and Mr. Coyle will acquire 10% interest in new Jeco. Neither seller nor buyer has other broadcast interests. **KCTY** is daytimer on 980 khz with 1 kw. **KCTY-FM** is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WJNC(AM)-WRCM(FM)** Jacksonville, N.C.: Sold by Onslow Broadcasting Corp. (Robert P. Mendelson, 60%, and Eileen E. Shuebruk, 40%) to Beasley Broadcast Group of Jacksonville Inc. for \$500,000 plus \$100,000 noncompetition covenant. Sellers have no other broadcast interests. George C. Beasley is buyer and has varied interests in **WDMT(FM)** Cleveland; **WMOO(AM)-WBLX(FM)** Mobile, Ala.; **WGAC(AM)** Augusta, Ga.; **WFAI(AM)** Fayetteville, **WFMC(AM)-WOKN(FM)** Goldsboro, **WHNC(AM)-WXNC(FM)** Henderson and **WKGX(AM)** Lenoir, all North Carolina, and **WASC(AM)** Spartanburg, S.C. **WJNC** is on 1240 khz with 1 kw day and 250 w night. **WRCM** is on 92.1 mhz with 3 kw and antenna 220 feet above average terrain.

■ **WFBS(AM)** Spring Lake, N.C.: 90.9% of Radio Smiles Inc. sold by Norman J. Suttles, Derwood H. Godwin and John E. Ingraham to Triad Communications Inc. (James W. Oakley, 100%) for \$590,850. Mr. Oakley, **WFBS** general manager, owns



## CALIFORNIA \$190,000

Fulltime AM covering world famous depression proof resort area with excellent economy. Good equipment. Ideal for energetic owner-manager. Station on air over 25 years. Cash or liberal terms to qualified buyer.

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BEVERLY HILLS 90212  
9465 Wilshire Blvd.  
(213) 274-8151

75-49



remaining 9.1% of station and, like Mr. Ingraham, also has minority interests in WSMY(AM) Weldon, N.C., and WLPM(AM)-WFOG(FM) Suffolk, Va. Messrs. Suttles and Godwin have larger interests in those stations as well as in WSML(AM) Graham and WRNC(AM) Raleigh, both North Carolina. Messrs. Suttles, Godwin and Ingraham also are among sellers of WISP(AM) Kinston, N.C. (see page 81). WFBS is on 1450 khz with 1 kw day and 250 w night.

■ KEZX(FM) Seattle: Sold by Market-Casters Inc. to Roy H. Park Broadcasting of Washington Inc. for \$515,000. Seller is owned by William L. Clark, general sales manager of KABL(AM) Oakland, Calif., KABL-FM San Francisco, and Frederick Von Hofen, president and general manager of KEZX. They have no other broadcast ownerships. Buyer is wholly owned subsidiary of Park Broadcasting Inc., Ithaca, N.Y. (Roy H. Park, 100%). Mr. Park also owns WDEG-AM-FM-TV Chattanooga; WNAX(AM) Yankton, S.D.; WJHL-TV Johnson City, Tenn.; WNCT-AM-FM-TV Greenville, N.C.; WSLS-TV Roanoke and WTVR-AM-FM-TV Richmond, both Virginia; KWJJ(AM)-KJIB(FM) Portland, Ore.; WUTR(TV) Utica, N.Y.; WBMG(TV) Birmingham, Ala.; WEBC(AM) Duluth, Minn.; KRSI(AM)-KFMX(FM) St. Louis Park (Minneapolis-St. Paul), and is acquiring WHEN(AM) Syracuse, N.Y. In addition he owns television translator stations in Tennessee, Georgia, North Carolina, Virginia and New York; Ithaca, N.Y., billboard advertising firm; Rock Hill, S.C., apartment house, and publishes newspapers in five states. KEZX is on 98.9 mhz with 35 kw and antenna 1,100 feet above average terrain.

■ Other sales approved by the FCC last week include: KEOS(AM) Flagstaff, Ariz.; WEXY(AM) Oakland Park, Fla.; WNNY-FM Norway, Me.; WCAT(AM) Orange, Mass.; WKBK(AM) Keene, N.H.; WISP(AM) Kinston, N.C.; WKGX(AM) Lenoir, N.C.; KTMC(AM) McAlester, Okla.; KXA(AM) Seattle. (See page 81).

### University wants chance to experiment with lower audio frequency

A shortage of noncommercial FM space has caused the University of Maryland to request a new type of FM station from the FCC.

Specifically, the university wants permission to experiment with a broadcast station that would operate on an audio frequency reserved for TV channel 6—87.9 mhz. The 10-watt station would be located on the school's College Park, Md., campus and would run tests for a year to determine if its signal would interfere with that of the nearest station, Washington's WAMU-FM on 88.5.

The university has tried for a conventional noncommercial station on 88.1, but found it would have interfered with WAMU-FM.

A major portion of the one-year study

also would be to determine if a majority of present FM receivers can pick up the lower frequency of the station.

The request follows a petition for rulemaking filed by the Corporation for Public Broadcasting to set up a new class of noncommercial FM stations at this lower dial position.

## Round three on exclusivity in TV deals for movies

### Broadcasters defend protection against pay-cable film release; cable operators deplore it

Broadcasters and cable television operators have squared off again on exclusivity arrangements in feature-film contracts. Comments filed last week with the FCC echoed those delivered in the Senate Antitrust Subcommittee's hearings on "warehousing" (BROADCASTING, May 26 and July 14) and at earlier FCC oral arguments on the same issue (BROADCASTING, Nov. 4, 1974).

The National Association of Broadcasters said the antitrust laws allow for "reasonable" exclusivity in contracting

for film products to protect a broadcaster's investment. In fact, the existence of the antitrust laws obviates the need for FCC action, said NAB, since the laws already provide an adequate remedy where unreasonable practices are found to exist.

Only if broadcasters can continue to obtain exclusivity against pay TV both before initial broadcast showing and during subsequent "rest" periods (when multiple showings are involved), said NAB, will effective antisiphoning exist.

The NAB contended that pay cable has shown the ability to offer revenues that few program suppliers could afford to pass up, and therefore should have no problem in securing feature films. "Pay cable is spreading like an oil slick in a hurricane," said the NAB.

NBC and CBS agreed it would be improper for the FCC to adopt rules that restrict stations and networks from negotiating for exclusivity with program distributors against pay cable.

NBC said it seeks only a "limited degree" of exclusivity that is reasonable to protect its large investment in feature films. The network's policy is to contract for a 60-day exclusivity period before the first date a film is available for telecast. Without exclusivity, the networks "probably could not afford" the costs of feature films, said NBC, thereby denying the public access to many film products.

NBC added that the current exclusivity arrangements have not inhibited the

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development of pay cable or limited its opportunity to obtain films. As evidence, NBC pointed to Home Box Office Inc.'s ability to acquire 47% of films with gross theatrical rentals of over \$10 million since January 1975. Of the approximate 145 films offered by HBO to its cable outlets between January and September, said NBC, 69 were initially released to theaters in 1974 and many were released only three to six months before HBO runs.

CBS, which has a 90-day exclusivity policy for protection against pay cable runs before the broadcast availability date, said the FCC lacks the power to limit exclusivity arrangements between program supplier and customer.

However, the National Cable Television Association claimed the exclusivity provisions obtained by the three major networks against pay cable are "grossly unreasonable." The FCC's pay cable rules restrict pay cable exhibition of feature films between the third and 10th year following theatrical release, asserted NCTA, when the film is "under contract" to networks. Allowing exclusivity provisions to insulate broadcasters prior to the film's initial availability date, said NCTA, results in "squeezing" pay cable from a chance at a film even during the initial three-year period.

Either way pay cable loses, according to the NCTA. If a film is not yet available to networks for telecast, it is unavailable for pay cable; if it is available for telecast under contract and thus theoretically accessible under the FCC's three-to-10-year rule, the networks can enter into exclusivity arrangements that prevent pay cable exhibition, said the NCTA.

Using 1974 data from the three networks, the NCTA concluded that ABC—with its six-month exclusivity policy—would encroach on the three-year access period in 43 out of 51 film contracts; NBC—with its 60-day exclusivity policy—would do so in 19 of 46 film contracts, and CBS—with 90-day exclusivity—would reach into the initial three-year access period in 20 of 83 films.

Consequently, pay cable operators are totally deprived of some "block-buster" films when the film's theatrical run in initial release and re-release is longer than usual, said NCTA. Films such as "The Godfather," "Love Story" and all of the James Bond features films are thereby lost, the NCTA added.

Along with the NCTA, Viacom International Inc. recommended that the FCC prohibit the networks from obtaining any exclusivity protection against pay cable beyond the protection afforded in the FCC's three-to-10-year rule.

Several film suppliers agreed that the FCC should ban exclusivity arrangements that restrict pay cable exhibition. MCA Inc. and Warner Brothers Inc., claimed exclusivity demands could undermine the purposes of the FCC's pay cable rules.

Columbia Pictures Industries Inc. also felt restraints on pay cable are "invalid" but felt it was premature for the FCC to take action before a resolution of the

pending court cases seeking review of the commission's pay cable rules (BROADCASTING, June 30).

Twentieth Century-Fox Film Corp. and United Artists Corp. agreed that the FCC should await the outcome of associated court cases before adopting rules to restrict exclusivity arrangements. The courts must decide whether the commission has the authority to regulate the program distribution industry, they said. According to Fox and UA, pay cable would take its place in the "sequential pattern" of film distribution, if permitted to operate unhindered by the FCC. "Pay cable could no more siphon feature film products from broadcasting than can theaters," concluded Fox and UA.

Paramount Pictures Corp. opposed any FCC rule restricting exclusivity practices. The distribution of films should be left to the "free interplay of market forces," said Paramount. A sequential distribution system along with antitrust laws will foster the "optimum development of pay TV while preserving public benefits of conventional TV." Paramount continued that "reasonable downstream exclusivity is a vital element of the film distribution system because it preserves the audience potential in the higher market by preventing the value of a film from being prematurely reduced to the price placed upon it by the lower market."

## Suppliers crowd FCC forum in Washington

**En banc public day features quadraphonic supporters, independent TV's, access groups**

The FCC last week heard pleas ranging from one that it do whatever it can to advance the cause of quadraphonic FM broadcasting to one that it at least ask for comments on a proposal that broadcasters be allowed to choose between granting the public access to their stations and the obligations of the fairness doctrine. In between, there were members of the board of the Association of Independent Television Stations expressing their concerns and hopes, and a representative of the National Black Media Coalition expressing his.

It was all in an afternoon's work for the commission, as it held another in a series of open en banc meetings aimed at permitting the commissioners to engage in a dialogue with members of the public. The meeting itself was part of a whole battery of techniques carried out or initiated under Chairman Richard E. Wiley for increasing the commission's contacts with the public.

The plea for help on advancing the cause of quadraphonic broadcasting came from two representatives of the Electronic Industries Association who are co-chairmen of the National Quadraphonic Radio

Committee—Norman Parker of Motorola Inc. and James Gabbart of KIOI-FM San Francisco. They presented the committee's final report—compiled in a stack of volumes—which is the product of three and a half years of work and which they hope will provide the basis for a rulemaking permitting discrete quadraphonic FM broadcasting.

Quadraphonic broadcasting will have a "heavy impact on FM," said Mr. Gabbart, a pioneer in the use of stereo broadcasting on FM and an early believer in quadraphonic. "This is a revolution," he said. "It could be the biggest thing since stereo."

The INTV group was accompanied by Herman Land, INTV president, who urged the commission to be sensitive to the effect of its rules and regulations on independent television stations.

And Harold E. Protter, of KPLR-TV St. Louis, indicated the problems the new age of technology has brought in urging the commission to act swiftly on KPLR-TV's application for an earth station that would be used in connection with the new news network, INTA, that 10 independent stations established among themselves as a replacement for TVN, which folded in October (BROADCASTING, Nov. 3). The association will use the Westar satellite to transmit coverage to members. "We hope to have the earth station operating by Dec. 12," Mr. Protter said.

Mr. Protter also predicted the commission would see "a host of [earth-station] applications from independents." The reason, he indicated is economic. In view of AT&T's long line charges, he said, "the cost of being in the news business is unbearable."

The INTV group included, as might be expected, a member concerned about the economic impact of cable television, Don Curran of Kaiser Broadcasting. But it also included someone for whom cable television is apparently more a blessing than a curse—Ted Turner, of Turner Communications, of Atlanta, Ga. Mr. Turner, who has cable interests, brought a roar of laughter from those in the commission's meeting room when he said, "I belong to the National Cable Television Association; I don't belong to the National Association of Broadcasters because I know where my future lies."

Other INTV members who addressed the commission were Leavitt Pope, of WPIX(TV) New York, who outlined the organization and operational plans of INTA; John Reynolds, of Golden West Broadcasters, who described independents' problems in filling an entire broadcast day with programming, and Gene Adelstein, of KZAZ(TV) Nogales, Ariz., who expressed concern about AT&T rates.

Pluria Marshall, of the National Black Media Coalition, wanted the commission to crack down on broadcasters he said were violating the commission's rules barring discrimination in employment. And he submitted a list of 133 stations, drawn from NBMC's filing in the commission's Equal Employment Opportunity rulemak-

# Kodak salutes the NPPA "Newsfilm Station of the Year"



Left to right: Ernie Schultz, Information Director and anchorman for the noon news, Gene Allen, Assignment Editor, Jack Ogle, News Director and anchorman 6 P.M. news, and George Tomek, anchorman 10 P.M. news.

This is  
the heart of  
WKY-TV.

For the second time in seven years, WKY-TV's newsfilm department has broken the bank. Oklahoma City's Channel 4 was again named "Newsfilm Station of the Year" at the National Press Photographer's Association (NPPA). This time, for 1975.

Featuring locally originated film from all over Oklahoma, the station broadcasts three half-hour news reports a day, with three 5-minute news breaks as well. When that news is gathered, the camera crews come out shooting, with four

CP-16 cameras. And Kodak Ektachrome EF film 7242 (tungsten).

And this is  
the backbone.



Darrell Barton, chief photographer.

Without good people like this, Channel 4 could be just another spot on the dial. Take Darrell Barton, 1974's "Newsfilm Cameraman of the Year." Or Director of Information Ernie Schultz.

"We have a strong commitment to telling local stories in depth on film," says Schultz. "We'd rather tell four good stories than have eight talking heads." This philosophy pays off. WKY-TV News won six out of nine Associated Press awards for superior reporting this year. All of them are trained to originate newsfilm, and most of them carry portable cameras.

Where do they stand on ENG?

"There are some real benefits in seeing appropriate stories as they are happening," says Schultz. "But we think the audience would become bored quickly if we tried to give that kind of urgency to most stories."

Good film. Good people. The best reporting. That's what we call good news.

Film. The Basic  
Medium.





ing, that he said were well outside of any zone of reasonableness in terms of employment of blacks.

Mr. Marshall also said the commission should give minority applicants preference for higher power under the new AM allocations rules and for new stations—a suggestion, based on several recent court decisions—that won at least qualified endorsement from Commissioner James Quello. Assuming the applicant is otherwise qualified, he said, he would, in view of the small number of black broadcast licensees, “tend to favor the black applicant.”

And Mr. Marshall wanted to know whether the commission planned to make funds available to aid citizen groups in participating in commission proceedings. Commissioner Benjamin L. Hooks said the matter was not on the commission’s agenda, and that the commission had no plans to consider such an idea—unless, he said, a group “brings it to our attention.” Commissioner Glen O. Robinson suggested that Mr. Marshall provide the commission with a draft proposal.

Commissioner Quello suggested a public defender type of plan, in which the Federal Communications Bar Association would cooperate. No one mentioned that the commission last year had been considering such a proposal, one that would have provided legal aid to indigent respondents, most likely persons in non-broadcast areas (“Closed Circuit,” Oct. 7,

1974). However, it was quietly shelved after citizen groups raised questions as to why the FCC was considering a plan to help some persons in trouble before the commission, but not those who want to participate in its proceedings.

The plea for giving access a hearing in the form of commission proceedings was voiced by Charles Firestone, of the Citizens Communications Center, which is representing the Committee for Open Media, of San Jose, Calif., in the project. Mr. Firestone said he understood the commission plans to take the matter up soon, and he wanted to make his argument before it did.

Under the COM proposal, broadcasters who made, say, one hour of time available for “free speech messages” by members of the public would be free of fairness doctrine obligations. The plan is designed to assure the public “a diversity of expression,” a goal that Mr. Firestone said the commission has sought to achieve in a number of its proceedings—prime-time access and multiple-ownership rules, among them. Furthermore, he said, “broadcasters are inhibited by the fairness doctrine, and would do a better job” if free of it. “We have to create a marketplace of ideas through the media.”

However, the proposal did not seem to win converts among the commissioners. Chairman Wiley and Commissioner Hooks, by their questions indicated they did not feel access would serve the

public interest as well as the fairness doctrine in assuring that all sides of controversial issues of public importance were aired. And Commissioner Quello, the former broadcaster who in a series of statements has made it clear he feels citizen groups generally represent themselves and not the general public, indicated he had the same reservation about COM’s proposal. He would not object to receiving comments on it, Commissioner Quello said. But, he added, “only a small group is interested in access,” and they would be advocating their private view of the public interest.”

## S.F. public stations win a round in court against dissidents

**They say there's attempt under way to take over station management**

KQED Inc., licensee of noncommercial KQED(TV) and KQED-FM San Francisco, has won a preliminary court injunction against the Committee to Save KQED, which the station management says has been trying to take control of the stations.

At issue was alleged misuse of KQED list of 102,000 money contributors. KQED contended the committee had solicited funds from members, who thought they were helping the stations and not the committee. The Superior Court for San Francisco enjoined the committee from using the membership list and from using its current name which had helped lead to the confusion among the public between the station and the rival group. The court also ordered the committee to maintain records of all funds it collected from KQED members.

The committee developed after a four-and-a-half-month strike against KQED a year ago. The strike, which involved an engineers’ walkout, was settled in arbitration last January.

The committee professed dissatisfaction with KQED’s management. It sought more open board meetings and a reinstatement of the hour-long format for the daily *Newsroom* show. It also asserted that corporate underwriting was responsible for programming decisions made at the stations.

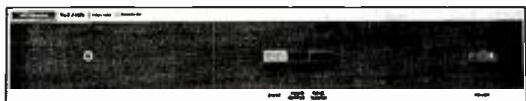
KQED claimed that through misuse of the membership list, the committee has attempted to interfere in the current election of board members in an effort to gain control of the stations.

## NAB adds its dissent to Teleprompter's copyright proposal

The National Association of Broadcasters has attacked the Teleprompter copyright proposal as “another attempt by the cable television industry to move farther away



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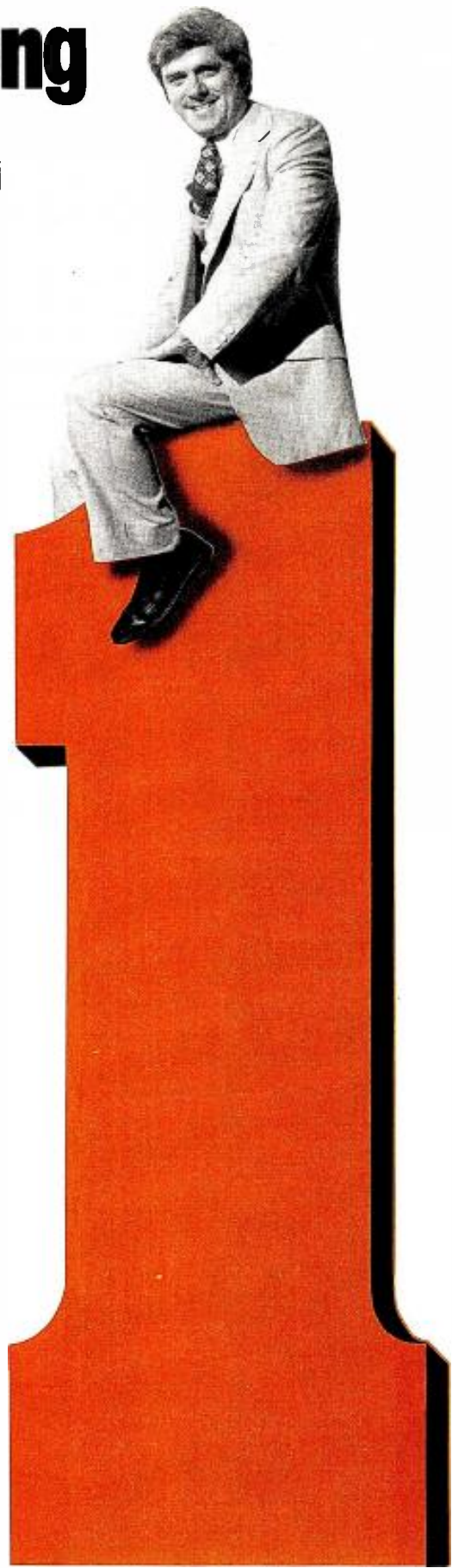
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Latest ARB available — May or Oct. 1975\*

	Ratings/ Share	Homes Total (000)	Women Total (000)	Women 18-49 (000)
WRGB-Albany	#1 6/35	#1 29	#1 24	#1 14
WAGA-Atlanta	#1 6/45	#1 60	#1 53	#1 34
WBAL-Baltimore	2/20	19	#1 17	#1 9
WKBW-Buffalo	#1 6/39	#1 37	#1 34	#1 17
WCBD-Charleston	#1 12/69	#1 17	#1 16	#1 11
WLWT-Cincinnati	#1 6/33	38	#1 36	#1 17
WLWC-Columbus	#1 7/37	#1 45	#1 40	13
WLWD-Dayton	#1 6/30	#1 30	#1 27	#1 14
WJBK-Detroit	5/22	75	71	34
WSPA-Greenville/Spartanburg, S.C.	#1 6/45	#1 31	#1 25	11
WTNH-Hartford/New Haven	#1 4/33	#1 34	#1 28	#1 16
WPLG-Miami	6/26	58	46	18
WITI-Milwaukee	#1 7/43	#1 52	#1 41	#1 28
WESH-Orlando/Daytona Beach	#1 7/43	#1 32	#1 28	7
WRAU-Peoria	#1 8/38	#1 18	#1 15	#1 9
KOOL-Phoenix	#1 2/55	#1 12	#1 10	#1 5
WSLS-Roanoke/Lynchburg	#1 8/53	#1 27	#1 23	#1 11
WSJV-South Bend/Elkhart	#1 5/30	#1 12	#1 11	#1 7
WTRF-Wheeling/Steubenville	#1 11/52	#1 38	#1 33	#1 12

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from the consensus agreement.”

In a letter to the House Subcommittee on Courts, Civil Liberties and Administration of Justice, NAB faulted Teleprompter's definition of local signals (for which it proposed an exemption from copyright liability). The proposal is talking not only of purely local signals that are available over the air and fall within the intended market of advertisers, said NAB, but about any signal that FCC rules require a cable system to carry.

Teleprompter's argument that retransmission of signals enables broadcasters to charge advertisers for additional reach into distant markets is false, NAB

said. Advertisers are not interested in the homes outside a TV station's area of dominant influence and will not pay for them, claimed NAB.

NAB's comments on the Teleprompter proposal followed filings by other parties—most of whom faulted the proposal (BROADCASTING, Nov. 24). Broadcasters and motion-picture industry groups pointed to inequities in the plan and said that it would result in over-all lower royalty payments. Cable operators found the Teleprompter proposal interesting, but were concerned about various omissions that would leave CATV open to more copyright liability than they would like.

## Public could get its money back for participating in FCC proceedings

Senators Edward Kennedy (D-Mass.) and Charles Mathias (D-Md.) have introduced legislation that would enable citizen groups and individuals to be reimbursed for legal costs arising from their participation in federal agency—including the FCC—proceedings and in court appeals of agency decisions.

The bill arises out of the senators' conviction that agencies proceedings are dominated by the industries with an economic stake in those proceedings because outside parties cannot afford to participate. "We cannot hope to free the captive agencies from an inevitably industry-oriented perspective unless we provide for the regular representation of the public's views in every-day agency decision-making," Senator Kennedy said in introducing the bill.

To qualify for the recovery of fees in an agency proceeding, an individual would have to demonstrate that his participation "has promoted a full and fair determination of the issues involved." He would also have to show that his economic interest in the proceeding is slight or that he can not afford to take part without compensation from the agency.

The agency would decide who is qualified for the funds and would pay them from a fund set aside for that purpose, although in some instances it would be possible for a petitioner in a license renewal proceeding, for example, to recover the fees from the licensee if the licensee "acted during the course of the proceeding in an obdurate, dilatory, mendacious, or illegal fashion or for oppressive reasons."

In court proceedings, legal fees could be awarded a participant by the court "where the litigation serves an important public interest."

### Media Briefs

**Off air.** WSVI-TV, Channel 8 in Christiansted, Virgin Islands, has gone off air. It requested FCC permission to go dark for 90 days on Nov. 20, citing frequent breakdowns due to poor equipment. Station, which has been operating with reduced power, is believed to be up for sale.

**PBS scholarships.** Public Broadcast Service/Ford Foundation scholarship program is taking applications for four persons to work for six to nine months at selected public television stations in training careers in production, drama, broadcast journalism and management. Internships will take place at KCET(TV) Los Angeles, WETA(TV) Washington, WGBH(TV) Boston and KQED(TV) San Francisco. Applications must be submitted by Dec. 31 to local public television stations.



### 19th Annual Awards for Excellence

American Bar Association awards in recognition of outstanding public service by newspapers, book publishers, television, radio, magazines, motion pictures and theatrical producers, wire services and news syndicates for "increasing public understanding of the American system of law and justice."

Two different awards are presented. The Gavel Award and the Certificate of Merit.

Gavel winners will be honored in August at a special awards luncheon in Atlanta, attended by distinguished judges, lawyers, bar leaders and government officials.

Materials published, broadcast or presented during the period of January 1, 1975, to December 31, 1975, are eligible. Entries by book publishers must be post-marked not later than midnight February 1, 1976. All other entries due by midnight March 1, 1976. Required entry form and complete information may be obtained by writing to: Gavel Awards, American Bar Association, 1155 East 60th Street, Chicago, Illinois 60637.

#### Gavel Award Classifications

##### Newspapers

- I: 50,000 circulation or under
- II: 50,000 to 200,000
- III: 200,000 to 500,000
- IV: 500,000 or over

##### Newspaper Magazine Supplements

- I: 200,000 and under
- II: 200,000 to 500,000
- III: 500,000 and over

##### Television

- I: Network Produced Programs
  - a) Documentary/Educational
  - b) Dramatic
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Markets
- IV: Programs Produced by Stations in Markets 11-50
- V: Programs Produced by Stations in Markets 51 and over
- VI: Educational/Public Broadcasting
  - a) Nationally Produced
  - b) Locally Produced
- VII: Cable (local origination)

##### Radio

- I: Network Produced Programs
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Metro Areas
- IV: Programs Produced by Stations in Metro Areas 11-50
- V: Programs Produced by Stations in Metro Areas 51 and over
- VI: Educational/Public Broadcasting

##### Magazines

- I: 200,000 circulation or under
- II: 200,000 to 1,000,000
- III: 1,000,000 and over

##### Books

##### Other Media

- Wire Services
- News Syndicates
- Motion Pictures
- Plays



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**90 MINUTES  
BEFORE A WILD LIVE  
AUDIENCE DIRECT  
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This is a network quality entry set for a January start. You've seen Jerry Reed on his own CBS-TV Show...on the Glen Campbell Goodtime Hour...and in the movie "W. W. and the Dixie Dancekings". (He's just completed "Gator" with Burt Reynolds.)

Now see the ultimate Jerry Reed. Uninhibited... Unpredictable...Unbelievable. 18 piece orchestra. Big name guests. And a wild audience that is the Nashville scene.

This is a unique mix of concert and talk. The star is different. The pace is different. The fun is contagious. As the Jerry Reed hit song says: "When You're Hot You're Hot!"



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**Hour 1. La Raza—The People.** Demonstrates the goals and frustrations of America's fastest growing minority. Winner of the Robert F. Kennedy Journalism Award.

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A couple of years ago, we embarked on one of the most ambitious social projects ever to appear on television.

La Raza is our documentary series on the Chicano people in America, their achievements, history, problems and good times. But La Raza has become much more than just a television documentary.

La Raza is our attempt to create, for the first time in any medium, a comprehensive picture of one part of American culture, a people who are little known and even less understood. It is our attempt to give the Chicano community a feeling of pride in their heritage, a feeling of confidence in their future.

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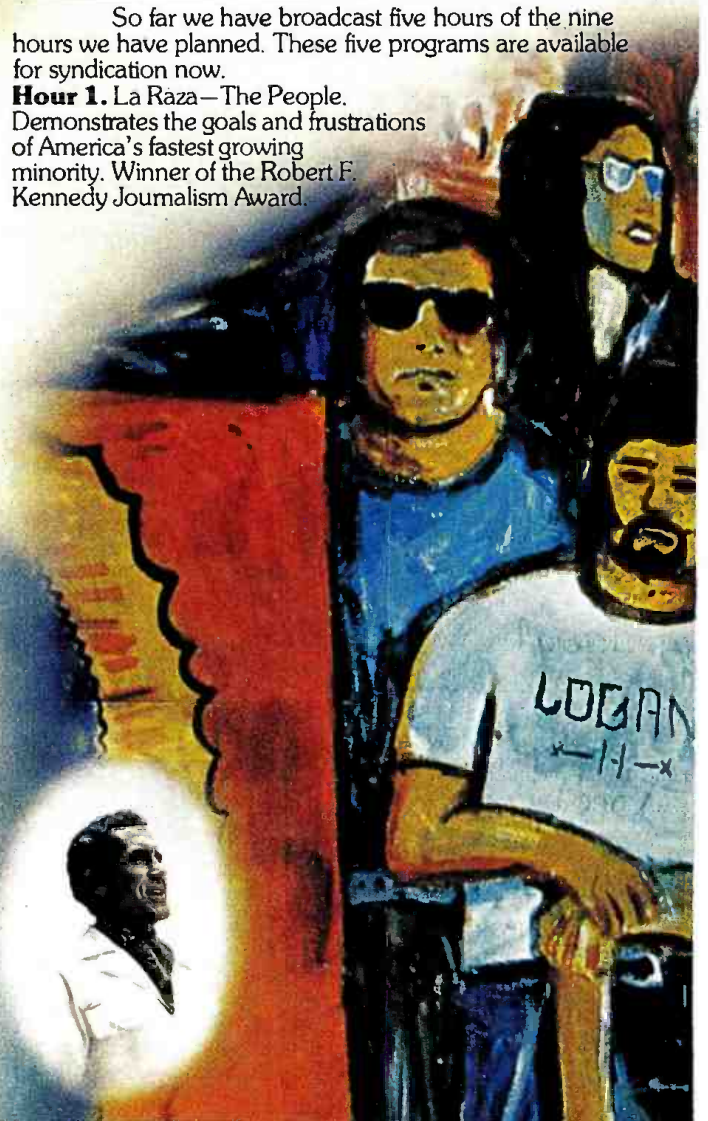
**"OUR PRODUCTION TEAM CAME FROM THE COMMUNITY—THE DIRECTORS, PRODUCERS, SOUND AND CAMERA CREWS."**

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We established our own coordinating committee of eminent officials in government, education and community affairs. Their expert advice in such fields as Chicano problems, behaviorism, linguistics, and human development ensures that each program of La Raza is both accurate and complete.

The narrator for the series is the noted actor Ricardo Montalban who has long been a spokesman for the Chicano cause. Mr. Montalban is a leader of Nosotros





# LA RAZA

The People

**Hour 2. The History and the Heritage.**  
Traces the colorful 42,000 year history of La Raza in Mexico and the United States, highlighted by such legendary figures as Montezuma, Juarez, and Villa.

**Hour 3. Learning in Two Worlds.**  
A searching look at the difficulties of children trying to learn in an alien culture and an alien language. The progress that is now being made in a society where education is still a luxury.

**Hour 4. Survival.**  
An examination of the price Chicanos must pay to get along in a society that by-and-large

treats them as outsiders. Must they lose their rich heritage in order to assimilate? And do they really want to?

**Hour 5. Celebración.**  
A joyous non-stop entertainment program that shows that being Chicano can sometimes be great fun. Plenty of music, dance, and merriment in this warm-hearted lesson in how to smile in Spanish.



---

**“WHAT DOES IT MEAN TO BE LA RAZA? WHAT DOES THE FUTURE HOLD?”**

---

We intend to continue examining what it means to be part of La Raza. Programs now in production show how, through political action, once-militant Chicanos are working within the system... how Chicanos in the work force are doing things that most “gringos” could hardly imagine... how Chicanos are successfully combating demeaning stereotypes in education, entertainment and business... and what it means to grow up Chicano.

---

**“SHOWN ALL OVER AMERICA... ADD THIS COMPELLING SERIES TO YOUR STATION SCHEDULE.”**

---

La Raza was produced primarily for broadcast on the McGraw-Hill television stations. But wherever it has been shown the response has been enthusiastic, both from Anglo and Chicano viewers alike.

In addition to being seen on our own television stations, La Raza has been programmed by KABC, Los Angeles; KGO, San Francisco; WFAA, Dallas; KSAT, San Antonio; KUTV, Salt Lake City; KOB, Albuquerque; and KGUN, Tucson. Several government agencies have also expressed an interest in the series.

La Raza is not only one of the most extraordinary projects ever undertaken by a broadcasting company, but also a fascinating way for people to discover what it means to be part of America—no matter what their background.

If you would like to add this important and compelling series to your station schedule, please call Mr. Jack Shafer at (714) 262-2421 to arrange a screening.



McGraw-Hill Broadcasting Company, Inc.  
1221 Avenue of the Americas, N.Y., N.Y. 10019  
KERO-TV, Bakersfield, KMGH-TV, Denver,  
WRTV, Indianapolis, KGTV, San Diego.





# THIS IS MUSICRADIO.

Yes. The newsroom at America's most listened to radio station, WABC.\* We don't think we got to be number one by doing just a few things right, so we weren't too surprised by the results of this year's New York State AP Broadcasters News Competition where New York City stations—including the all-news ones—were judged in six categories.

WABC's afternoon-drive newscast with Bob Hardt was named Best Regularly Scheduled Local News Program. Hardt's report has earned this accolade six of the last seven years. Nobody's ever done that before.

Newsman John Meagher received the AP Award for General Excellence of Individual Reporting. Meagher won that one for his investigation of boondoggling in resort area land sales.

And WABC's Public Affairs program, "Perspective New York," earned Honorable Mention in the Documentary Category.

Not bad for Musicradio.

**WABC MUSICRADIO 77**   
AN ABC OWNED AM RADIO STATION



\*Source: July/August 1975 ARB, Mon-Sun. 12+ cume. Audience information based on estimates and subject to qualifications upon request.  
© 1975 American Broadcasting Companies, Inc.

1 J. Walter Thompson 2 Leo Burnett 3 Young & Rubicam 4 BBDO 5 Ted Bates 6 Dancer-Fitzgerald-Sample 7 McCann-Erickson 8 Foote Cone & Belding 9 Ogilvy & Mather 10 Grey 11 Benton & Bowles 12 Wm. Esty 13 D'Arcy-MacManus & Masius 14 Wells Rich Greene 15 SSC&B 16 Needham, Harper & Steers 17 Compton 18 Cunningham & Walsh 19 Doyle Dane Bernbach 20 Kenyon & Eckhardt 21 Gardner 22 Campbell-Ewald 23 N. W. Ayer 24 Marschalk 25 Norman, Craig & Kummel 26 Campbell-Mithun 27 Clinton E. Frank 28 Ketchum, MacLeod & Grove 29 Tatham-Laird & Kudner 30 Ross Roy 31 Bozell & Jacobs 31 McCaffrey & McCall 33 Lois Holland Callaway 34 Warwick, Welsh & Miller 34 Clyne 36 Kelly, Nason 37 Arthur Meyerhoff 38 Post-Keys-Gardner 39 John Murray 40 A. Eicoff 40 Daniel & Charles 42 Tracy-Locke 43 Rosenfeld, Sirowitz & Lawson 44 W.B. Doner 45 Parkson 46 Della Femina, Travisano 47 Erwin Wasey 48 Warren, Muller, Dolobowsky 49 DKG 50 Tinker, Dodge & Delano.

# The Broadcasting top 50 advertising agencies of 1975

**For the fourth consecutive year broadcast billings swing upwards; JWT, Burnett stay in one-two slots; it's a turnabout year for radio with gains supplanting past declines**

The business recession continued to hobble Main Street in 1975—but not the broadcast sectors of Madison Avenue. Television and radio spending by the top-50 broadcast billing agencies in the U.S. rose to record-breaking proportions this year.

For the fourth consecutive year, BROADCASTING's annual compilation of domestic TV-radio billings reveals sharp advances over the preceding year by the top-50 agencies. The only pullback year in the past two decades was 1971 when a combination of a general recession and the prohibition of cigarettes from the airwaves led to a decline of almost \$130 million in broadcast allocation by the major agencies.

Broadcast spending has expanded considerably in each of the past four years, with the amount of the rise escalating. In 1975, for example, the top-50 broadcast agencies increased their 1974 investment in TV-radio by \$223 million. In turn, 1974 has surpassed 1973 figures by more than \$166 million.

It is television, of course, which is the bellwether medium in broadcast. But one heartening element in this year's compilation of the top-50 broadcast agencies is that radio investments have climbed in

1975 after several years of decline. Radio expenditures this year have moved upward \$11 million; TV rose \$206 million.

An analysis of the listings shows that 35 agencies scored gains in billings and 13 suffered declines. Two were not represented in the 1974 compilation.

Virtually the perennial kingpin of broadcast agencies is the J. Walter Thompson Co., which retained its leadership position in 1975 with billings of \$269.4 million, trailed by Leo Burnett U.S.A., \$241.5 million; Young & Rubicam International, \$211.5 million; BBDO, \$207.5 million and Ted Bates & Co., \$154.6 million.

Foote, Cone & Belding won laurels as the agency with the largest reported broadcast gain—\$27.8 million. Other agencies that made substantial gains in 1975 were Ogilvy & Mather, up \$26.1 million; Leo Burnett, up \$24.1 million; JWT, up \$23.1 million, and Ross Roy and Dancer-Fitzgerald-Sample, up \$12.8 million each.

Losing ground during the year in the broadcast sector were Doyle Dane Bernbach, down \$24 million; Grey Advertising, down \$18 million; SSC&B, down \$15.9 million and Ketchum, MacLeod & Grove, down \$4.3 million.

JWT was the leader in three categories: top-broadcast billing, total TV billings and TV-network billings. Other leaders and

their classifications: Burnett for TV-spot billings; BBDO for total radio billings; Needham, Harper & Steers for radio-network billings; Young & Rubicam for radio-spot billings and Foote, Cone & Belding for the biggest broadcast gain.

Two agencies returned to the list: Tinker, Dodge & Delano and Rosenfeld, Sirowitz & Lawson. Dropped from the compilation were Carl Ally and Honig-Cooper & Harrington (the latter was merged in 1975 into Foote, Cone & Belding).

Following is an alphabetical listing of the first-50 broadcast agencies (the figures were obtained in the majority of cases from the agencies themselves; in others, estimates were compiled from other sources).

## 23

**N.W. Ayer** □ Ayer's radio and TV billings reached \$49.4 million this year, a gain of \$7.7 million over 1974. The broadcast portion of the agency's domestic billings represents 37% of the total; domestic billings for 1975, including capitalized fees, are expected to total some \$190.6 million, including U.S. subsidiaries. This is the highest in Ayer's history, and 3.4% ahead of 1974. Gains occurred in network TV (\$2.9 million), spot TV (4.3 million); network radio (\$1.2 million) and spot radio (\$2.5 million). New accounts are: Ball Corp., Consumer Products Division; RCA Consumer Electronics

### Special Report

# The Broadcasting <sup>■</sup> top 50 advertising agencies and their 1975 radio-TV billings

(all dollar figures are in millions)

	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast share of agency's total billings	Broadcast billings change (\$) from 1974	Agency's rank in 1974
1 J. Walter Thompson	\$269.4	\$248.8	\$174.6	\$ 74.2	\$ 20.6	\$ 4.2	\$ 16.4	53%	-23.1	1
2 Leo Burnett	241.5	229.1	152.7	76.4	12.4	2.3	10.1	63.2	+24.1	2
3 Young & Rubicam	211.5	189.5	134	55.5	22.0	3.2	18.8	40	- 0.5	3
4 BBDO	207.5	185.2	116.5	68.7	22.3	3.8	18.5	63	+ 8.5	4
5 Ted Bates & Co.	154.6	145.2	100.1	45.1	9.4	3.0	6.4	67.3	+10.2	6
6 Dancer-Fitzgerald-Sample	150.5	144.1	91.1	53.0	6.4	4.3	2.1	71	+12.8	7
7 McCann-Erickson	143.2	121.0	74.0	47.0	22.2	2.2	20.0	62	+10.2	8
8 Foote, Cone & Belding	141.5	126.4	93.9	32.5	15.1	4.4	10.7	55.6	+27.8	11
9 Ogilvy & Mather	140.5	130.4	81.3	49.1	10.1	4.4	5.7	59.2	+26.1	10
10 Grey Advertising	140.0	134.0	87.0	47.0	6.0	1.0	5.0	50.9	-18.0	5
11 Benton & Bowles	133.6	128.8	95.3	33.5	4.8	0.7	4.1	77.5	+ 3.6	9
12 Wm. Esty	107.0	98.0	64.0	34.0	9.0	4.0	5.0	64	+ 1	13
13 D'Arcy-MacManus & Masius	103.3	88.3	47.7	40.6	15.0	3.4	11.6	48	- 1.7	14
14 Wells, Rich, Greene	99.5	88.3	61.5	26.8	11.2	1.2	10.0	54	+ 6.1	16
15 SSC&B	94.3	89.1	61.8	27.3	5.2	0.7	4.5	76	-15.9	12
16 Needham, Harper & Steers	90.3	80.0	59.1	21.7	9.5	4.5	5.0	60.7	+10.3	17
17 Compton Advertising	80.7	78.8	62.6	16.2	1.9	0.0	1.9	77.2	+ 2.9	18
18 Cunningham & Walsh	76.6	73.3	48.3	25.0	3.4	0.4	3.0	65.5	- 0.8	19
19 Doyle Dane Bernbach	75.0	71.0	45.0	26.0	4.0	0.0	4.0	42.1	-21.0	15
20 Kenyon & Eckhardt	74.7	67.8	44.1	23.7	7.0	1.6	5.4	65.6	+13.0	20
21 Gardner Advertising	58.8	53.5	40.5	13.0	5.3	0.0	5.3	65	+ 5.8	21
22 Campbell-Ewald	52.0	45.5	29.0	16.5	6.5	1.5	5.0	40	+ 4.0	22
23 N W Ayer ABH International	49.4	41.8	21.9	19.9	7.6	1.6	6.0	37	+ 7.7	24
24 Marschalk	44.4	41.4	24.1	17.3	3.0	0.0	3.0	68.3	+ 2.2	23
25 Norman, Craig & Kummel	41.4	38.4	22.6	15.8	3.0	1.4	1.6	54	+ 3.3	27
26 Campbell-Mithun	41.0	33.0	6.5	26.5	8.0	0.5	7.5	50	+ 1.0	26
27 Clinton E. Frank	40.0	32.2	12.9	19.3	7.8	0.9	6.9	40	- 0.8	25
28 Ketchum, MacLeod & Grove	33.0	26.9	14.1	12.8	6.1	0.0	6.1	28	- 4.3	28
29 Tatham-Laird & Kudner	32.6	32.0	14.0	18.0	0.6	0.0	0.6	49.9	+ 1.0	29
30 Ross Roy	31.6	24.1	9.1	15.0	7.5	0.4	7.1	64	+12.8	50
31 Bozell & Jacobs International	30.0	24.0	9.6	14.4	6.0	0.4	5.6	28	- 1.0	30
31 McCaffrey & McCall	30.0	29.6	27.6	2.0	0.4	0.0	0.4	49	- 1.0	31
33 Lois Holland Callaway	28.5	26.0	8.0	18.0	2.5	1.0	1.5	80	+ 2.0	34
34 Warwick, Welsh & Miller	28.1	23.4	20.8	2.6	4.7	2.3	2.4	48	+ 2.1	37
34 The Clyne Company	28.1	27.3	10.1	17.2	0.8	0.0	0.8	86	- 1.4	33
36 Kelly, Nason	28.0	25.5	16.0	9.5	2.5	0.0	2.5	80	+ 4.0	39
37 Arthur Meyerhoff Associates	27.7	22.3	4.4	17.9	5.4	1.2	4.2	88.4	+ 5.8	47
38 Post-Keyes-Gardner	27.5	22.0	12.5	9.5	5.5	0.5	5.0	39	- 3.1	32
39 John Murray Advertising	27.1	26.1	12.5	13.6	1.0	0.0	1.0	89	+ 1.0	35
40 A. Eicoff & Co.	27.0	26.0	0.0	26.0	1.0	0.0	1.0	95	+ 1.2	38
40 Daniel and Charles Associates	27.0	25.5	11.0	14.5	1.5	0.0	1.5	62	+ 3.5	41
42 Tracy-Locke	26.1	24.0	12.9	11.1	2.1	0.0	2.1	55	+ 3.1	42
43 Rosenfeld, Sirowitz & Lawson	26.0	24.0	9.0	15.0	2.0	0.3	1.7	65	0.0	-
44 W.B. Doner & Co.	25.4	21.5	3.5	18.0	3.9	0.0	3.9	70	+ 3.0	44
45 Parkson Advertising	24.7	24.7	26.1	0.1	0.0	0.0	0.0	90.2	+ 0.7	39
46 Della Femina, Trivisano & Partners	23.0	17.5	12.3	5.2	5.5	0.7	4.8	62	+ 1.0	46
47 Erwin Wasey	22.4	20.2	12.7	7.5	2.2	0.4	1.8	75	+ 0.1	45
48 Warren, Muller, Dolobowsky	20.2	19.2	11.3	7.9	1.0	0.0	1.0	84	- 2.3	43
49 DKG Inc.	20.0	18.0	9.0	9.0	2.0	0.0	2.0	55	+ 2.0	49
50 Tinker, Dodge & Delano	17.2	15.0	13.0	2.0	2.2	0.0	2.2	71	0.0	-

Division; Nestle Company, Hot Cocoa Mix, Gold Cup Coffee, new products; Bryant Air Conditioning, division of Carrier Corp.; Washington Bancshares; Cresta Blanca Winery and Blue Cross/Blue Shield. Accounts resigned: Bic ball point pens and panty hose; Barton Brands; *Newsweek*, and Miller-Morton. Leading broadcast accounts were AT&T, which continues to sponsor NBC-TV's *Bell System Family Theater*; Dr. Scholl's foot care products for network and spot TV and spot radio; Olympia Brewing Co., spot TV and radio; DuPont Corp., network and spot TV, Carrier, Ball Corp., Nestle,

RCA, Cannon Mills, Helene Curtis, Sunbeam Appliances, variously in network and spot TV and spot radio.

## 5

**Ted Bates & Co.** □ Bates' broadcast investment climbed by more than \$10 million, spurred in part by new accounts and by a heavier allocation to TV-radio during 1975. During the year the agency landed the accounts of General Development Corp., Maybelline, U.S. Navy Recruiting Command and Carter-

Wallace and relinquished Amtrak and Yardley. Among Bates' advertisers involved in heavy broadcast spending during the year were Bristol-Myers, Carter-Wallace, Colgate-Palmolive, Maybelline, Mars Inc., Nabisco, Ocean Spray Cranberries, Pfizer, Prudential Insurance, Standard Brands, Warner-Lambert, and ITT's Continental Baking.

## 4

**BBDO** □ The agency's estimated billings for 1975 represented an \$8.5 million increase over



# HOW POSSESSIVE IS A JAZZ LISTENER?



**40.1% of the WRVR Audience own homes.**

It's time to introduce you to the exceptional jazz listener.

We asked our listeners who they are. And 3,782 of them told us. It was a remarkable 73% rate of return to an in-depth mailed questionnaire by Trendex. This response to one station is larger than the regular sample of the two major rating services covering the entire market.

Significantly, 97.2% of our listeners have never been questioned by any rating service.

We'd like to show you the results of the entire survey — the new Trendex WRVR AUDIENCE PROFILE. Then, you can show your clients how WRVR can zero in on their target market. These are the numbers that count: jazz listeners you can count on to buy.

Ask to see the eye opening "WRVR AUDIENCE PROFILE".  
Phone Bob Orenbach, General Manager at (212) 678-6855.

Source: Trendex Inc. — WRVR-FM New York Audience Profile, August 1975.

<b>70.9%</b>	own automobiles.
<b>87.4%</b>	have savings accounts; 78.4% checking accounts.
<b>57.0%</b>	own stocks, bonds and mutual funds.
<b>55.1%</b>	use one of the five major credit cards.
<b>35.7%</b>	plan to buy new furniture.
<b>92.4%</b>	own hi-fi stereo systems.
and 85% are 18-49.	

**Just part of the  
WRVR Audience Profile**



**106.7 STEREO FM • NEW YORK**

## Among the top 50, these agencies led in these categories

In	Agency	Billings
Total broadcast billings	J. Walter Thompson	\$269.4 million
Total TV billings	J. Walter Thompson	\$248.5 million
TV network billings	J. Walter Thompson	\$174.6 million
TV spot billings	Leo Burnett	\$76.4 million
Total radio billings	BBDO	\$22.3 million
Radio network billings	Needham, Harper & Steers	\$4.5 million
Radio spot billings	Young & Rubicam	\$18.8 million
Biggest broadcast gains	Foote, Cone & Belding	\$27.8 million

TV-radio spending for last year, with all categories of broadcast showing modest gains. BBDO's long client roster embraces American Brands Inc., American Cyanamid, Armstrong Cork, Black & Decker (power tools), Campbell Soup, Chrysler Corp. (Dodge Dealers), Du Pont, General Electric, Gillette, Lever Bros., PepsiCo, Pillsbury, Quaker Oats, RJR Foods, Scott Paper, Sterling Drug, Delta Air Lines, George A. Hormel & Co., 3M and Standard Oil of California. Clients joining BBDO during 1975 were Block Drug (various products); Du Pont (home furnishings) and RJR Foods (Hawaiian Punch). Accounts lost were Fotomat and F. & M. Schaefer Brewing.

### 11

**Benton & Bowles** □ During 1975 B & B acquired Hardee's Food Systems Inc. and products from Standard Brands and lost a portion of Block Drug. The agency bolstered its TV-radio billings by \$3.6 million, prompted mainly by increased spending from old-line advertisers. The highly diversified packaged-goods agency placed broadcast business for a long list of accounts including Procter & Gamble, General Foods, Texaco, Morton-Norwich, Gillette, S.C. Johnson & Son, Vick Chemical, Hardee's, Hasbro and Continental Airlines.

### 31

**Bozell & Jacobs** □ Slipping \$1 million from its 1974 broadcast billings (which represented a jump of almost \$10 million from a year earlier), Bozell & Jacobs registered a \$30 million total, with gains in TV billings and losses in (mainly spot) radio. TV network billings were up \$4.3 million; TV spot was down \$1.6 million. Radio spot fell \$3.6 million. Broadcast business made up less of the total (28%) this year, and a dizzying shift of accounts took place. Major broadcast accounts for B&J: British Leyland in network and spot TV and radio, Borden's Wylers in network and spot TV and spot radio, Mutual of Omaha in spot TV, Renfield Importers in spot TV and radio, Continental Trailways in network and spot TV and radio, and Peterson Mfg. in network and spot TV and spot radio. Johnson Products Co. (spot and network TV and spot radio), Welch Foods, Souverain Cellars and Avco Financial Services were among 10 accounts resigned. A total of 16 accounts were added during the year.

### 2

**Leo Burnett U.S.A.** □ Expanded spending by existing clients pushed Burnett's broadcast

billings by more than \$24 million over the 1974 level. Investment in television jumped by more than \$27 million, while the allotment to radio slipped by more than \$2 million. Burnett did not report any major account switches during the year. Several Burnett clients were active in program sponsorship of TV specials during the year, including Kellogg, Nestle, Allstate Insurance and the American Bankers Association. Among other leading TV-radio advertisers at Burnett are Green Giant, Heinz, S.C. Johnson & Son, Keebler, Kentucky Fried Chicken, Kimberly-Clark, Maytag, Memorex, Philip Morris (razor blades), Pillsbury, Procter & Gamble, Royal Crown, Schlitz, Star-Kist and Swift.

### 22

**Campbell-Ewald** □ C-E's estimated broadcast billings rose by \$4 million with modest growth in both TV and radio expenditures. As usual, C-E's bellwether account is General Motors, whose broadcast spenders include AC-Delco Division of Chevrolet Motors Division, Delco Products and General Motors Acceptance Corp. Other active TV-radio clients are Borden Foods, Burroughs Corp., Libbey-Owens-Ford, Rockwell International, and Ramada Inns.

### 26

**Campbell-Mithun** □ The Minneapolis-based agency did better by \$1 million than its 1974 broadcast billings, up to \$41 million, and that gain was evenly split between spot and network television. A repeat performance in radio billings and continued 50% split between print and broadcast business for C-M puts the total compilations in stable positions. Business C-M lost was William Underwood Co. (Ac'cent), a spot network TV and radio advertiser; and Old National Bank, in spot TV and radio. But major accounts added were Crown Zellerbach, spot TV (Chiffon Paper Towels, Bathroom and Facial Tissue); John Morrell, spot TV and radio; Midland Federal Savings and Loan, spot TV and radio; and American Republic Insurance. Major broadcast users continued to be: Kroger (spot radio and TV); General Mills (network and spot TV and radio); Northwest Airlines (TV and radio spot); American Dairy Queen (network and spot TV and radio); Litton and West Bend (network and spot TV), and G. Heileman and Land O'Lakes (radio and TV spot).

### 34

**The Clyne Company** □ Combined broadcast

billings were off \$1.4 million from the agency's 1974 total, to \$28,100,000 this year, but the broadcast share of Clyne's total jumped from 81% to 86%. Total TV billings were up \$2.2 million; radio billings (spot only) fell \$800,000 or by half of the 1974 radio business. There were no major accounts resigned, and Clyne added The Torrington Co., division of Ingersoll-Rand, and Wizard-Boyle-Midway as major clients. Major broadcast business was: Whitehall Division of American Home Products (network and spot TV and spot radio); Boyle-Midway Division of AHP (same); Del Labs (same); Alexander & Alexander (radio and TV spot), and J.P. Stevens (spot TV).

### 17

**Compton** □ Combined radio and TV billings for Compton Advertising climbed \$2.9 million in 1975 to \$80,737,000, representing 77.2% of the agency's total billings. TV network billings were up \$3.7 million, TV spot dropped slightly, by \$1 million. Spot radio gained \$200,000 for Compton, which does not buy network radio. One account resigned the agency this year, Keyes Fibre, which formerly accounted for \$450,000 in broadcast billings. Billings are not yet determined for two new accounts, Johnson & Johnson's Tylenol and Rachengold Werk; Miller-Morton, a third new account, will contribute \$1 million in broadcast billings. Substantial broadcast business currently handled by Compton involves Procter & Gamble in network TV participations and sponsorships, spot TV and spot radio; U.S. Steel and Consolidated Cigar both in network and spot TV and spot radio; American Motors, Johnson & Johnson and Norcliff Labs in network and spot TV, and New York Life in network TV.

### 18

**Cunningham & Walsh** □ The broadcast share of C&W's billings dropped from 73% in 1974 to 65.5% this year; total broadcast billings were \$76,670,000, down \$800,000. Most notable was the gain in TV network billings, which jumped from \$38.2 million to \$48.3 million although spot TV was down \$8.9 million. Two accounts left the agency, the Federal Energy Administration and W.T. Grant, but C&W picked up the Chronicle Broadcasting and Publishing companies (KRON-TV and *San Francisco Chronicle*); Jos. Schlitz Brewing; Sharp Electronics Corp. (microwave ovens, radios, TV's); Monex International Ltd., and United Vintners. Four program sponsorships are handled by C&W: Connecticut General Insurance sponsors "Greater Hartford Open;" St. Regis Paper, "ABC Wide World of Sports;" Sterling Drug, "Pop Goes Country" and Fireman's Fund Amn. Ins. Companies, "Fireman's Fund Flashback." Other major accounts: MEM Co., Qantas Airways, Kawasaki Motors and American Motors, all in network and spot TV and radio.

### 6

**Dancer-Fitzgerald-Sample** □ Broadcast spending at Dancer grew by almost \$13 million as the agency landed Ethan Allen, State of Florida (Department of Citrus), and Miller Morton. In late October Dancer landed the



***“...our spot got bumped, huh, J.B.? Well, that’s the biz...”***

All TV stations offer you rotations in big shows. The problem is, most of them rotate you *too* much. You keep on getting bumped to make room for fixed-rate spots that come in at the last minute, until pretty soon you don’t know where the heck you’re running.

Well, “that’s the biz” at some TV stations.

But that’s not the way we do business

at WCCO-TV.

When you buy a rotation plan on our station, we won’t bump you. So your spots run as ordered. Period.

For more information about this and other business practices that make WCCO-TV different, contact your Peters, Griffin, Woodward representative or our sales staff.

**4** WCCO  
TV  
Minneapolis Saint Paul



lucrative Toyota account, estimated to bill about \$32 million (75% in TV-radio) but spending will be reflected in 1976. During the year, D-F-S dropped the R.J.R. Foods and Hardee's business. Among the heftier broadcast clients in the Dancer fold are Life Savers Inc., Sterling Drug, General Mills, Hanes Corp., Procter & Gamble, Peter Paul Inc., CPC International Inc. (food products), Theodore Hamm Co. and Rival Pet Foods.

## 40

**Daniel & Charles Associates** □ This agency parlayed solid gains in network TV and spot TV into an over-all \$3.5 million increase in broadcast billings for 1975. The agency's addition of Drackett's Mr. Muscle oven cleaner in 1974 and its 1975 signing up of Drano's instant plunger, a new Bristol Myers product called Ban Basic and Facial Care, and a new Jean Nate cosmetic, were heavily responsible for this year's broadcast-billings increase. Returning accounts include Maidenform, GAF and Kayser-Roth.

## 13

**D'Arcy-MacManus & Masius** □ D'Arcy pushed up its broadcast spending by \$1.7 million as it acquired Brown Shoe Co., Bank of the Commonwealth, KMOX(AM) St. Louis and the *Detroit Free Press* and relinquished Lawn Boy and Serta Associates. D'Arcy clients active in network and spot TV and radio are Pontiac, Cadillac and Anheuser-Busch. Other substantial spenders are Heublein, American Oil, General Tire, U.S. Brewers Association, Aetna Life & Casualty Insurance, Colgate-Palmolive, Ralston Purina, Burger Chief, American Dairy Association and 3M.

## 46

**Della Femina, Travisano & Partners** □ The addition of three new clients allowed Della Femina, Travisano to show an estimated \$1-million gain in broadcast billings for 1975, with the increase spread out almost evenly over network TV, spot TV, network radio and spot radio. The new accounts are Airwick air freshener, which will spend \$3 million in broadcast this year, WABC-TV New York (\$1 million) and Nalley's fine foods (\$1.5 million). The one major account lost was Sea and Ski, which had taken out a heavy schedule throughout 1974 in network TV, spot TV and spot radio. Returning accounts include R.J. Reynolds Tobacco, Shulton's Cornsilk, Schieffelin's Ruffino and Blue Nun wines, International Multi-Foods's Kretchmer's wheat germ, Emory Air Freight, Beck's beer, West End Brewing's Utica Club beer, Carte Blanche and Great Adventure amusement park.

## 49

**DKG Inc.** □ DKG Inc. came up with a \$1.1 million gain in broadcast billings, the jump attributable to boosts in network TV and TV spot, which more than offset a \$1.9 million dip in spot radio billings. DKG picked up three major new clients: Remington shavers and personal products, the new products division of Chesebrough Ponds and Block Drug's Inner Rinse and Romilar. The agency's holdover big-

gies include Alitalia Airlines (spot TV and spot radio), Muriel cigars (network and spot TV), Corning (network and spot TV), Dana perfumes (network and spot TV and spot radio), Dollar Savings Bank (spot TV and spot radio), Getty Oil (spot TV and spot radio), Ovaltine (network and spot TV) and Talon (spot TV and spot radio).

## 44

**W.B. Doner & Co.** □ Showing solid gains in network TV and spot TV, W.B. Doner went up \$3 million in total broadcast billings in 1975. With no regular accounts lost or new accounts added, Doner's increases came from its regular clients: National Brewing (network TV, spot TV and spot radio), Vlasic (network TV and spot TV), Berkline (network TV and spot TV), Dow Chemical oven cleaner and bathroom cleaner (network TV and spot TV), Hercules (network TV and spot TV), Commercial Credit (network TV, spot TV and spot radio), Wrigley (spot TV and spot radio) and Ozite (network TV).

## 19

**Doyle Dane Bernbach** □ The agency reported a \$21 million drop in its broadcast billing, resulting primarily from the decline in share of TV-radio billings by 7%. During the year DDB lost Madison Laboratories but gained Sheaffer Pen and Olin (corporate). Among DDB's major clients in broadcast were American Airlines, Clairol, General Telephone & Electric, Mobil Oil, Polaroid, Volkswagen, Seagram and Stroh Brewery.

## 40

**A. Eicoff & Co.** □ Eicoff's growth trend continued in 1975, with the Chicago agency chalking up a \$1.2 million gain over the previous year, showing increases in both spot-TV and spot-radio billings. (Eicoff doesn't buy network TV or network radio.) Eicoff added a batch of new clients: Alumin-Nu Co. of Cleveland, Dupli-Color Products Division of American Home, Aquamint Laboratories, Bevis Industries greeting cards, Bernard Industries sand painting, Chatterm Labs back-support brace, Doubleday's Living Bible, Evans Inc. furs, J.W. Gibson's Icy-Hot, Herbert Stanley Co.'s Weiman furniture polish, House of Style shampoo, Longines Symphonette, *Parent's* magazine, Reader's Digest records, Roto-Photo Co., Vita Mix Corp. and World Book Life Insurance Co. Two of Eicoff's clients resigned last year: Columbia House, which spent \$3.5 million with Eicoff, and Grolier, a \$400,000 client.

## 12

**Wm. Esty Co.** □ Broadcast billings at Esty edged up by \$1 million during the year. The agency was given product assignments from Colgate-Palmolive, Warner-Lambert and Nabisco, and lost Scandinavian Airlines System and R.J. Reynolds Foods. Radio billings dipped at Esty while TV climbed by \$3 million. Chesebrough, Colgate-Palmolive, Schick and American Chicle Co. were involved in all areas of broadcast, while other active clients were American Can, American Home Products,

Genesee Brewing Co., Interbank Card Association, Magnavox, Noxell, Swift & Co., and Union Carbide.

## 8

**Foote, Cone & Belding** □ The agency boosted its broadcast billing by almost \$28 million during the year, reflecting primarily the acquisition by FC&B of Honig-Cooper, San Francisco, in January 1975. During the year, the agency acquired Interstate Brands, Speed Queen, American Garden Products, California Frozen Vegetable Council and Campbell Soup and dropped products of Kimberly-Clark and Schick. Leading TV-radio spenders at Foote, Cone were Equitable Life, S.A. Schonbrunn, Frito-Lay, Bristol-Myers, Armour, Hallmark, S.C. Johnson & Son, Kraft, Subbeam and Zenith.

## 27

**Clinton E. Frank** □ Major shifts in CEF's billings tally occurred in network TV (down \$4.7 million) and spot TV (up \$4.1 million), keeping the combined radio and TV billings at \$40 million. The broadcast share of the total dropped from 50% to 40% for 1975. The agency reports no major broadcast accounts added and only one lost, Toyota Motor Sales USA (spot and network TV, spot radio). Toyota's \$30 million billings, resigned Nov. 1, will not affect CEF's totals until next year. Continuing major accounts are: Quasar (network TV participation and spot TV); Stokley-VanCamp (network and spot TV); Toastmaster (spot TV); Toyota Dealer Association (spot TV, spot radio); Continental Oil (spot TV); Gatorade (network and spot TV); Northern Trust (spot TV); Reynolds Metals (network TV participation and sponsorship of Jerry Lewis Muscular Dystrophy Telethon).

## 21

**Gardner Advertising** □ Another year of boosted billings for Gardner gave the broadcast percentage an even larger slice of the total pie, (65% compared to 60% in 1974) and put the combined broadcast total, up \$5.8 million from last year, at \$58,815,000. Radio network billings were \$15,000 (the agency had no billings in that category last year); TV network billings reached \$40.5 million, up \$4 million from last year. Gardner is minus one account (Cessna Aircraft) but has picked up six new accounts: IC Industries; Lincoln National Life; Busch Gardens, Los Angeles; Ralston Purina Chuck Wagon Puppy Dinner (other new products); Hardy Salt, and Northrup, King & Co. Gardner relied on Anheuser-Busch for substantial network and spot TV and radio business, sponsorship of St. Louis Cardinals games in particular (on a 130-station radio network and an 18-station TV network). Ralston Purina Co. is another outstanding advertiser, the sponsor of "That Good Old Nashville Music" syndicated in some 150 markets and a regional radio network sponsor also. Mercury Marine is active in network and spot TV, spot radio and is sponsor of a three-minute radio show in 120 markets. Telesport Inc. is sponsor of network TV, "Bill Dance Outdoors," one half-hour syndicated in about 40 markets.

# Any combination wins!

The Dick Van Dyke Show



The Andy Griffith Show



The Beverly Hillbillies



Petticoat Junction



I Love Lucy



Hogan's Heroes



Gomer Pyle



Family Affair

Schedule 3 or more of Viacom's great sitcoms for a winning fringe-time combination.

The more you combine, the richer your rewards should be.

Back-to-back scheduling of sitcoms in fringe time is Viacom's proven formula for increasing audiences and adult comp at each successive half-hour break. And for giving your station a bigger, better audience going into early evening time periods.

# Viacom

## 10

**Grey Advertising** □ Grey Advertising's broadcast billings plummeted by \$18 million in 1975 as the agency lost the substantial Ford Motor Co. business, including corporate and Ford Motor Division's Maverick, Mustang II and Pinto. Not sufficient to offset this loss were the acquisitions of assignments from Timex, Block Drug and Gillette. Among major broadcast advertisers in the Grey fold are International Playtex, Kayser-Roth, ITT Continental Baking, Timex, Institute of Life Insurance, General Foods, Canada Dry, Bristol-Myers, Gillette, Mennen, Procter & Gamble, Revlon, General Electric, Van Heusen, Greyhound and Amana.

## 36

**Kelly, Nason** □ This year, Kelly, Nason showed gains in all broadcast areas, for a total jump of \$4 million (\$28 million in broadcast billings for 1975, compared to the 1974 figure of \$24 million). Without losing any major clients, the agency gained two new divisions of Church and Dwight (Arm and Hammer oven cleaner and Arm and Hammer nonpolluting laundry detergent, in spot TV and spot radio), the Kotex division and the Kimbies diapers division of Kimberly-Clark (network and spot TV and spot radio) and Mogen-David frankfurters (spot TV). Major clients continued to be Church and Dwight Co., Gillette toiletries, Ocean Spray cranberries, Stroehmann Bros. bread, Food Fair/Pantry Pride, Cooper Labs and the Emigrant Savings Bank.

## 20

**Kenyon & Eckhardt** □ A \$13 million hike in broadcast billings boosted K&E's total to \$74,784,000—the result mainly of increased TV network business. From \$31.5 million in 1974, TV network billings jumped to \$44.1 million; spot TV was up only slightly. Radio billings fell \$600,000 to \$6.9 million for network and spot combined. Broadcasting's share of total domestic billing represented 65.6% (up 4.4%). The agency lost no major accounts and gained Colgate's Axion (network and spot TV, spot radio), Colgate's Curad (network and spot TV); Underwood Ac'cent (network and spot TV and spot radio), and Ford corporate. Additional major accounts for K&E continue to be: Helene Rubenstein (spot TV, spot radio), Quaker State (network and spot TV, network and spot radio), Beecham Inc. (spot radio and TV), Armour Dial and Pabst (both network and spot TV), Lincoln Mercury (network participations and sponsorships, spot TV, network and spot radio), and New York State Savings Banks (spot TV, spot radio).

## 28

**Ketchum, MacLeod & Grove** □ A drop of \$4.3 million, half of which was experienced in TV network billings, half split between TV and radio spot billings, put KM&G's total broadcast billings at \$33 million for 1975. The broadcast share of the agency's billings dropped 4.4% to 28%. New to the KM&G account list are Blitz-Weinhard beer (radio and TV spot), Gulf/Public Broadcasting Service promotion (the *National Geographic* specials), and others mainly in

print. Major accounts resigned are Shiseido Cosmetics (spot radio and TV), American Parts Service (same) and Emersons Ltd. (KM&G did creative work, no buying for Emersons). Continuing major business are: Yamaha International, Hunt-Wesson Foods, Clorox, H.J. Heinz, Stouffer Foods, International Harvester, and rights purchase for Pittsburgh Pirates broadcasts for sponsor, Pittsburgh Brewing Co.

## 33

**Lois Holland Callaway** □ LHC presents a stable report with its total broadcast billings up \$2 million to \$28.5 million for the year, the gain occurring in network TV, which netted \$8 million. Broadcasting again took 80% share of the total. Subaru, which signed on for radio and TV last year, resigned the agency this year. New accounts, however, are GRI Corp.-World of Beauty (spot); Haley's M-O, Glenbrook Labs (network and spot); Royal Air Maroc and Moroccan National Tourism (both in network).

## 24

**Marschalk Co.** □ Billings moved up by an estimated \$2.2 million above 1974 spending as the agency obtained Yardley Of London. Broadcast spenders during 1975 were Coca-Cola, Comet Rice, Heublein, Mitchum Thayer Inc. (division of Revlon), Ohio Bell, Ohio Edison, Richman Brothers Co., Sherwin-Williams, Standard Oil (Ohio) and Bonanza International Airlines.

## 31

**McCaffrey & McCall** □ Combined billings of \$30,000,000 this year fell \$1 million below M&M's 1974 total, but broadcasting's share of the total jumped 5% to 49%. TV network billings were down \$400,000 and radio (spot only) fell \$100,000. Broadcast spenders included Exxon, J.C. Penney, Hartford Insurance Group, Chemical Bank and Pfizer.

## 7

**McCann-Erickson** □ McCann's estimated broadcasting billing moved upward by more than \$10 million, resulting primarily from heavier spending by existing clients. Among the M-E advertisers particularly active in TV-radio during the year were Best Foods Division of CPC International, Buick Motor Division of General Motors, Coca-Cola Bottling Co., Del Monte, Exxon, Heublein, Tetley Tea, Miller Brewing, Sears Roebuck, Simmons Co., Swift & Co., U.S. Borax & Chemical Corp., Uniroyal and Lufthansa German Airlines.

## 37

**Arthur Meyerhoff Associates** □ This Chicago agency experienced a gain of almost \$6 million in total broadcast billings, the biggest jump coming in TV spot, which climbed from \$11.8 million last year to \$17.9 million in 1975 and more than offset a \$1.7 million dip in network-TV placements. With no major accounts either added or resigned, Meyerhoff attributes its TV-spot increases to the increased attention accorded TV spot by its long-standing clients American Home (particularly the

Boyle Midway division), E.J. Brach's candies, the Missouri Hickory Corp.'s leather cleaners (the product is known as The Tannery) and Wrigley's gum.

## 39

**John Murray** □ Murray, the house agency for American Home Products Corp., showed an estimated million-dollar gain this year, divided equally between network TV and spot TV. Anacin and Preparation H led the American Home Products field in volume of TV buys for Murray.

## 16

**Needham, Harper & Steers** □ The agency is completing a banner year, raising its broadcast expenditures by more than \$10 million as it landed five TV-radio accounts: National Railroad Passenger Corp. (Amtrak), Cosmair, Northrop Corp., Mitsubishi Bank of California and American Honda Motor. Dropped during 1975 were Fallstaff Brewing and Jacqueline Cochran. Contributing to Needham's upward climb were General Mills, Kraft, McDonald's, State Farm Insurance, ITT, Xerox, Borden's, Mueller, Craig Corp. and Amtrak.

## 25

**Norman, Craig & Kummel** □ An increase in billings of \$3.3 million from 1974 for NC&K put its total broadcast expenditure at \$41,370,000. Billings for the agency were up \$700,000 for TV and up \$1.6 million for radio. Figures for TV network billings were up only slightly, but an increase from \$200,000 to \$1.3 million was evinced for radio network investments. No major accounts resigned the agency, and new clients for NC&K are Olin Corp., Winchester-Western Division; Dow Chemical U.S.A.'s oven cleaner, an additional assignment; Bancroft Sporting Goods Co.; Penfold by Anne Klein and Liggett & Myers International. Nine most active accounts are: Colgate in network and spot radio and TV; Dow Chemical and Ronson, in network and spot TV and spot radio; Shulton, Vick Chemical, Playtex and Channel in network and spot TV, Clairol in network TV and network radio and Realex in spot TV.

## 9

**Ogilvy & Mather** □ O & M reported more than \$26 billion in added broadcast expenditures in 1975 as the agency's TV-radio share grew by more than 7% and the firm acquired the broadcast-oriented Monsieur Henri Wines, Prestone and Uniroyal Television was the big gainer, taking on more than \$22 million in billings. Major broadcast spenders (for Ogilvy are American Express, Campbell Soup (Swanson products), Chesebrough-Pond's, General Cigar, General Foods, S.C. Johnson & Son, Lever Bros., Mercedes-Benz, Panasonic, Pepperidge Farms and Sears Roebuck.

## 45

**Parkson Advertising** □ Parkson upped its TV billings (the agency doesn't buy radio) by \$700,000 this year (from \$24 million to \$24.7 million), the increase mainly due to the addi-



# **WESH-TV**

**CONSISTENTLY NO. 1\***  
**ORLANDO - DAYTONA BEACH MARKET**  
**AMERICA'S 44th ADI\*\***

	Key Viewing Areas Share of ADI HH		
	WESH-TV	WDBO-TV	WFTV (TV)
● EARLY FRINGE 5-7:30 p.m. M-F	35	33	19
● LATE NEWS 11-11:30 p.m. M-F	39	30	26
● TOTAL WEEK Sign On-Sign Off, 7 Days	35	33	27

\*10-REPORT AVERAGE, ARBITRON, MAY, 1972 - MAY, 1975  
\*\*BASED ON ARBITRON ESTIMATES OF U.S. TELEVISION HOUSEHOLDS (428,600) AS OF JANUARY 1, 1976.

# **WESH-TV**



**DAYTONA BEACH/ORLANDO**

A Cowles Communication Station



Represented Nationally by KATZ TELEVISION

tion of all network-TV buys for Nabisco's Triscuit. (Parkson is the house agency of the J.B. Williams Co., which was taken over by Nabisco two years ago.) The agency showed a gain of more than \$1 million in network-TV buys, which more than offset a drop in TV spot billing, from \$500,000 to \$100,000. (Parkson bought more print last year, causing its TV percentage of total billings to slide from 97% to 90.2%). Geritol, Somnax, Serutan, Femiron, Aqua Velva and Lectric Shave continued their status as the J.B. Williams products that Parkson focuses on.

### 38

**Post-Keyes Gardner** □ A continued decline in the broadcast share of the agency's total billing, to 39%, and a drop of \$3.1 million in combined radio and TV billings, to \$27.5 million, was reported by PKG this year. TV business showed a decline of \$2.7 million for network and \$700,000 for spot; network radio billings were off by half (\$500,000) and spot radio billings gained \$800,000. PKG added James Heddon & Son, regional TV sponsorship and spot TV; Maybelline resigned its TV network and spot account. Major broadcast accounts for the agency are: Florists' Transworld Delivery (network and spot TV, Rose Bowl sponsorship and spot radio); MacGregor (spot TV and radio and sponsorship of "World Series of Golf" on NBC-TV); LaChoy (network and spot TV, spot radio); Lennox Industries (network and spot TV); Maremont Corp. (network TV sponsorship and participation); Brown & William-

son Tobacco, Sir Walter Raleigh (network TV participation), and General Finance Co. (spot TV and radio and major league baseball radio sponsorship).

### 43

**Rosenfeld, Sirowitz & Lawson** □ Rosenfeld's estimated billings were increased during the latter part of 1974 and in 1975 by several account acquisitions, bouncing the agency back into this compilation. During this year Rosenfeld obtained American Can Co. and E & J. Gallo Winery. Included in the agency's list of broadcast-active accounts are C. Schmidt & Sons Inc. (beer), Uncle Ben's Foods, Investment Company Institute, John Hancock Life Insurance, McDonald's, Sony, Gallo and Max Factor.

### 30

**Ross Roy Inc.** □ With its broadcast billings jumping from 45% of its total domestic billing in 1974 to 64% this year, Ross Roy showed a \$12.8 million gain over last year. All broadcast areas increased, from network TV (\$3.7 million to \$9.1 million) through spot TV (\$11.6 million to \$15.0 million) to spot radio (\$3.5 million to \$7.1 million). Ross Roy added three new clients (McDonald's restaurants in Michigan, Z Bart auto rust-proofing and Parke-Davis consumer products), all of which invested heavily in spot TV and spot radio. Among Ross Roy's returning clients, Chrysler and S.S. Kresge's K-

Mart discount stores continued their flights in network and spot TV and spot radio and Borden's cheeses stayed prominently in spot TV and spot radio.

### 15

**SSC&B Inc.** □ The agency reported billings figures almost \$16 million below 1974's total as it dropped Carter-Wallace's Rise and Sharp Electronics' calculators and added Thomas J. Lipton Inc.'s Make-A-Better-Burger. Television dropped by \$12 million and radio by \$4 million. Contributing to SSC&B's broadcast total during the year were Bristol-Myers, Johnson & Johnson, Lever Bros., Thomas J. Lipton, Noxell, Sperry & Hutchinson, Sterling Drug, Tropicana Products, Gerber Products, Sunshine Biscuits and American Can.

### 29

**Tatham-Laird & Kudner** □ TLK recovered \$1 million in broadcast billings after a steep \$9 million drop from 1973 to 1974. TLK's radio and TV total was \$32,650,000 this year. Broadcasting's share was down, however, from 50.2% to 49.9% of total domestic billings. The gains were divided between spot TV (\$600,000) and network TV (\$400,000) with radio static at \$650,000. New accounts for TLK are Hanes Hosiery Inc.; The Greater New York Savings Bank; RJR Foods (Chun King Chinese Foods, College Inn Canned Foods, My-T-Fine Pudding & Pie Fillings, Patio Foods, new products); R.J. Reynolds Tobacco; Donovan Communications

# IF YOU'RE A TIMEBUYER...

## WE'LL BET YOU A BUCK

You can't get our Century National Sales Rep to tell you the Portland, Oregon Radio Market Story.

if you can, ask him for your

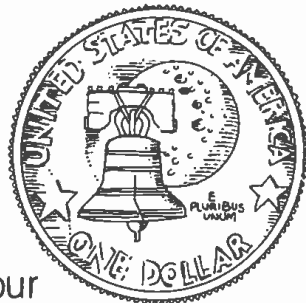
## KOIN COIN

a new bicentennial dollar

Century National Sales Offices:

New York	489-9650
Chicago	332-2207
Los Angeles	657-0282
San Francisco	788-1900
Detroit	649-2025
Atlanta	352-2563
Dallas	528-6530

## KOIN RADIO/97



• Major League Sports



• Adult Contemporary Music



• CBS News & More Local Reporters



## He worked all day for Lederle— then he worked all night to help save a little girl's life.

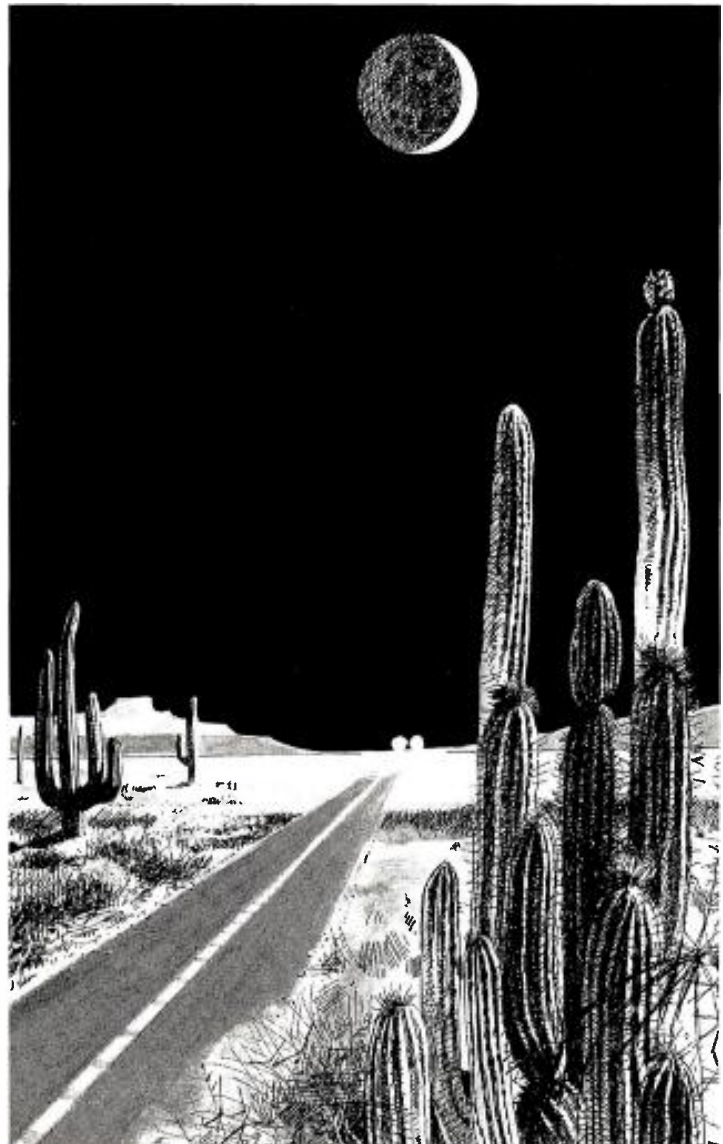
It was a cold Monday night in Tyler, Texas.

H. C. Rodgers, a Lederle Laboratories Medical Service Representative was relaxing after a full day calling on physicians, pharmacists and hospitals. The phone rang. It was the emergency room of a community hospital 70 miles away. "We need anti-rabies serum for a little girl. And we need it fast!" Emergency calls to a Lederle representative are not unusual. Mr. Rodgers' reply was immediate—"I'll bring it to you personally." He called the Lederle Distribution Center and arranged to meet a fellow Lederle employee 30 miles outside of Dallas. The coordination between Mr. Rodgers and the Distribution Center saved over 60 minutes when every minute was crucial. He would still have to drive over 150 miles to the hospital.

By 12:30 A.M., after a five-hour race with death, Hal Rodgers delivered the serum.

Several hours later and finally home again he received another call. "Thanks." "She's out of danger."

**Lederle is on call 24 hours a day.**



LEDERLE LABORATORIES, A Division of  
American Cyanamid Co., Pearl River, New York 10965



(Girl Talk Magazine), Majestic Drug (Youthair) and Dynascan Corp., Cobra Communications Product Group. Two accounts resigned the agency are Steak 'n Shake Inc. and Bold Laundry Detergent (retaining four other accounts for Procter & Gamble—Biz Laundry Additive, Head & Shoulders Shampoo, Mr. Clean and Pringles Newfangled Potato Chips).

1

**J. Walter Thompson Co.** □ During 1975 Thompson increased its broadcast billings by more than \$23 million and maintained its position as the leading TV-radio agency in the U.S. The heavy growth was in TV, which added more than \$22 million, while radio edged up by \$800,000. JWT acquired six major accounts during the year, including Amerada Hess and European American Co. Ltd., both active in broadcast. But the pivotal factor in billings growth was increased spending by old-line advertisers. On the JWT roster of broadcast advertisers are more than 60 accounts including Eastman Kodak, Lever Bros., RCA, Reynolds Metals, Samsonite, Scott Paper, Standard Brands, Warner-Lambert, Gillette, Kraftco, Seven-Up, Sunbeam, Quaker Oats, Shakey's and Reader's Digest.

50

**Tinker, Dodge & Delano** □ Tinker returns to the top-50 listing after an absence of a year as its TV-radio billings edged upward to an estimated \$17.2 million. Part of the Interpublic Group of Companies, TD&L is an active agen-

cy for leisure-group accounts, some of which were broadcast spenders. These include British Airways, Eurailpass and the Australian Tourist Commission. Among other clients investing in broadcast during the year were Coca-Cola, Heublein and STP.

42

**Tracy-Locke Advertising** □ This Dallas agency showed a gain of \$3.1 million, with network TV leaping from \$8.4 million in 1974 to \$12.9 million this year. Two major accounts resigned last year: Herfy's Corp. and the Huntington National Bank of Columbus, Ohio. The one major new account is Mountain Bell Telephone, which bought into spot-TV and spot-radio. Returning clients include Phillips Petroleum (network and spot TV and spot radio), Texas Instruments (network and spot TV), Frito-Lay (network and spot TV and spot radio), Hagggar slacks (network TV), Borden's (spot TV and spot radio), Castle & Cooke foods (network and spot TV and spot radio) and Wilson & Co. (spot TV and spot radio).

48

**Warren, Muller, Dolobowsky** □ In 1975, Warren, Muller, Dolobowsky showed a drop-off of \$2.3 million over its 1974 broadcast billings. The \$3.8 million gain in network-TV billings was not enough to make up for the \$5.1 million decline in TV spot. A key reason for the agency's dip was due to its loss of the Yardley of London account, which invested heavily in TV spot throughout 1974. But the agency gained three new clients: the Andrea Raab division of

Lanvin/Charles of the Ritz, the Corporation for Public Broadcasting and the new products division of Hoechst-Roussel Pharmaceuticals Inc. The agency's bread-and-butter clients continued to be Mennen (network and spot TV), Winthrop Laboratories' Neo-Synephrine nasal spray (also network and spot TV), Comark (network and spot TV), Jungle Habitat (spot TV and spot radio), Nathan's (spot TV and spot radio) and *Business Week* magazine (spot radio).

34

**Warwick, Welsh & Miller** □ Showing gains in every broadcast area but spot radio, Warwick, Welsh went up \$2.1 million (from \$26 million in 1974 to \$28.1 million in 1975). Last year's pullout by Timex watches was more than offset by the agency's addition of two Plough products, St. Joseph's aspirin and Di-Gel (network TV, spot TV and spot radio), and the F&M Schaefer Brewing Co. (also network TV, spot TV and spot radio). Returning clients include Air Canada (spot radio), Benjamin Moore (network TV and spot TV), Brooke Bond's Red Rose tea (spot TV and spot radio), Economic Laboratories' Dip-It and Star coffee filters (both spot TV and spot radio) and Hemlock Farms (spot TV and spot radio).

14

**Wells Rich Greene** □ WRG picked up an additional \$6.1 million in billings in 1975 as its broadcast share expanded 5%. New accounts in the shop were E. & J. Gallo Winery, Black & Decker, Engelhart Products Division and a product from Scott Paper Co. Leaving the agency were the New York State Lottery and a portion of General Mills. Among the major TV-radio clients at WRG are Procter & Gamble, Trans World Airlines, Miles Laboratories, Ralston Purina, Bic Pen and Smith, Kline & French.

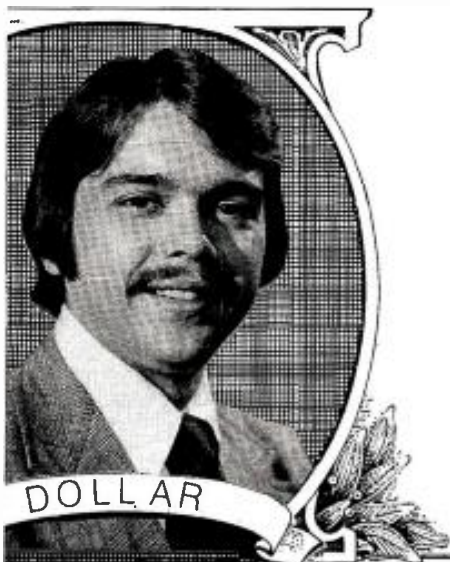
47

**Erwin Wasey** □ The agency's broadcast investment rose by an estimated \$100,000 during the year. Los Angeles-based Wasey, one of the Interpublic Group of agencies, derived its broadcast billing from a small but select group of accounts including Carnation, Gulf Oil and the California Avocado Advisory Board.

3

**Young & Rubicam** □ The agency's broadcast billings dipped by \$500,000 in 1975. Though Y & R's over-all billings jumped sharply, the TV-radio share dipped to 40% from 65%, said to reflect primarily the acquisition in 1974 of Wunderman, Ricotta & Kline, which is oriented heavily in print and whose \$35 million expenditures took total effect in 1975. Y & R's 1974 figure was tough to top since that year the agency not only took over WR&K but also five regional agencies, which helped swell its TV-radio total by \$35 million over 1973. Y & R acquired the accounts of Johns-Mansville and BASF systems during the year. Hefty contributors to Y & R spending: Chrysler, General Cigar, Bristol-Myers, Dr. Pepper, Eastern Air Lines, Frito-Lay, General Foods, Johnson & Johnson, Thomas J. Lipton, Gino's, Gulf Oil, Metropolitan Life Insurance, Milton Bradley, Procter & Gamble, Sperry Rand, Union Carbide, United Brands, Armour Food, Clorox and E. & J. Gallo Winery.

## BILL DOLLAR'S giving Birmingham radio audiences their money's worth.



Bill Dollar  
Afternoon drive 3-7 p.m.

Fast-paced without being frantic. Informative without being dull. A style that's entertaining, yet low-key enough to calm even the most jangled traffic nerves. That's Bill Dollar, WAPI radio's new afternoon drive personality. He's getting to be a habit with Birmingham radio audiences, by giving them more than their money's worth, day after day.

**CONTEMPORARY M.O.R. ON WAPI . . . BIRMINGHAM'S UNBEATABLE RADIO BUY.**

**WAPI RADIO 1070**  
Birmingham, Alabama  
**NBC 50,000 WATTS**  
Represented Nationally by  
the Christal Company

## Simplicity is stressed in project to revamp radio rate cards

**Nine points to be put into form for national/regional use suggested by RAB committee**

Nine recommendations for standardizing radio rate cards have been developed by a special task force of the Radio Advertising Bureau, which hopes they will simplify—and thereby increase—the buying of radio time.

The recommendations are concerned primarily with the formats of rate cards for national and regional advertisers as they appear in *Standard Rate and Data Service*, but officials said they should prove helpful if widely adopted for general use. Another committee is to be set up to evaluate local radio rate cards.

The recommendations regarding national/regional rate formats were developed over more than a year of study by a 10-member task force headed by William Viands Jr., station manager, WSB(AM) Atlanta.

The report suggests standardization—and in many cases ways of achieving it—in terms of time classifications, weekly frequency discounts, yearly frequency discounts, interrelationship of rates between the standard weekly and yearly frequencies, rate protection and inclusion of effective date of the rate card. The report also suggests that for programs longer than five minutes it is enough to say that rates are available on request, without publishing them on the card. The committee also recommends that stations make a current evaluation and consider simplifying contract policies as coded in *SRDS*, and proposes, finally, that rate cards should be printed in a standard format.

The time-classification proposal, as an example, would designate a.m. drive time as "AMD" and have it extend from 5 a.m. to 10 a.m.; Monday-Saturday; daytime would be "DAY," running from 10 a.m. to 3 p.m. Monday-Friday; afternoon drive would be "PMD," from 3 p.m. to 7 p.m., Monday-Friday, and so on. The report noted in this and other cases, however, that some stations may prefer some variation "depending upon local conditions, programming or other factors."

Chairman Viand said the report "represents the views of radio stations of all sizes covering a cross-section of markets."

RAB President Miles David said a task force will be created to make a continuing review of rate cards.

"While RAB believes that difficulties in buying radio may be somewhat exaggerated in the minds of agencies," he said, "it

is apparent that anything that simplifies buying radio is beneficial to advertisers and agencies, and to radio. Actually, any difficulties of choosing stations that exist are reflections of one of radio's great strengths: Its ability through choice of different types of stations to target any consumer group effectively."

Members of Chairman Viand's task force: Sal Agovino, Katz Radio; Doug Auerback, WBZ(AM) Boston; Kevin Cox, NBC Radio; J. William Grimes, CBS-owned AM stations; Michael Hauptman, ABC Radio; Harvey Harkaway, *SRDS*; Elaine Pappas, Metro Radio Sales; Philip Roberts, Greater Media Stations, and Fred Weinhaus, WPAT-AM-FM Paterson, N.J. (New York).

Copies of the report are available on request to RAB, 555 Madison Avenue, New York 10022.

## Some broadcasters would log promos for 'sister' outlets as commercial spots

The broadcasting industry's comments on the FCC's proposed rulemaking that would require certain promotional announcements to be logged as commercials (*BROADCASTING*, Dec. 1) are now divided into two camps. Earlier opinions were

almost unanimously opposed to the commission's proposal that promos for both individual and "sister" stations be considered and logged as commercials.

Now, however, some broadcasters, including some group owners, say they have no objection to logging sister station promos as commercials, but they are definitely opposed to any change for self-promotions for stations. The sister station action would not represent a basic change, said GE Broadcasting; rather "It is an extension of the present policy to log as commercials ads for nonbroadcast businesses owned by the licensee" even when there is no consideration involved.

ABC, Storer Broadcasting, Group W and the National Radio Broadcasters Association agreed with this point of view and added that sister promo elimination would help single stations that are at a financial disadvantage in competing with the resources available to group-owned stations. KCOP(TV) Los Angeles, an independent station, said, "The commission should not permit a practice to continue that does nothing more than implement this competitive advantage." Greater Media Inc., a group owner, disagreed and added that the prohibition would "substantially hobble the operations of stations that simulcast."

While NBC's and CBS's owned stations already log sister station promotions as commercials, they said a change would serve no purpose and that the entire

## FOR YOUR INFORMATION

The Institute of Broadcasting Financial Management and its subsidiary, Broadcast Credit Association, have published a compendium on the implementation of the IBFM/BCA Recommended Liability Clause.

### IBFM/BCA Recommended Liability Clause

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Agency thereon, and/or to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency had entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser to Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Company that Agency is seriously delinquent under this or any other agreement(s) between Company and Agency acting on behalf of Advertiser by failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder.

This compendium has been mailed to all television and radio stations, TvB, RAB, SRA, NRBA, NAB and each State Broadcasters' Associations. Copies have also been mailed to AAAA and ANA as well as other advertising media associations.

Copies are also available to other parties of interest. Please write to: Robert E. McAuliffe, Executive Director

**INSTITUTE OF BROADCASTING FINANCIAL MANAGEMENT, INC.**  
360 N. MICHIGAN AVE., SUITE 910, CHICAGO, ILL., 60601, (312) 332-1295

rulemaking is unnecessary and illogical especially since, CBS stated, the commission has shown no "abuse or anticompetitive effects." The FCC, in proposing the ban on single station promotions, the broadcasters said, is trying to regulate too vague an area. NRBA commented, "There is simply no line the commission can draw . . . that will effectively segregate useful programing information from valueless 'plugs'".

A new issue was raised by the Public Broadcasting Service and KQED Inc., licensee of a noncommercial FM and two noncommercial TV stations in San Francisco. They asked the commission to exempt noncommercial stations if the rule is approved, since such stations would not be able to broadcast anything that had to be logged as commercial. This lack of free promotion, they added, would hurt the stations that usually have small budgets for advertising and promotion.

## A case of overkill is charged to FCC

Agency's 'ethics' proposals called mostly unneeded or unworkable

Comments are in at the FCC on three proposed rulemakings known as the "ethics" package. Many broadcasters seem to think the FCC needs few if any new regulations in this area.

The new rules would prohibit fraudulent billing, "clipping" of network programs or commercials and distortion of audience ratings, and would regulate licensee-conducted contests.

The majority of comments were concerned with ratings distortion or "hyping" (BROADCASTING, Nov. 24). The FCC's proposal would prohibit any contest or promotion within four weeks before an audience survey if the station doesn't normally conduct such activity throughout the year and if the contest could distort the results of audience surveys. The commission also said that complaints would generally be referred to the Federal Trade Commission.

Bonneville International Corp. dis-

agreed entirely with the commission and described the proposed rule as "tantamount to censorship and interference with the right of free speech." ABC said the rule was too simplistic and suggested that "the policy statement, case-by-case approach, which has been followed traditionally, is the more desirable way." It recommended exceptions for TV, especially network promotion, since there is "virtually continuous rating on the network level."

The prohibition against promotions during a rating survey upset many. Group W contended that many stations in large metropolitan areas would be able to conduct few, if any, because ratings are being taken most of the year. Another objection was the commission's proposal to give licensees the responsibility to ascertain if a ratings survey were to be in progress during a planned promotion. Many broadcasters argued that it would be nearly impossible to do this since there could be private surveys and ones conducted by "fly-by-night" firms that the licensee would not be aware of.

The commission's wording forbidding any action that "may reasonably be expected to distort" whether or not that was the intent was objected to by the National Association of Broadcasters which said, "the over-breadth of the commission proposals is sure to foster unintended results and even go so far as to regulate legitimate promotional activities."

Greater Media Inc. said any regulation should be left to "old-fashioned competition," a position with which Kaiser Broadcasting agreed. "Such competition," Kaiser noted, "insures that the audience will be aware of the full range of program choices available," helps licensees determine which shows are popular and "forces licensees to offer the most attractive programing possible."

Regulation of contests sponsored by licensees was the subject of the second proposed rulemaking and again the criticism by broadcasters was that the proposal is too vague and would result in the creation of a "gargantuan and intrusive policing mechanism," according to Haley, Bader & Potts, attorneys for a number of broadcasters.

Another point raised was whether this

was a proper area for commission regulation since the activities prohibited are already punishable by other federal, state and local agencies. NBC said: "The commission should adopt a policy of awaiting the final determination by the courts as a result of the normal processes of criminal and civil litigation" before ruling on the revocation of a license.

Double billing and "clipping" of programing were the subjects of the third rulemaking. Most of the comments supported this proposal, but called for revisions and clarifications. NAB wanted a statement included to allow a licensee to delete from network programing anything "it believes indecent, profane, obscene, in bad taste or otherwise contrary to the public interest." This sentiment was echoed by Group W. Haley, Bader & Potts claimed that most licensees already conform to the rules and that further FCC intrusion would result since, they said, "the policy involves constant government surveillance of the business practices of licensees."

## Nutrition disclosure in ads would be too much for consumers, psychologists report

Grocery group-sponsored study claims proposed FTC regulation would result in 'information overload'

The Federal Trade Commission's proposed affirmative nutritional disclosure program "is unlikely to have any significant effect on changing the food consumption habits of Americans." That's the conclusion of a team of professors who analyzed recent research on consumer behavior and decided that the proposal should "not be implemented." The four academics had been commissioned by the Consumer Research Institute, an independent group financed by the Grocery Manufacturers of America.

According to Jacob Jacoby, who headed the team and offered its results at a press briefing, "the government often fails to realize" the ramifications of its actions in terms of human behavior. His remarks were specifically directed at the FTC rule which has bred controversy since it was proposed more than a year ago (BROADCASTING, Nov. 11, 1974, et seq.). Among other things, the trade regulation would require detailed nutritional information in food advertising.

Dr. Jacoby, professor of consumer psychology at Purdue University, also expressed fears that the proposal, in many cases, would cause price increases, reduce competition and restrain trade.

The president of the Association for Consumer Research and past president of the American Psychological Association's consumer psychology division claimed the additional data would cause an "informa-

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tion overload." He contended that consumers absorb less when provided with more information. Dr. Jacoby said that the problem would be magnified among the "nutritionally disadvantaged."

He estimated that the regulation, if enacted, would change the buying habits less than 25% for most product categories.

Asked if he thought consumers were dumb, Dr. Jacoby replied: "Basically, they are."

Dr. Jacoby opted for more generalized information, claiming that the public is not ready for the specifics that they have no experience dealing with.

He also advanced alternatives for improving nutrition such as nutritional grading and a conspicuous statement program and weighed their pros and cons.

If the rule is implemented, Dr. Jacoby recommended that its goals be identified in advance and researched and that consumers be made aware of the costs.

The cost of the study headed by Dr. Jacoby was put at slightly less than \$20,000.

## Advertising Briefs

**Simpson wants out.** Job uncertainty apparently has led to resignation of Richard O. Simpson, head of U.S. Consumer Product Safety Commission. In letter to President Ford, he expressed frustration over White House delays in reappointing him or naming successor. Mr. Simpson has held post since agency's inception in May 1973 and said he's been seeking answer since his term expired Oct. 23. Later, he said he plans to remain through December and would need "strong reason" to stay longer.

**Texas annexation.** D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., announced acquisition of Rosenberg, Honeycutt & Associates, Dallas, which becomes D'Arcy-MacManus & Masius/Dallas. Allan Rosenberg, president of Rosenberg, Honeycutt, becomes senior VP of DM&M and remains in charge of Dallas office. Acquired agency's \$7 million in billing raises parent's total to more than \$400 million.

**'Big Mike' winners.** Greater Miami Radio Broadcasters Association presented awards for local commercials. They included: Best commercial using humor to Ryder & Schild Advertising for Flagship Banks "Ship Shape Shirt"; best commercial using music to Caravetta Allen & Kimbrough Advertising for Gables Honda Suzuki; best commercial using special effects to Pete Berlin for WKID(TV) Fort Lauderdale, Fla.; best commercial using singing jingle, best using English language to Colle & McVoy Advertising for Flagler Dog Track; best commercial with use of voice without production aids, best overall campaign, English language to Hill Cashore Advertising for Black Caesar's Forge; best single commercial, best overall campaign, Spanish language, to Communications Arts for McDonald's.

## Programming

### CBS gains on NBC in season averages

But it's still close race with ABC third in prime time

CBS-TV, winning its second week in a row, has climbed to within two-tenths of a rating point of NBC-TV for the first 12 weeks of the 1975-76 prime-time season.

In season-to-date national Nielsens (Sept. 8-Nov. 30), NBC has an 18.8 rating, CBS an 18.6 and ABC an 18.1. For the 12th week alone (Nov. 24-30), CBS scored one of its most impressive wins of the season, with a 19.9 rating compared to NBC's 17.8 and ABC's 16.9. CBS took four nights (Monday, Wednesday, Thursday and Saturday). NBC finished first on Tuesday and Friday, and ABC came away with Sunday.

CBS's dominance on Monday night has become so complete that the four top-rated shows of week 12 were CBS's Monday sitcoms: *All in the Family* (30.9 rating and 43 share in week), *Rhoda* (28.2 rating, 41 share), *Phyllis* (27.2 rating, 39 share) and *Maude* (26.7 rating, 38 share). CBS could also claim the number-five show (Carol Burnett's variety hour, with a 26.2 rating and 49 share), one of three shows tied for seventh (*The Mary Tyler Moore Show*, with a 23.8 rating and 39

share) and 10th (*The Jeffersons*, with a 23.6 rating and 40 share).

Number six was a Walt Disney NBC cartoon special, "Winnie the Pooh and Tigger, Too" (24.1 rating, 41 share). The others tied for seventh were *The ABC Sunday Movie* (Walter Matthau in "The Laughing Policeman," which came up with a 23.8 rating and 38 share and may have fatally damaged the rotating Tony Curtis *McCoy* on NBC, which managed only a 14.5 rating and 23 share) and ABC's highest-rated weekly series, *The Six Million Dollar Man* (23.8 rating, 34 share).

Mr. Curtis's *McCoy* (produced by Universal) may end up, industry sources speculated, as the first casualty of the networks' second-season schedules, which were locked up two week ago (BROADCASTING, Dec. 1). Equally in trouble (and also probably facing imminent cancellation), they suggested, is CBS's *Joe and Sons* (Tuesday, 8:30-9 p.m., NYT), which on Nov. 25 got a 14.8 rating and 23 share, in the process squandering 11 share points from its strong lead-in, Norman Lear's *Good Times*.

In addition, *Cher's* flimsy ratings have prompted CBS to sign her ex-husband/ex-partner, Sonny Bono. The last *Cher* show will be telecast Jan. 4. After three weeks of specials, the reborn *Sonny & Cher Show* will bow on Feb. 4, 8-9 p.m.

ABC, also looking at not second- but third-season contingencies, announced last week that it will go into production



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with six episodes of Spelling-Goldberg's *Family*, a 60-minute drama series that, as ABC puts it, "explores the complexity of modern living through the realistic portrayal of a contemporary American family." The series will be scheduled some time next spring, and although it will deal with adult themes the network says it hasn't ruled out the possibility of the show's being slotted in the family hour.

## Laxity found in compliance with children guidelines

**CCTI monitors TV in nine cities;  
charges slowness in adjusting  
to new commercial practices**

A San Francisco group whose concern is television's service to children—Committee on Children's Television Inc.—has concluded from monitoring done in nine cities that few stations in the country are complying with the guidelines the FCC has laid down for stations to follow in presenting children's programming.

The guidelines cover commercial practices, and call for a "reasonable account" of children's programming, a "significant" amount of it educational in nature; some aimed at pre-schoolers, and the airing of children's programming throughout the week, not just on weekends (BROADCASTING, Oct. 28, 1974).

The commission adopted the guidelines in November, concluding a four-and-one-half year inquiry. But it said it did not expect stations to come into full compliance until Jan. 1, 1976. However, the guidelines covering commercial practices are in effect, a result of decisions by the National Association of Broadcasters and the Association of Independent Television Stations to adopt self-imposed limits rather than face the likelihood of the commission adopting them as rules.

And CCTI says that although most stations "stated they believe they were following the NAB or INTV" limits, "the number of product ads is excessive." It says that network programming "includes an average of 16 product ads per hour and only 3.7 visual or auditory separation devices are aired each hour." However, the report does not detail the time devoted to commercials. Sally Williams, who heads CCTI, said the monitors were not asked to time the commercials.

NAB members were to reduce non-program time in weekend children's programming to 10 minutes per hour in 1975, and to nine-and-one-half minutes in 1976; they were to reduce nonprogram time in weekly programming to 14 minutes in 1975 and to 12 minutes in 1976.

INTV members agreed to reduce their nonprogram time to 14 minutes per hour during the week and to 12 minutes on weekend during 1975, and to 12 minutes

during the week and to nine-and-one-half minutes beginning Jan. 1, 1976.

Specifically, CCTI reached these other conclusions: Few stations are making an effort to present informative or educational programming "in exciting and imaginative ways; "age-specific programming is virtually nonexistent;" "weekday programming for children is totally inadequate"; most stations are investing very little money, if any, in children's programming, and some stations still feature host selling—a practice banned by the NAB code and by the commission's guidelines coming into effect next month.

The only positive side of CCTI's report involves the local programming of some stations. The report says "the greatest effort" to provide educational programming has been made by stations producing local children's programming. And it mentions specific programs by KRON-TV, KPIX(TV), KEMO-TV, all San Francisco, and KTVU(TV) Oakland, Calif.

The "least effort," CCTI says, "is made by the networks." According to the report, the 32 weekend programs supplied by ABC, CBS and NBC "follow a straight entertainment format 87% of the time."

The cities where CCTI says volunteers monitored programming are Austin, Tex.; Chico, Calif.; Denver; Kalamazoo, Mich.; Pittsburgh; Sacramento, Calif.; San Francisco; Seattle/Tacoma and Washington.

A copy of the report was submitted to FCC representatives during the regional meeting in San Francisco last month, and members of the staff are reviewing it.

## BBC's Wheldon finds plenty to praise in U.S. TV

**Much of its problems stem from  
system that demands quantity  
over quality, he says; news  
comes in for special mention**

BBC-TV Managing Director Huw Wheldon doesn't think U.S. television is "the wilderness of monkeys it's frequently said to be by Americans." American TV is "frequently very popular because it's very enjoyable," Mr. Wheldon told a Bicentennial Forum audience in Boston.

Nevertheless, Mr. Wheldon says American TV successes seem to come "despite" the system, claiming "it's impossible to write by committee in the tradition of literature." He contrasts the hundreds of episodes of *All in the Family* with the relatively infrequent showings of *Til Death Us Do Part*, the BBC show on which it was based. "You have 200 shows instead of 50 at the cost of turning a Raymond Chandler show into a Raymond Chandler-type show, not the original."

In the news and documentary area, Mr. Wheldon thinks America's "informality" helps. He says he has learned from Boston's WGBH-TV and other U.S. educational television stations how to produce

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# The First Amendment and the Fifth Estate

A double issue to be published Jan. 5, 1976

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

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

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And a portfolio of those who made their journalistic marks on the media: Paul White, Ed Murrow, Lowell Thomas, H.V. Kaltenborn and others in a long line of pioneers that lengthens by the day.

A perspective on broadcast journalism: what's right with it, and what's wrong.

And a special section on how the media will celebrate the nation's Bicentennial in their own programing, both journalistic and entertainment, in 1976.

It's a story the editors have wanted to tell for some time. Now is the time to tell it.

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public access programs, although he thinks such BBC successes as *Civilisation* and *The Ascent of Man* have stemmed from his practice of hiring an expert and a cameraman "and telling them to come back again in three years with a series."

"I believe" American news programs, he said, "and not because Walter Cronkite is venerable." Mr. Wheldon thinks journalists everywhere are "drowning in news." In an age of instant communications, he says, the question is "how do we select? None of us knows how to do it. But in the U.S. programs you do not feel the presence of lies, and there are countries where you do."

Despite American television's drawbacks, says Mr. Wheldon, whose British eyes dilate at so many commercials, bad work here "feels like bad work by a free people."

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## CBS says body count is declining on TV

**By its figures, it does better than ABC or NBC, but details are withheld from its analysis.**

Incidents of violence depicted in prime time have dropped by 39% on CBS-TV, by 32% on NBC-TV and by 20% on ABC-TV during the current season as compared

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with a year ago, according to counts made by CBS.

Arthur R. Taylor, president of CBS Inc., reported the 39% decline for CBS-TV in a speech at St. Louis University. Other CBS authorities released the NBC-TV and ABC-TV figures. They said the counts covered the first three weeks of the 1975-76 season, except that an extra week was added in NBC's case to offset several World Series games carried on NBC in prime time during the three-week monitoring period.

CBS sources declined to give unit counts on violent incidents or other details, on grounds that the information was competitive.

Mr. Taylor brought up the subject to illustrate that "we are doing our best to lessen the depiction of violence without diluting the integrity of the theme of the program" and "we are having some success."

The CBS president, speaking at a St. Louis University Conference on Human Dignity and American Democracy, also cited broadcasters' adoption of the family-viewing concept, which he said is "no panacea" but "is a step of social significance, taken in a complex and difficult area, by the nation's leading entertainment industry."

"In both news and entertainment," he continued, "the broadcasting industry's willingness to maintain standards of self-regulation, along with our sensitivity to public wishes, has given us the strongest and most vigorous system of broadcasting in the world. It is not perfect, by any means. But it is responsible to the American people. And it is not only providing the largest and most diverse audience in the world with what that audience wants, but, from time to time, experimenting with improved concepts that the public may also find it wants."

Mr. Taylor urged "a complete repeal of this anachronistic and potentially disastrous law called the fairness doctrine," and called for removal of the "dangerous provisions" in pending Senate legislation, S-1, which he said "constitutes an even greater danger to press freedoms in this country—broadcast and print." S-1's restrictions, he said, "would severely inhibit the freedom under which the press of this nation operates" and make impossible "most of the investigative journalism that turns up abuses in government and acts as a check on government power."

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## How long can a family hour last?

A trio of obviously reluctant network programming vice presidents had little to say to members of the Hollywood chapter of the National Academy of Television Arts and Sciences Dec. 2.

John J. McMahon of NBC, who was asked about the family viewing hours, said, "Oh, I'm sure it's here to stay, for a

while." He immediately rephrased his answer to drop the time element. But he need not have, since Michael Eisner of ABC put the phrase back in his response, adding that he thought it was a "calculated risk" and emphasizing that the family hour "is not the children's hour." Parents have an equal responsibility to monitor their children's viewing after 9 p.m., he said. Steve Mills of CBS had only one comment on the family-viewing issue: "It's a test." The programing VP's fielded questions from the 500-odd persons in the audience, repeating time and again that commercial TV is a medium for mass audiences and that enlightenment is not its primary function. Mr. McMahon said that TV does have its "periodic moments of brilliance." And in answer to a question why the same types of programs were put on the air time after time, Mr. Mills observed that audiences seem to like the tried and true. "The more TV tries to do new things the more they fail," he said.

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## Archie goes over well on Canadian television

**'All in the Family' and 14 other American series rank in top 20 in survey; this despite requirement that 60% of network programing must be Canadian production**

American shows continue to dominate the Canadian airwaves—that's the conclusion of the most recent audience survey conducted by the Ottawa-based Bureau of Broadcast Management.

The survey was taken in markets where the two Canadian networks, CBC and CTV, compete directly, and it revealed that 15 of the top-rated 20 shows are of U.S. origin and that, of the remaining five, three were one-shot Canadian specials. This despite the fact that, by law, the two networks have to carry a minimum of 60% worth of Canadian-made product in their schedules.

The top 20, in order, are: *All in the Family*, *The Olympic Lottery* (a Canadian one-shot), *Happy Days*, *M\*A\*S\*H*, *The Invisible Man*, *Rhoda*, *Fair-Weather Friends* (another Canadian one-shot), *The Carol Burnett Show*, *Chico and the Man*, *The Mary Tyler Moore Show*, *Kojak*, *Cher*, *That's My Mama*, *Academy Performance* (the third Canadian one-shot), *The Waltons*, *When Things Were Rotten*, *Emergency*, *The Beachcombers* (a Canadian series), *The Irish Rovers* (the second Canadian series) and *Good Times*.

David Adams, an official of the Bureau of Broadcast Management, said that the main reason for this American stranglehold is that "U.S. shows have higher budgets than we can manage for our locally produced series. And having been bombarded with these better-produced American shows for so many years, the Canadian public has become used to them."

These statistical facts of life have

prompted Murray Cherkover, the president of CTV, to call for a cut in the required network minimum of Canadian-made shows from the current 60% to a more manageable 40%. The resulting increase in places on the schedules for American product, he continued, would bring in more advertising revenue to the Canadian networks, some of which could be ploughed back into local production.

## BMI tells court holding pattern with CBS hurts

**Music-licensing group says interim rates since start of legal action disregard double-digit inflation**

Broadcast Music Inc. has asked a federal court in New York to hold a hearing and adjust the "interim fee" it's been receiving from CBS while CBS's per-use music-licensing suit was pending.

CBS has been paying BMI approximately \$1.7 million a year since 1970, under a court-set order. But the order provided that either side might ask for retroactive adjustment when the suit is finally decided.

U.S. District Judge Morris E. Lasker dismissed the suit—brought against the American Society of Composers, Authors and Publishers as well as BMI—last September (BROADCASTING, Sept. 29). CBS has served notice that it intends to appeal.

In its current motion, however, BMI asks Judge Lasker to enter a final judgment dismissing the suit so far as BMI is concerned, and cites legal precedents for this course. Otherwise, the motion argues, BMI will "suffer undue hardship" because CBS will continue to use BMI music at a rate of payment "barely above the rate which BMI had rejected as inadequate in 1969"—before "the double-digit inflation of the past several years" set in. In the meantime, BMI added, "CBS has enjoyed record earnings and profits."

The filings did not indicate what new payment rate BMI feels it is entitled to.

## Low-light cameras make possible live performances from Lincoln Center

Officials of New York's Lincoln Center for the Performing Arts say they're ready to make available to television live performances of everything from the Metropolitan Opera to the New York Philharmonic.

These officials say they've perfected a multicamera, six-microphone system that captures and transmits a live performance without any disturbance to the audience attending that performance. Lincoln Center technicians spent about \$600,000

worth of foundation-donated money over the past 18 months, these officials add, to make sure that low-light-level cameras like the ones made by Fernseh, Norelco and RCA could photograph broadcast-quality pictures without the need for the additional studio-type lighting that might detract from the performance.

"We can get perfect images with only five foot-candles of light compared to the 200 to 400 foot candles needed on the average," says John Goberman, Lincoln Center's director of media development.

A couple of production arms of the Public Broadcasting Service, chiefly WNET(TV) New York, and a few pay-cable companies, including the Time-Life subsidiary Home Box Office, have expressed interest in airing Lincoln Center productions in the past, and Mr. Goberman says that the Center's "marketing efforts," which he adds are "just beginning," will probably be directed toward these outlets. ABC, CBS and NBC have not shown any interest in the Lincoln Center package, according to industry sources, because the total national viewership for such events would be too small in terms of the mass audiences the networks deem essential to their balance sheets.

Mr. Goberman says all of the 14 craft and performers' unions have been "superb" throughout the 18 months of live experimentation. But once contract talks with potential TV carriers begin in

earnest, the unions are expected to be fierce in calling for their fair share—a bargaining stance that could spread the negotiating sessions out over many weeks, according to various industry sources.

## 'Tis the season for Rankin/Bass to be jolly

**The reason is that seven of its Christmas specials are on networks, and an Easter rabbit is due to come hopping on next spring**

Rankin/Bass Productions has practically cornered the market on animated prime-time Christmas specials, and this year is no exception.

Between Dec. 3 and Dec. 19, seven of the company's cartoons are showing up on the three networks in the following order:

*Rudolph the Red-Nosed Reindeer* (CBS, Dec. 3, 8-9 p.m., NYT; in its 12th year on the air);

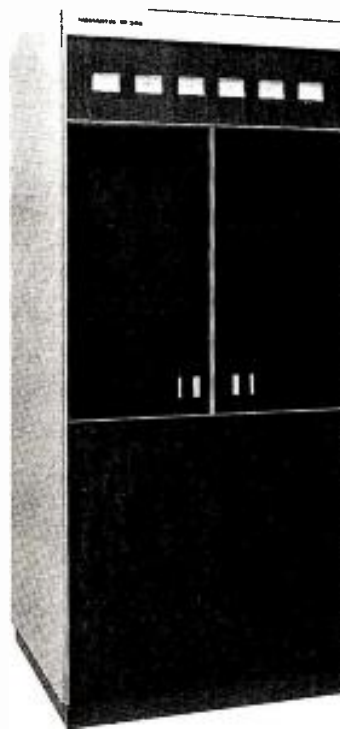
*Santa Claus Is Comin' To Town* (NBC, Dec. 9, 8-9 p.m.; sixth year);

*Year Without a Santa Claus* (ABC, Dec. 10, 8-9 p.m.; second year);

*Frosty the Snowman* (CBS, Dec. 11, 8-8:30 p.m.; seventh year);

*'Twas the Night Before Christmas*

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**The team.** Principals of Rankin/Bass are Arthur Rankin (l) whose forte is design and layout, and Jules Bass, whose expertise is musical arrangements.

(CBS, Dec. 11, 8:30-9 p.m.; second year); *The Little Drummer Boy* (NBC, Dec. 14, 7-7:30 p.m.; eighth year); and *The First Christmas* (NBC, Dec. 19, 8-8:30 p.m.; first year).

In addition, the company is now putting the finishing touches on a new one, *The First Easter Rabbit*, which NBC will schedule for next March or April.

The networks keep bringing back almost everything Rankin/Bass turns out because the specials deliver those all-important Nielsen numbers. *Rudolph*, for example, has averaged a 25.1 rating and 42.6 share over its 11-year run and shows no signs of faltering. (Last year, it harvested a 25.0 rating and 42 share.) Similarly, *Frosty the Snowman's* six-year Nielsen average comes out to a 29.6 rating and 43.8 share.

What's the secret of Rankin/Bass' success? "We take our time, lay out a lot of money and do careful work" is the way Arthur Rankin put it. He said the New York company spends about a year between the first idea for a particular special and the wrapping up of the final print. All of the company's animation and production work is done in Tokyo because, according to Mr. Rankin, "the talent pool in Japan is greater. A Japanese kid is taught to write with a brush, not a pencil." But he doesn't save money by producing his specials in Tokyo, he said. (A 60-minute Rankin/Bass cartoon costs about half a million dollars, a 30-minute film about \$300,000.)

This huge production budget, coupled with the extra months of time, allows the company the luxury of "a higher gloss to the picture, and more elaborate backgrounds," Mr. Rankin said.

Rankin/Bass uses two distinct animation techniques: the standard "linear" type (as in all Walt Disney cartoons), which is made up of a series of panel drawings that create the illusion of movement by each panel's being slightly different from the previous one; and "dimensional" animation, in which the Japanese artisans actually build a whole series of puppet-like figures and move them in and out of specially constructed sets in a careful frame-by-frame manipulation of all their bodily actions, including lip move-

ments that actually appear to be distinguishing between vowels and consonants.

Mr. Rankin said the company uses linear animation for the cartoons that demand light, raucous, fast-action humor. The dimensional approach, he continues, is employed for stories that are more serious, more carefully constructed in narrative terms, that, in many cases, even contain religious overtones.

## Polite and persistent

The Polite Society Inc.—which has had its complaint against "excessive violence and mayhem" on WLS-TV Chicago twice turned down by the FCC and dismissed for lack of jurisdiction by an Illinois district court—has turned to the U.S. Court of Appeals in Chicago for help.

The society has asked the court to consider the FCC's refusal to review a staff action denying the complaint filed about a year ago (BROADCASTING, Dec. 2, 1974). It further seeks a ruling as to whether the First Amendment covers programming with violence and mayhem.

The group had also claimed that WLS-TV and its parent, ABC Inc., violated the law with obscenity and profanity but the FCC said no examples were provided.

## PBS sticks with winner

The Public Broadcasting Service will continue to rely on announcements on CBS and NBC to promote the remaining three National Geographic specials. The first Geographic special, *The Incredible Machine*, chalked up audience rating shares as high as 36 in Nielsen New York overnights (BROADCASTING, Nov. 3). The \$2-million plus promotional campaign includes 25 30-second spots on both networks around news show telecasts. The next special, *This Britain: Heritage of the Sea*, scheduled for tomorrow (Dec. 9), is being promoted on network television with a \$750,000 effort. (Approximately \$900,000 was spent promoting *The Incredible Machine*, with dollar size of the

campaigns expected to drop between 10-15% for each of the remaining two programs: *Search of the Great Apes* (Jan. 13) and *Animals Nobody Loved* (Feb. 10).

## Programing Briefs

**Second-season slotting.** NBC-TV has confirmed that Universal's *City of Angels* is set for its Tuesday (10-11 p.m., NYT) second-season schedule, beginning Feb. 3 (BROADCASTING, Dec. 1). In addition, CBS-TV locked up *Sarah*, starring Brenda Vaccaro, another Universal production, for its Friday (8-9 p.m.) second-season schedule.

**Two in a row.** Southern Baptist Radio and Television Commission has received 1975 Eudora Welty-American Award for its production of *Sparrow*, look at rural life in this fast-moving age of communication and increasing urbanization. This will be second consecutive year that Forth Worth-based commission has received national award, conferred annually by Mississippians for Educational Television. Miss Welty, Pulitzer Prize-winning author, participated in final judging of productions that depict 20th century life in America.

**Universal-Motown pact.** Universal Television, Universal City, Calif., and Motown Productions, Detroit, have entered into agreement for latter to develop and produce TV programs for Universal. Comedy and dramatic series and specials are planned along with variety and musical programs.

**Dolly Parton offering.** Show Biz Inc., Nashville, has announced music-variety half-hour series, *Dolly*, starring country singer Dolly Parton. Prime-access program with big-name guests will be shot at Opryland and other locations around Nashville. Pilot will be made Jan. 12-17 for screening at National Association of Television Program Executives annual conference Feb. 21-25, in San Francisco.

**Stock scenes.** Encyclopaedia Britannica Educational Corp., Chicago, has published Encyclovideo, computer-generated master index of more than 50,000 film scenes, available as 11-volume set or on standard microfiche. Index can be used by TV producers and editors to locate scenes from company's extensive stock footage library.

**Just this once.** House has voted to permit parts of U.S. Information Service film, "Wilma Rudolph, Olympic Champion" to be shown in U.S. as promotion for 1976 Olympic games. Prior to action, film was barred in this country as are all USIS films. Bill provides that Cappy Productions Inc., New York firm that produced film about 1960 Olympic track star for USIS in 1961, can use portions of film in TV program entitled *Women Gold Medal Winners*. Program is one of eight one-hour specials to be shown on television worldwide to promote Olympics. Bill now goes to Senate.

**Sales to CBS O&O's.** Paramount Television has sold its Portfolio VIII group of 30 feature films to CBS-owned stations. Titles include "True Grit," "Paper Moon," "Serpico" and "Rosemary's Baby."



# The Broadcasting Playlist **Dec 8**

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 Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	10a-3p	3-7p	7-12p	
3	1	<b>That's the Way I Like It</b> (3:06) K.C. & Sunshine Band—TK Records	1	1	1	1
1	2	<b>Island Girl</b> (3:48) Elton John—MCA	2	2	2	2
4	3	<b>The Way I Want to Touch You</b> (2:35) Captain & Tennille—A & M	3	3	3	4
2	4	<b>Fly Robin Fly</b> (3:06) Silver Convention—Midland Int'l.	4	4	4	3
6	5	<b>Feelings</b> (3:27) Morris Alpert—ABC	5	5	5	7
5	6	<b>Who Loves You</b> (4:04) Four Seasons—Curb/Warner	6	6	6	5
11	7	<b>Nights on Broadway</b> (2:52) Bee Gees—RSO	7	7	9	6
13	8	<b>Let's Do It Again</b> (3:28) Staple Singers—Curtom	9	10	8	8
10	9	<b>Bad Blood</b> (3:12) Neil Sedaka—Rocket	10	8	7	10
12	10	<b>Heat Wave</b> (2:46) Linda Ronstadt—Asylum	12	9	11	9
14	11	<b>Sky High</b> (2:53) Jigsaw—Chelsea	8	12	12	14
7	12	<b>Miracles</b> (3:25) Jefferson Starship—Grunt	15	11	13	12
9	13	<b>Games People Play</b> (3:29) Spinners—Atlantic	11	13	14	15
18	14	<b>Saturday Night</b> (2:56) Bay City Rollers—Arista	16	15	10	13
15	15	<b>My Little Town</b> (3:52) Simon & Garfunkel—Columbia	14	14	16	11
8	16	<b>Lyin' Eyes</b> (3:58) Eagles—Asylum	13	17	15	17
19	17	<b>I Love Music</b> (3:37) O'Jays—Philadelphia Int'l.	19	16	18	16
17	18	<b>This Will Be</b> (3:10) Natalie Cole—Capitol	17	18	17	18
16	19	<b>Low Rider</b> (3:11) War—United Artists	18	19	19	22
20	20	<b>S.O.S.</b> (3:22) Abba—Atlantic	21	20	21	19
24	21	<b>Love Roller Coaster</b> (2:52) Ohio Players—Mercury	23	22	20	23
21	22	<b>#18 with a Bullet</b> (3:30) Pete Wingfield—Island	20	21	22	24
31	23	<b>Our Day Will Come</b> (3:58) Frankie Valli—Private Stock	22	23	23	25
22	24	<b>I Write the Songs</b> (3:39) Barry Manilow—Arista	24	24	25	21
23	25	<b>Fox on the Run</b> (3:24) Sweet—Capitol	29	27	24	20
25	26	<b>Theme From 'Mahogany'</b> (3:19) Diana Ross—Motown	25	25	26	26
33	27	<b>Rock Show</b> (3:39) Paul McCartney & Wings—Capitol	26	26	29	28
30	28	<b>I'm on Fire</b> (2:47) 5,000 Volts—Phillips	27	29	27	29
47	▲29	<b>You Sexy Thing</b> (3:30) Hot Chocolate—Big Tree	30	30	28	30
27	30	<b>Walk Away from Love</b> (3:18) David Ruffin—Motown	31	31	30	34
37	31	<b>Rocky</b> (3:34) Austin Roberts—Private Stock	34	33	37	27
26	32	<b>Lady Blue</b> (3:28) Leon Russell—Shelter	28	32	32	38
41	33	<b>Sing a Song</b> (3:26) Earth, Wind & Fire—Columbia	33	34	33	35
34	34	<b>Get Down Tonight</b> (3:06) K.C. & Sunshine Band—TK Records	39	28	42	31
28	35	<b>I Only Have Eyes for You</b> (3:30) Art Garfunkel—Columbia	32	36	34	36
32	36	<b>Last Game of the Season</b> (Blind Man in the Bleachers) (3:30) David Geddes—Big Tree	37	39	31	32
42	37	<b>I Want to Do Something Freaky to You</b> (3:35) Leon Haywood—20th Century	36	40	38	39

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	10a-3p	3-7p	7-12p	
—	▲38	<b>Over My Head</b> (3:17) Fleetwood Mac—Reprise	44	38	39	37
—	▲39	<b>Times of Your Life</b> (3:12) Paul Anka—United Artists	38	35	45	48
29	40	<b>Calyпсо</b> (2:38) John Denver—RCA	41	46	35	44
49	41	<b>Country Boy</b> (3:05) Glen Campbell—Capitol	42	41	41	47
—	42	<b>Convoy</b> (3:48) C.W. McCall—MGM	43	42	43	43
38	43	<b>Fame</b> (3:30) David Bowie—RCA	35	*	36	*
—	44	<b>Fly Away</b> (2:59) Olivia Newton-John & John Denver—RCA	47	47	44	46
36	45	<b>Ballroom Blitz</b> (3:17) Sweet—Capitol	*	37	*	33
39	46	<b>Paloma Blanca</b> (3:27) George Baker Selection—Warner Bros.	46	43	47	*
45	47	<b>Do It Any Way You Wanna</b> (3:15) Peoples Choice—TSOP	45	45	49	*
46	48	<b>Rhinestone Cowboy</b> (3:18) Glen Campbell—Capitol	40	*	40	*
44	49	<b>It Only Takes a Minute</b> (3:13) Tavares—Capitol	*	48	46	41
—	50	<b>Let's Live Together</b> (3:22) Road Apples—Polydor	50	50	48	40

## Country

2	1	<b>Secret Love</b> (3:35) Freddie Fender—ABC/Dot	1	1	5	1
24	▲2	<b>Convoy</b> (3:48) C.W. McCall—MGM	2	2	1	2
16	▲3	<b>Country Boy</b> (3:05) Glen Campbell—Capitol	5	4	2	3
1	4	<b>Easy as Pie</b> (2:58) Billy "Crash" Craddock—ABC/Dot	3	6	7	5
4	5	<b>Jason's Farm</b> (3:29) Cal Smith—MCA	10	3	3	14
3	6	<b>Love Put a Song in My Heart</b> (2:45) Johnny Rodriguez—Mercury	4	7	6	8
6	7	<b>All in the Movies</b> (3:15) Merle Haggard—Capitol	7	8	4	11
—	▲8	<b>When the Tingle Becomes a Chill</b> (2:59) Loretta Lynn—MCA	9	5	8	4
5	9	<b>Where Love Begins</b> (3:00) Gene Watson—Capitol	6	14	11	9
—	▲10	<b>Just in Case</b> (2:57) Ronnie Milsap—RCA	12	12	9	10
11	11	<b>Warm Side of You</b> (2:45) Freddie Hart—Capitol	16	9	15	6
9	12	<b>Are You Sure Hank Done It This Way</b> (2:53) Waylon Jennings—RCA	13	17	10	7
8	13	<b>Love Is a Rose</b> (2:44) Linda Ronstadt—Asylum	8	16	18	13
10	14	<b>I Like Beer</b> (2:52) Tom T. Hall—Mercury	11	13	14	20
—	▲15	<b>Me &amp; Old C. B.</b> (2:47) Dave Dudley—RCA	22	11	13	16
12	16	<b>We Used To</b> (3:10) Dolly Parton—RCA	15	15	12	23
7	17	<b>Last Game of the Season</b> (Blind Man in the Bleachers) (3:30) Kenny Starr—Big Tree	23	10	17	21
17	18	<b>Lyin' Eyes</b> (3:58) Eagles—Asylum	14	*	21	12
25	19	<b>You Ring My Bell</b> (2:40) Ray Griff—Capitol	19	18	24	17
15	20	<b>All over Me</b> (2:50) Charlie Rich—Epic	18	19	19	22
—	21	<b>Flat Natural Born Good Timin' Man</b> (2:47) Gary Stewart—HCA	20	20	*	15
21	22	<b>Rocky</b> (3:38) Dickie Lee—RCA	17	*	16	19
19	23	<b>I'm Sorry</b> (3:29) John Denver—RCA	21	24	20	*
14	24	<b>(Turn Out the Light and) Love Me Tonight</b> (2:18) Don Williams—Dot	24	*	23	18
—	25	<b>I Should Have Married You</b> (3:10) Eddie Rabbitt—Elektra	*	22	*	*

## What's future hold for MDS?

Some at Washington seminar say it's in business use, but some also say there's plenty of money still to be made in pay-TV distribution

Over 100 representatives of multipoint distribution service firms, the TV networks, individual broadcasters, cable operators, motion picture producers and equipment manufacturers gathered last week in Washington for a seminar on MDS. They were evidence of the great interest in this relatively new communications service and the great disagreement over where MDS is going.

According to many of the MDS insiders, pay television, which so far has been the prime revenue source for MDS, will soon be overshadowed by daytime business communications use. Programmers, however, were not so quick to write off the pay-TV opportunities for MDS.

MDS enjoys a 25% pay-TV subscriber penetration of homes passed, said Bob Weisberg, president of Telemation Program Services. It is a "prime-time medium" and can pre-empt satellite-distributed national programming with local and regional sports when appropriate, said Mr. Weisberg.

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Toward that end, TPS announced it has acquired the rights to the Houston Arrows (hockey) and Rockets (basketball) games.

Paul Kagan, who sponsored the seminar, supplied his own outlook on the MDS future, projecting an annual revenue increase from \$1 million in 1975 to \$104.9 million in 1985. The bulk of those revenues will come from time sales rather than receiver rental, he added.

Currently, there are 15 MDS licensees either operating or close to operation, reported Mr. Kagan, with another 75 construction permits granted by the FCC. He projected some 250 operating MDS stations by 1985, assuming the commission grants permits for two MDS stations in 50 markets and one in each of 150 markets. Should the FCC open up additional spectrum, such as the 2500 mhz frequencies now reserved for instructional fixed television service, explained Mr. Kagan, those projections would be "conservative."

Pay television is not the "barrel of gold" some say it is, suggested Don Franco, president of Microband Corp., since MDS operators must still bring the cost "way down" for the user. The "real business" for MDS lies in daytime video use for business operations, said Mr. Franco.

Before MDS can realistically serve business needs, there must be MDS licensees operating in 25 major cities, said Mr. Franco, which could then serve about 85% of all business requests. Microband currently operates seven MDS stations and expects to have 25 operating by the end of 1976, said Mr. Franco.

Today, Microband has 12 contracts with movie distributors for 28 cities, with cable TV the primary customer. Approximately 80,000 pay TV subscribers are fed either directly or indirectly by MDS, said Mr. Franco.

Mr. Franco projected an average business-use tariff for MDS of \$10 an hour per reception location. Combined with satellite interconnection—which like MDS is distance insensitive with respect to costs—a video channel for one hour between Los Angeles and New York could be as low as \$17, predicted Mr. Franco. That would still be 10 times higher than pay-TV rates, which in a typical city average two and one-half cents per subscriber per day. At least 3,000 pay subscribers are necessary for MDS to break even in any one situation, said Mr. Franco.

Similar sentiments were echoed by Richard Vega, president of Telecommunications Systems Inc., MDS licensee in Baltimore. The "big bucks" are in daytime use, not nighttime pay TV, he said. One hour of daytime use, said Mr. Vega, generates more money than eight hours at night, under his tariff for the Baltimore MDS operation. He cautioned, however, that daytime remains a "hard sell."

Arthur Lipper, chairman of Microband Corp., suggested "electronic publishing" will be the largest user of MDS facilities in 10 years.

Not all those present at the seminar had

their sights set that far in the future, however. Paul Taft of Taft Broadcasting claimed MDS's main customer today—pay television—will see the MDS industry through until the time of widespread business use.

Bill Bresnan, senior vice president of Teleprompter Corp., said the partnership of MDS and pay cable is a "marriage of convenience and probably an interim arrangement." Teleprompter has applied for MDS licenses where it plans to construct earth stations to receive satellite-distributed pay programming. MDS is a way to extend the reach of cable and bring services to affiliated and unaffiliated cable systems, he said.

MDS's "very marked limitation" for pay cable, however, lies in the fact that MDS is a single-channel service, said Mr. Bresnan, while the pay cable trend is toward more channels.

## Feldstein says cable is on a determined course

Stuart Feldstein, vice president for legal affairs of the National Cable Television Association, said last week that the next few years will see slow but steady growth for CATV.

Speaking at a meeting in Washington of Publicable, a citizen group, Mr. Feldstein said that minorities and educators are welcome to take an active role in cable's development, but there will be no free rides. Channels are available for special interest groups, he said, but those groups must come up with their own financing.

Mr. Feldstein said that many financial lenders are now looking at cable as a solid, 20-year investment and he attributed the industry's healthy outlook to its abandonment of the "blue sky" philosophy. Cable development now will be "evolutionary, not revolutionary," said Mr. Feldstein.

He also pointed to cable's need to develop new services so that it might expand into the large cities. Mr. Feldstein predicted cable will make its entrance into the big cities, but later rather than sooner.

## Cable Briefs

**Old country.** Manhattan Cable and Teleprompter Manhattan Cable have leased channel to German Telecommunications Inc., distributor of German-language programming. GTI will run programs weekly on Mondays and Fridays between 8 and 10 p.m. Offerings will include classic and new German films, shorter movies in both English and German versions, situation comedies and sporting events. Next year, GTI expects to produce German-language news show. Shows will be commercially sponsored.

**Construction money.** Coral Springs (Fla.) Cablevision Inc. has signed agreement with Firstmark Financial Corp. to provide construction financing for its new system in Broward county that will serve 15,000 homes with 150 miles of plant.

**For the records.** Cabledata, Sacramento, Calif., has introduced dispersed data-processing system to handle manual paperwork, bookkeeping, scheduling and accounting procedures required in cable-TV operations computer system provides up to 16 video screens at each franchise office hooked into Sacramento computer center.

**Thinking satellites.** South Florida Cable TV Corp., Bonita Springs, Fla.; Potomac Valley Television Co., Cumberland, Md., and Telecinema, Columbus, Ohio, have contracted with Transcommunications Corp. for satellite consultancy work.

**Consultant named.** Basil Cable Systems, New York, which intends to get into cable ownership, has appointed Smith, Cooper Associates to serve as CATV analysis and management consultants. Jeffrey Silverman and Martin Bader formed the new cable entity which is negotiating for systems in Kentucky and Washington state.

## Warner still tests state's authority over ratemaking

**It pursues court injunction after commission grants increase lower than Warner had sought**

Warner Cable Corp. will continue to press for court resolution of the rate increase issue, despite the Massachusetts Cable TV Commission's interim rate relief order granted six Warner systems in the Boston area. At issue is the state commission's right to interfere in cable TV rate practices (BROADCASTING, Dec. 1).

Warner had earlier asked the State Supreme Judicial Court to enjoin the state commission from interfering in ratemaking (BROADCASTING, Nov. 17). Warner has been seeking an increase from \$5 to \$7.50 for its six Boston area systems since last February. The commission's inaction on those rate requests, Warner argued, was causing the company to lose revenues, to lose revenues.

The judge denied Warner's first request for a preliminary injunction without prejudice and urged the commission to take "expeditious" action.

The state commission then held hearings on Warner's rate increases, as well as similar requests brought by Communications Properties Inc. for its systems in Haverhill and Groveland. Before a decision was released on those hearings, Warner went back to the court to seek a second preliminary injunction.

Two weeks ago, the commission granted interim rate increases to Warner and CPI—although not as much as requested. Warner's rates were boosted to \$6.80 and CPI's \$5 rate was increased to \$6 (but not \$6.95 as requested).

Warner, however, contends the commission has no authority to interfere in rates and will continue to seek a court ruling. The interim rate relief granted, according to Warner, is "still confiscatory," allowing no return on investment.

## Fair trial wins over free press in Nebraska

**Court rule against reporting of public hearing in murder case is under U.S. Supreme Court review**

The nation's journalism media late last week were anxiously looking to the U.S. Supreme Court for protection against what many consider a grave threat to their First Amendment rights. At issue was a decision by the Nebraska Supreme Court upholding a lower court's order banning news coverage of major aspects of a murder trial, probably the most sweeping order of its kind in the ongoing dispute between press and judiciary over two constitutional rights—of free press and fair trial.

The trial is that of Erwin Charles Simants, charged with six counts of first-degree murder in the shooting deaths on Oct. 18 of six members of the Henry Kellie family in Sutherland, Neb.

And original gag order, applying to testimony and proceedings in open court, had originally been issued by the trial judge. It was later modified, on appeals by Nebraska newspapers and broadcasters, by a Lincoln county judge and then by U.S. Supreme Court Associate Justice Harry Blackmun, in his role as justice for the circuit which includes Nebraska.

Neither of those opinions eased the media's concerns. And the decision of the State Supreme Court tracks closely Justice Blackmun's decision.

It upholds a ban on the reporting of any confessions Mr. Simants may have made "or other information strongly implicative of the accused as the perpetrator of the slayings." The only easing of the previously imposed ban was a section of the 17-page opinion that said the media could report on the circumstances of Mr. Simants' arrest—information that had been reported before the original ban was imposed.

The State Supreme Court's opinion, however, left no doubt that Nebraska courts were to give greater weight to the importance of fair trials than to the right of free press in the future. Although pretrial proceedings have always been open in Nebraska, the court said that state courts, in criminal proceedings, were to close, in part or in full, such proceedings whenever the presiding magistrate felt that anything said might be regarded as damaging to the accused's right to a fair trial by an impartial jury.

However, that opinion and Justice Blackmun's ruling were before the Supreme Court last week, on appeal by a coalition of Nebraska news organizations. And the high court was expected to consider at its regular conference on Friday

(Dec. 5) the organizations' requests that it stay the state courts' orders and vacate Justice Blackmun's ruling.

The orders of the state courts and Justice Blackmun's rulings have stirred considerable controversy. And news organizations are not alone in expressing concern over what is seen, as the Society of Professional Journalists, Sigma Delta Chi, said of the state supreme court opinion: "a cloud of censorship over our judicial proceedings."

Senior Judge Harold Medina of the United States Court of Appeals for the Second Circuit, made it clear, in a column in the *New York Times*, he had no trouble reconciling possible conflicts between constitutional rights: "The First Amendment is the most important of our precious freedoms. It serves to let in the light so necessary to the proper functioning of our democracy."

And he had some advice for members of the media in dealing with gag orders of judges: "Stand squarely on the First Amendment itself . . . make no concessions of any kind . . . fight like tigers every inch of the way."

The Nebraska media groups fighting the ban on reporting are the Nebraska Press Association, the *Omaha World Herald*, the Journal Star Printing Co., the Western Publishing Co., North Platte Broadcasting Inc. (KODY(AM) North Platte) Nebraska Broadcasting Association, the Associated Press, United Press International, and the Nebraska chapter of Sigma Delta Chi.

## TV 'stipend' for Rep. Jordan declared proper

**FEC says payments are not same as honorariums with limitations; still unresolved is question of McGovern, Goldwater plans**

The Federal Election Commission ruled last week that fixed or regular income congressmen receive for regular appearances on radio and TV does not fall within the scope of the 1974 campaign laws limiting honorariums. The commission held that the \$1,800 that Representative Barbara Jordan (D-Tex.) receives from CBS for a monthly television commentary is a "stipend" rather than an honorarium, hence is not regulated. But it left open to question the legality of ABC's proposal to pay Senators George McGovern (D-S.D.) and Barry Goldwater (R-Ariz.) \$25,000 each to be commentators at the 1976 presidential nominating conventions.

Under the new campaign law, an elected official is forbidden to accept more than \$1,000 singly or \$15,000 altogether in honorariums each year. The congressman is subject to criminal penalties for violations.

In its advisory opinion last week, which was sought by Representative Jordan, the commission defined honorarium as a fee



"for a single event or transaction under terms which do not imply a continuing compensatory relationship between the parties for similar services." If the proposed \$25,000 payments to Senators McGovern and Goldwater were found to fall within that definition, and if they accepted the money, they could be fined from \$1,000 to \$5,000.

The senators and ABC have asked the FEC for an advisory opinion, however, and a spokesman for the commission said last week it is unclear what the commission can do about that problem until it is asked.

While debating last week, several commission members suggested it is possible for the networks to abuse the ruling by using payments for TV appearances to mask what are really illegal contributions to the campaigns of candidates up for reelection. They pointed out that in previous years corporations have skirted the ceilings on the sizes of campaign contributions by paying high sums for speaking appearances. Robert Tiernan, one of the commissioners, questioned the propriety of a network paying for TV appearances by the chairmen of the committees in Congress with jurisdiction over communications. That, however, was a question left unresolved because it did not relate to the question raised by Representative Jordan.

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## Lawmakers give support to test of broadcasting in the House

**But in testimony on the resolution, a congressman from Texas objects to the networks running the show**

Hearings began last week in the House on a resolution that would permit an experiment with live daily broadcasts of House floor proceedings. The witnesses were nearly all congressmen, none of whom objected to the idea of allowing cameras in the chamber to record House proceedings, but one formidable supporter, Representative Jack Brooks (D-Tex.) objected to letting the networks administer the program.

The resolution, H.Res. 875, drafted by the special House Rules subcommittee that held the hearing last Tuesday, provides that the three commercial networks and the Public Broadcasting Service would cooperate in the coverage of the proceedings, would provide, pay for and operate all the broadcast equipment needed, and would oversee the distribution of the live feed and taped material to stations and Congress.

Frank Jordan, NBC News bureau chief and head of a committee of network representatives that is working with the Sisk subcommittee, estimated that it would cost the networks "in excess of \$1 million" to run the system the first year. Congress would pay the networks

\$300,000 a year for the audio and visual signal and would foot the bill for any architectural alterations that would have to be made in the Capitol, for an in-house system of audio and visual monitors for the congressmen and for reproduction and storage of the broadcasts in the Library of Congress. If approved, the system would run until the end of 1976, at which time the House would review it and decide whether to continue it permanently.

Mr. Brooks is current chairman of the Joint Congressional Operations Committee, which after three years of studies and hearings, recommended broadcasting in the House and Senate Chambers in 1974. His resolution, H. Res. 269, sparked this year's activity and led to the formation of the special ad hoc subcommittee on broadcasting. H.R. 269 is in many respects the same as H.Res. 875, except that Congress would run the entire program. It would pay for all the broadcast equipment and personnel to run it and would oversee the distribution of signals to broadcast stations.

He objected to H. Res. 875, because "it grants to four networks a virtual monopoly over the sale and distribution of the coverage of House proceedings, with the right to establish fees and probably even to obtain a copyright on what I consider are public materials." Furthermore, he said, "It elevates the commercial interests of the networks above the interest of the Congress itself and of public service institutions like the Library of Congress, depository libraries and educational institutions."

Mr. Brooks said that "if we let the networks charge too much money [for feeds and tape reproductions], we will be denying access to the public and independent stations." He suggested that if the networks are to be permitted to administer the coverage, the House should set up a special committee or use an existing one with authority to order the networks to make changes from one day to the next "to assure equity, fair play and effective performance." The networks may squirm a little, but just put the heat to them and "burn it through," he said, "it" being his proposal for a House supervisory body. In answer to a question at a later point, Mr. Brooks said he was in no way advocating censorship of the broadcasts by the House.

Representative B. F. Sisk (D-Calif.), chairman of the subcommittee, said the reason the legislation provides for the networks to control the broadcast is that the subcommittee wanted to be as "free and open as we are with the print media." Mr. Sisk said he supports the subcommittee's resolution but that his "feelings are not set in concrete."

Representative Brooks proposed other alterations in the subcommittee's resolution, among them: that there be a six-to-eight-week period at the beginning of the experiment during which live coverage would only be carried in house—"to get the bugs out," he said—before going public; that the networks be prohibited from obtaining a copyright for the broadcasts; that the House and Senate, the Li-

brary of Congress, colleges and universities should be able to obtain copies of video tapes of floor proceedings free of charge; that the House should be able to obtain the live feed for its own use free of charge and that the fees for the feed for independent radio and TV stations should be set by the House, not by the networks.

George M. White, architect of the Capitol, testified that "technically we can accomplish whatever needs to be done" to modify the building for the admittance of cameras and technicians. Mario Campioli, assistant architect, told the subcommittee it would take about 98 days (or 63 days of working double shifts) to put new lighting in the chamber and make other structural changes. The cost, he said, would be more than \$320,000. Of that, \$110,000 would go for the additional lighting, which will be installed regardless of the outcome of the broadcasting resolution.

Other congressmen who testified in support of the resolution included Representatives William Steiger (R-Wis.), Don Fuqua (D-Fla.) and Bill Frenzel (R-Minn.).

Although no date had been set by midweek last week, plans are for the hearings to continue this week with testimony from the networks.

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## Ex-FBI official affirms bureau got NBC press cards

**DeLoach testifies on Hill on 1964 convention activity**

Cartha D. DeLoach, former assistant director for the FBI, told the Senate Committee on Intelligence that the FBI did get press credentials from an unnamed NBC employe for bureau undercover work during the 1964 Democratic National Convention in Atlantic City. Mr. DeLoach's testimony last week reaffirmed a memo by an FBI man, H.N. Bassett, describing the bureau's activities at the 1964 convention (BROADCASTING, Dec. 1). NBC has denied knowledge of any such arrangement with the FBI.

According to Mr. DeLoach's account, an unnamed FBI agent had a "friend" at NBC who either voluntarily or in response to a request provided the bureau with blank network credentials. Mr. DeLoach said he did not know how many "bogus" credentials were used. An assistant for Senator Gary Hart (D-Colo.), who raised the question at last week's hearing, said the committee had no specific plans to further investigate the details surrounding the NBC-FBI connection.

John Elliff of the committee's staff reported on other political abuses by the FBI. Aside from the much-publicized request from the Nixon administration for a "name check" on CBS correspondent Daniel Schorr, the staff has determined that President Johnson asked for name-check reports on at least seven other journalists including NBC commentator David

# BOOKS FOR BROADCASTERS

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Brinkley, Associated Press reporter Peter Arnett and columnist Joseph Kraft. Attorney General Robert F. Kennedy had authorized wiretaps in 1962 on *New York Times* reporter Hanson Baldwin and his secretary, Mr. Elliff reported.

In conclusion, Mr. Elliff noted that the staff's inquiry has shown that unregulated name checks bypassed the attorney general and allowed FBI officials to prepare reports on anyone desired. In the case of wiretaps, at least one had nothing to do with leaks and was conducted solely for personal information about the target.

## Journalism Briefs

**For whom the bells tolled.** Series of eight news reports, *Beef Grading Changes—A Look in the Eye*, won Town Crier Bell award for Dan Hoffman, WIBW-TV Topeka, Kan., farm reporter. Radio news feature, *The Beef Cattlemen's Plight*, won similar award in radio category for Dewey Compton, KTRH(AM) Houston farm director. Competition is sponsored annually by Elanco Products Co., agricultural division of Eli Lilly & Co., Indianapolis. It is limited to voting members of National Association of Farm Directors.

**Rewards.** WTVJ(TV) Miami is offering rewards for information leading to arrest and conviction of persons responsible for unsolved south Florida murders. Campaign was kicked off with \$2,500 reward regarding October murder of city engineering inspector and 24-year-old son, father and brother of fiancée of Bob Mayer, WTVJ news correspondent. Series followed with weekly spotlight by Mr. Mayer on different homicides and \$1,000 offers. WTVJ claims coverage already has brought new suspects in two cases, and significantly improved police/media relations. Station says 240 homicides have occurred in Miami and Dale County by Dec. 1, this year.

## duPont judges find high-water mark in local journalism

**Radio honors dominate selections; presentations to be made this week**

The high quality of local broadcast-journalism entries that dominated the list of Alfred I. duPont-Columbia University

Awards "as they never have in the past," was cited by jurors in the seventh annual competition.

Winners for 1974-75 are: National Public Radio for *All Things Considered*; Tom Pettit and *NBC Nightly News*, for a series of reports on feeding the poor; Dan Harris and KNBC(TV) Los Angeles, for "Prison Gangs;" WBT(TV) Charlotte, N.C., for news and documentary programming; WCCO-AM-FM Minneapolis, for *Moore on Sunday*; noncommercial WGBH-TV Boston, for "Arabs and Israelis;" Warren Doremus and WHEC-TV Rochester, N.Y., for *The Riots Plus Ten Years*; Brian Ross and WKYC-TV Cleveland, for "Teamster Power," and Clarence Jones and WPLG-TV Miami, for crime reporting.

The judging was the most extensive in the history of the awards, involving 900 submissions nominated by 90 correspondents and news directors at television and radio stations. The judges noted that only one network award was made and praised the efforts made by local stations despite many difficulties including management resistance and audience apathy.

Presentations will be made Dec. 10 in ceremonies at the Graduate School of Journalism on Columbia's Morningside Heights, New York, campus.

## Broadcasting's index of 135 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Dec. 3	Closing Wed. Nov. 26	Net change in week	% change in week	1974-75		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
<b>Broadcasting</b>											
ABC	ABC	N	19 1/2	20 1/2	- 1	- 4.87	28 3/8	12 3/8	7	17,187	335,146
CAPITAL CITIES	CCB	N	40	41 1/2	- 1 1/2	- 3.61	43 1/2	19 1/2	14	7,208	288,320
CBS	CBS	N	45	46 1/2	- 1 1/2	- 3.22	53 1/8	20 1/8	12	28,313	1,274,085
COX	CDX	N	25 3/4	26	- 1/4	- .96	26 1/2	9 3/8	13	5,812	149,659
GROSS TELECASTING	GGG	A	9 1/4	9 1/2	- 1/4	- 2.63	13 5/8	6 3/8	6	800	7,400
LIN	LINB	O	7 1/4	8 1/2	- 1 1/4	- 14.70	9 1/8	2	8	2,382	17,269
MOONEY	MOON	O	2 1/4	2 1/4		.00	3 5/8	1	6	385	866
RAHALL	RAHL	O	5 3/8	5 1/2	- 1/8	- 2.27	6 1/4	1 3/4	11	1,297	6,971
SCRIPPS-HOWARD	SCRIP	O	20	20		.00	22	13 1/2	7	2,589	51,780
STARR	SBG	M	3 1/2	3 1/2		.00	9	2 7/8	3	1,091	3,818
STORER	SBK	N	15 5/8	16 1/2	- 7/8	- 5.30	20 5/8	10 7/8	8	4,571	71,421
TAFT	TFB	N	21 7/8	22 1/2	- 5/8	- 2.77	27 1/4	10 3/4	7	4,042	88,418
<b>TOTAL</b>										<b>75,677</b>	<b>2,295,153</b>
<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	1 3/4	1 5/8	+ 1/8	+ 7.69	2 1/2	3/4	10	1,248	2,184
AVCO	AV	N	4 1/8	4 5/8	- 1/2	- 10.81	8 7/8	1 5/8	1	11,481	47,359
BARTELL MEDIA	BMC	A	5/8	5/8		.00	2 3/8	5/8	1	2,257	1,410
JOHN BLAIR	BJ	N	5	4 5/8	+ 3/8	+ 8.10	7 1/2	3 1/2	24	2,403	12,015
CHRIS-CRAFT	CCN	N	4 7/8	5 1/8	- 1/4	- 4.87	6 1/2	1 1/2	18	4,164	20,299
COMBINED COMM.	CCA	N	9 3/4	10 1/4	- 1/2	- 4.87	16 1/8	5 1/8	6	4,673	45,561
COWLES	CWL	N	6 5/8	7	- 3/8	- 5.35	8 7/8	3 7/8	6	3,969	26,294
DUN & BRADSTREET	DNR	N	28 1/4	27 1/2	+ 3/4	+ 2.72	36	14 5/8	19	26,520	749,190
FAIRCHILD IND.	FEN	N	5 3/4	6 1/8	- 3/8	- 6.12	8 3/4	3 3/4	5	4,550	26,162
FUQUA	FOA	N	4 5/8	5 1/8	- 1/2	- 9.75	10 3/4	3 1/8	8	8,086	37,397
GANNETT CO.	GCI	N	32	34 1/2	- 2 1/2	- 7.24	38 1/2	20 1/2	20	21,108	675,456
GENERAL TIRE	GY	N	16 1/8	15 1/2	+ 5/8	+ 4.03	18 1/4	10 1/4	5	21,523	347,058
GLOBETROTTER	GLBTA	O	1 3/8	1 1/4	+ 1/8	+ 10.00	4 3/4	7/8	7	2,783	3,826
GRAY COMMUN.	GO	O	6 1/2	6 1/2		.00	8 1/2	5	5	475	3,087
HARTE-HANKS	HHN	N	18 3/8	18 7/8	- 1/2	- 2.64	20 1/2	6	12	4,369	80,280
JEFFERSON-PILOT	JP	N	29 1/2	31 1/2	- 2	- 6.34	38 1/4	20 1/2	12	24,066	709,947
KAISER INDUSTRIES	KI	A	7 5/8	8 1/4	- 5/8	- 7.57	11 3/8	4 1/4	4	27,575	210,259
KANSAS STATE NET.	KSN	O	3 1/2	3 3/8	+ 1/8	+ 3.70	4 1/8	2 3/4	6	1,815	6,352
KINGSTIP	KTP	A	5 3/8	5 1/2	- 1/8	- 2.27	7	1 1/2	10	1,154	6,202
KNIGHT-RIDDER	KRN	N	26 7/8	27 5/8	- 3/4	- 2.71	32 3/4	9 1/4	17	8,305	223,196
LEE ENTERPRISES	LNT	A	18 7/8	20	- 1 1/8	- 5.62	20 1/8	10 3/4	10	3,352	63,269
LIBERTY	LC	N	10	10 1/8	- 1/8	- 1.23	15 5/8	7 1/8	5	6,762	67,620
MCGRAW-HILL	MHP	N	12 1/8	12 1/2	- 3/8	- 3.00	13 1/2	5 1/2	10	24,569	297,899
MEDIA GENERAL	MEG	A	14 3/4	15	- 1/4	- 1.66	32 3/4	13 1/2	5	3,604	53,159
MEREDITH	MDP	N	10 1/2	11 3/8	- 7/8	- 7.69	13 3/8	8	4	3,041	31,930
METROMEDIA	MET	N	14 3/8	16 1/8	- 1 3/4	- 10.85	16 1/8	4 1/2	11	6,553	94,199
MULTIMEDIA	MMED	O	12 3/4	12	+ 3/4	+ 6.25	14 1/4	8 3/4	8	4,389	55,959
NEW YORK TIMES CO.	NYKA	A	11	11 1/4	- 1/4	- 2.22	14 1/2	6 3/4	7	10,938	120,318
OUTLET CO.	OTU	N	14 1/4	14 1/4		.00	62	7	5	1,387	19,764



	Stock symbol	Exch.	Closing Wed. Dec. 3	Closing Wed. Nov. 26	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
							High	Low			
POST CORP.	POST	O	8 1/4	7 3/4	+ 1/2	+ 6.45	15 1/2	4 3/4	33	870	7,177
PSA	PSA	N	4 3/4	5 3/4	- 1	- 17.39	10	1 1/2	10	3,181	15,109
REEVES TELECOM	RRT	A	1 3/8	1 1/2	- 1/8	- 8.33	3	5/8	6	2,376	3,267
ROLLINS	ROL	N	21 3/4	22 5/8	- 7/8	- 3.86	23 5/8	6 1/2	15	13,404	291,537
RUST CRAFT	RUS	A	5 3/4	6 1/8	- 3/8	- 6.12	10 1/4	5 1/8	4	2,328	13,386
SAN JUAN RACING	SJR	N	7 1/4	7 5/8	- 3/8	- 4.91	13 3/8	5 1/2	5	2,509	18,190
SCHERING-POUGH	SGP	N	54 1/8	55 7/8	- 1 3/4	- 3.13	74 3/8	44 3/4	23	53,938	2,919,394
SONDERLING	SNR	A	6 3/8	6 3/8		.00	10	3 1/2	5	727	4,634
TECHNICAL OPERATIONS	TO	A	2 7/8	2 7/8		.00	5 3/4	2 3/8	3	1,344	3,864
TIMES MIRROR CO.	TMC	N	18 1/2	19 1/4	- 3/4	- 3.89	19 1/2	9 1/4	11	33,814	625,559
WASHINGTON POST CO.	WPD	A	22 1/2	22 1/8	+ 3/8	+ 1.69	28 3/4	14 3/4	8	4,751	106,897
WOMETCO	WOM	N	13 1/8	14 3/8	- 1 1/4	- 8.69	16 7/8	6 1/4	8	5,775	75,796
TOTAL										372,136	8,122,461

**Cablecasting**

AMECO**	ACO	O	3/4	3/4		.00	1 7/8	1/8		1,200	900
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	13 1/2	14 3/4	- 1 1/4	- 8.47	19 1/4	5 1/2	24	3,304	44,604
ATHENA COMM.**		O	1/4	1/4		.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	4	4 1/8	- 1/8	- 3.03	24 1/8	2 1/2	8	8,390	33,560
CABLECOM-GENERAL	CCG	A	5 1/8	5 1/8		.00	7 1/4	1 1/2	9	2,560	13,120
CABLE FUNDING	CFUN	O	7 3/4	6	+ 1 3/4	+ 29.16	7 3/4	3 7/8	194	1,121	8,687
CABLE INFO.		O	1/2	1/4	+ 1/4	+ 100.00	1 1/4	1/8	1	663	331
COMCAST		O	1 7/8	1 7/8		.00	3 1/4	3/4	8	1,708	3,202
COMMUNICATIONS PROP.	COMU	O	1 5/8	1 5/8		.00	3 1/2	1	10	4,761	7,736
COX CABLE	CXC	A	13 1/8	14 1/8	- 1	- 7.07	15 7/8	3 3/4	21	3,560	46,725
ENTRON	ENT	O	1 3/8	1 3/8		.00	1 1/2	3/8	10	1,358	1,867
GENERAL INSTRUMENT	GRL	N	7 5/8	8	- 3/8	- 4.68	17 1/8	5/8	5	7,201	54,907
GENERAL TV		O	1/2	1/2		.00	5	1/4	25	1,000	500
SCIENTIFIC-ATLANTA	SFA	A	12	13 7/8	- 1 7/8	- 13.51	18 7/8	4	10	1,017	12,204
TELE-COMMUNICATION	TCOM	O	2 3/8	2 1/4	+ 1/8	+ 5.55	5 3/8	7/8	2	5,181	12,304
TELEPROMPTER	TP	N	4 1/2	5 1/4	- 3/4	- 14.28	9	1 3/8	10	16,604	74,718
TIME INC.	TL	N	57 1/2	61 1/4	- 3 3/4	- 6.12	61 1/4	24 7/8	12	9,960	572,700
TOCOM	TOCM	O	2 1/4	2 1/4		.00	4 7/8	1 3/4	5	617	1,388
UA-COLUMBIA CABLE	UACC	O	8	8 3/4	- 3/4	- 8.57	12 3/4	3 3/4	11	1,714	13,712
UNITED CABLE TV	UCTV	O	2	2		.00	4 5/8	1/4	4	1,879	3,758
VIACOM	VIA	N	6 7/8	7 3/4	- 7/8	- 11.29	9 1/4	2 5/8	9	3,665	25,196
VIKOA**	VIK	A	1	1		.00	4	1/2	1	2,534	2,534
TOTAL										83,794	936,647

**Programming**

COLUMBIA PICTURES	CPS	N	4 3/8	5 1/8	- 3/4	- 14.63	9 1/2	1 5/8	17	6,748	29,522
DISNEY	DIS	N	48 1/8	52	- 3 7/8	- 7.45	54 3/4	18 3/4	26	29,755	1,431,959
FILMWAYS	FWY	A	5 5/8	5 1/4	+ 3/8	+ 7.14	6 1/8	2 1/8	7	1,792	10,080
FOUR STAR			1/4	1/4		.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	19 1/2	21 5/8	- 2 1/8	- 9.82	42 1/2	18 3/8	3	30,058	586,131
MCA	MCA	N	66 1/2	69 3/8	- 2 7/8	- 4.14	85 7/8	19 1/4	9	8,478	563,787
MGM	MGM	N	13	13 7/8	- 7/8	- 6.30	32 1/2	9 1/4	5	12,180	158,340
TELETRONICS INTL.		O	4 1/8	4 3/8	- 1/4	- 5.71	5 3/4	1 1/4	9	943	3,889
TRANSAMERICA	TA	N	8 1/8	8 3/8	- 1/4	- 2.98	12 1/2	5 1/2	12	64,945	527,678
20TH CENTURY-FOX	TF	N	10 3/8	12	- 1 5/8	- 13.54	14 7/8	4 1/2	10	7,547	78,300
WALTER READE**	WALT	O	3/8	3/8		.00	1/2	1/8		4,296	1,611
WARNER	WCI	N	16 3/4	18	- 1 1/4	- 6.94	20 7/8	6 7/8	7	16,718	280,026
WRATHER	WCO	A	3	3 5/8	- 5/8	- 17.24	8 1/8	1 1/4	5	2,229	6,687
TOTAL										186,355	3,678,176

**Service**

RADD INC.	RADD	O	17	16 1/2	+ 1/2	+ 3.03	17 1/2	9 7/8	7	2,513	42,721
COMSAT	CO	N	26 1/4	34 3/8	- 8 1/8	- 23.63	45	23 3/4	6	10,000	262,500
DOYLE GANE BERNBACH	DOYL	O	8 1/2	8 3/4	- 1/4	- 2.85	11 7/8	5 5/8	5	1,816	15,436
FOOTE CONE & BELDING	FCB	N	10 3/8	11	- 5/8	- 5.68	11 1/4	5 3/8	7	2,121	22,005
GREY ADVERTISING	GREY	O	6 7/8	6 7/8		.00	8 3/8	1	4	1,213	8,339
INTERPUBLIC GROUP	IPG	N	16 3/4	17 1/4	- 1/2	- 2.89	19	8 1/8	6	2,249	37,670
MARVIN JOSEPHSON	MRVN	O	7 1/2	7 1/4	+ 1/4	+ 3.44	9 3/4	3 1/4	5	2,030	15,225
MCI COMMUNICATIONS	MCIC	O	1 3/8	1 1/2	- 1/8	- 8.33	5 1/2	1		13,339	18,341
MOVIELAB	MOV	A	7/8	1 1/8	- 1/4	- 22.22	1 3/4	1/2	5	1,407	1,231
MPO VIDEOTRONICS	MPO	A	3 1/8	3 3/8	- 1/4	- 7.40	4	1	17	537	1,678
NEEDHAM, HARPER	NDHMA	O	6	6 1/4	- 1/4	- 4.00	7 1/2	3 5/8	9	853	5,118
A. C. NIELSEN	NIELB	O	18 5/8	19 3/4	- 1 1/8	- 5.69	28	7 3/8	17	10,598	197,387
OGILVY & MATHER	OGIL	O	17 1/4	17 1/2	- 1/4	- 1.42	23 1/2	10	6	1,805	31,136
J. WALTER THOMPSON	JWT	N	7 1/2	7 7/8	- 3/8	- 4.76	12	4 1/4	10	2,649	19,867
TOTAL										53,130	678,654

**Electronics/Manufacturing**

AMPEX	APX	N	.5	.5		.00	8 3/8	2 1/4	5	10,885	54,425
CETEC	CEC	A	1 1/4	1 3/8	- 1/8	- 9.09	2 1/8	1	6	2,319	2,898
COHU, INC.	COH	A	2 1/4	2 7/8	- 5/8	- 21.73	3 7/8	1 1/4	25	1,617	3,638
CONRAC	CAX	N	25 1/4	29	- 3 3/4	- 12.93	29 1/4	10	11	1,278	32,269

Stock symbol	Exch.	Closing Wed. Dec. 3	Closing Wed. Nov. 26	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
EASTMAN KODAK	EASKD	N	104	107 3/8	- 3 3/8	- 3.14	108 3/4	63	27	161,347	16,780,088
FARINON ELECTRIC	FARN	O	6 3/4	7	- 1/4	- 3.57	14 3/4	6 3/4	13	3,925	26,493
GENERAL ELECTRIC	GE	N	46	48 5/8	- 2 5/8	- 5.39	65	30	15	182,885	8,412,710
HARRIS CORP.	HRS	N	28 7/8	32 3/4	- 3 7/8	- 11.83	33 1/2	13 1/8	19	6,160	177,870
HARVEL INDUSTRIES	HARV	O	6	5	+ 1	+ 20.00	9	2 1/2	38	480	2,880
INTERNATIONAL VIDEO	IVCP	O	1 1/2	1 5/8	- 1/8	- 7.69	7 1/2	1 1/4	3	2,730	4,095
MICROWAVE ASSOC. INC	MAI	N	13 1/4	14 1/2	- 1 1/4	- 8.62	24 7/8	9 3/4	7	1,320	17,490
3M	MMM	N	58 1/2	61 1/4	- 2 3/4	- 4.48	80 1/2	7 5/8	29	114,240	6,683,040
MOTOROLA	MOT	N	40 5/8	42 1/2	- 1 7/8	- 4.41	61 7/8	34 1/8	19	28,198	1,145,543
N. AMERICAN PHILIPS	NPH	N	20 7/8	21 1/4	- 3/8	- 1.76	24 1/4	11 1/4	10	12,033	251,188
OAK INDUSTRIES	OEN	N	6 3/4	6 7/8	- 1/8	- 1.81	12 7/8	5 1/4	3	1,639	11,063
RCA	RCA	N	18 7/8	19 5/8	- 3/4	- 3.82	21 1/2	9 7/8	15	74,547	1,407,074
ROCKWELL INTL.	ROK	N	23	23 1/8	- 1/8	- .54	28 3/8	18 3/8	7	30,913	710,999
RSC INDUSTRIES	RSC	A	1 1/2	1 5/8	- 1/8	- 7.69	2 1/4	1/2	5	3,440	5,160
SONY CORP.	SNE	N	10	10 1/8	- 1/8	- 1.23	29 7/8	4 3/4	26	172,500	1,725,000
TEKTRONIX	TEK	N	41 1/4	44 1/4	- 3	- 6.77	47 3/4	18 1/2	14	8,671	357,678
TELEMATION	TIMT	O	1	1		.00	2 3/4	3/4	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	12 3/8	12 3/4	- 3/8	- 2.94	17 3/4	6	11	6,838	84,620
WESTINGHOUSE	WX	N	12 7/8	12 1/2	+ 3/8	+ 3.00	26	8 1/2	36	87,024	1,120,434
ZENITH	ZE	N	22 7/8	25	- 2 1/8	- 8.50	31 5/8	10	95	18,797	429,981
TOTAL										934,836	39,447,686
GRAND TOTAL										1,705,928	55,158,777

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

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

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

Camptown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

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

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

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Tele-Communications	9 mo. 9/30	30,024,000	+16.8%	(325,000)	*	(.12)	25,714,000	(4,829,000)	(.99)
Technical Operations	Year 9/30	100,523,000	- 7.5%	(318,000) <sup>1</sup>	*	(.24)	108,628,000	1,590,000	1.12
Amplex	8 mo. 11/1	123,188,000	+ 5.4%	5,159,000	-64.9%	.47	116,857,000	14,697,000	1.35
UA-Columbia Cable	Year 9/30	16,223,150	+16.7%	1,452,691	+36%	.82	13,663,757	1,067,550	.50
Gulf & Western	Year 7/31	2,602,147,000	+13.3%	140,055,000	+39.1%	3.67	2,295,519,000	100,646,000	2.68

\*Change too great to be meaningful

<sup>1</sup>Includes \$440,000 after tax losses of discontinued business.

## Fates & Fortunes

### Media

**L. Walton Smith**, sales development director, Pearson Clarke & Sawyer advertising, Lakeland, Fla., named station manager, WHAN(AM) Haines City, Fla.

**Angela Mason**, assistant government affairs director, WTTG(TV) Washington, named community-affairs director.

**Gordon Mason**, KJOI(AM) Los Angeles, re-elected chairman of Southern California Broadcasters Association. Other officers elected:

**Peter Newell**, KPOL-AM-FM Los Angeles, vice-chairman; **Arthur Schreiber**, KFVB(AM) Los Angeles, treasurer, and **John Winnaman**, KLOS(FM) Los Angeles, secretary.

### Broadcast Advertising

**Alexander W. Goebel**, account supervisor; **Arthur J. Mellor**, executive art director; **Michael J. Moir**, art director, BBDO, New York, named VP's. **David Jones**, **Robert Hatfield**, **Robert Johnson** and **Garrett**



Bentley  
Angeles.

**Edward Ray Bentley**, network negotiator/account supervisor, Dancer-Fitzgerald-Sample, New York, named VP, sales development, Mutual Broadcasting System there. **Stephan J. Van Ophuijzen**, regional manager, ABC Radio Network, Detroit, named MBS Western sales director, Los Angeles.

**Nash**, area supervisors, named VP's, headquartered in Buffalo, N.Y.; Chicago; Los Angeles, and Atlanta, respectively.

**Walter D. Helthaus**, account supervisor, Ketchum, MacLeod & Grove, Pittsburgh, named VP, public relations.

**Tony Hirsh**, general sales manager, Radio Advertising Representatives, New York, named VP.

**Roger E. Hilkert**, account executive, WTOP(AM) Washington, named sales development manager, CBS Radio Spot Sales, New York.

**Jack Bruemmer**, general manager, Los Angeles office, D'Arcy-MacManus & Masius, named management supervisor, Ralston Purina accounts, St. Louis office.

**Leo Flanagan**, VP, public relations, Clinton E. Frank, Chicago, named public relations director, J. Walter Thompson there.

**Barbara Titus**, **David M. Budner**, associate research directors, Grey Advertising, New York, named VP's.

**Sandy Kennedy**, research director, Avco Radio Sales, New York, named radio research director, Avery-Knodel there.

**Walter D. (Pete) Riley**, management consultant, MJB Advertising, San Francisco, named VP/account supervisor, Clinton E. Frank there.

**Denise Breslin**, research project director, William Esty Co., New York, named to same position, Kenyon & Eckhardt Advertising there. **Michael J. Vogel**, media buyer, Campbell-Ewald, Detroit, **Gleh H. Bucher**, media planner, K & E, named media buyers, K & E, New York. **Dorian Adams** media planner, Compton Advertising, New York, named to same position, K & E.

**Craig W. Whitlock**, account executive, Mission Argyle Productions Inc., Los Angeles, named to same post with Meeker Co., station representative firm there.

**Richard Boko**, public relations manager, Magnavox Co., New York, named VP, public relations services, McDonald & Little, Atlanta agency.

**Robert O. Bach**, senior VP, creative services/corporate communications director, N.W. Ayer ABH International, New York, named senior VP/executive art director, Mel Richman Inc., Bala Cynwyd, Pa.-based marketing communications firm.

**Suzanne Perina**, account executive, WPBS(FM) Philadelphia, named sales manager.

## Programing

**M.J. (Bud) Rifkin**, president, Four Star Entertainment Corp., Los Angeles, has resigned to form his own production firm in Los Angeles. Before leaving Four Star, Mr. Rifkin will complete *Wonderful World of Magic* series and four Hughes Network specials starring Harry Blackstone Jr.

**Evanne L. Levin**, entertainment law attorney, Dern, Mason & Swerdlow, Beverly Hills, Calif., named program attorney, West Coast contracts department, ABC-TV, Los Angeles.

**John E. Clark**, executive producer, WHIO-TV Dayton, Ohio, named program director.

**Charles Olsen**, producer, Watermark Inc., Los Angeles, radio program syndicator, named VP.

**Phyllis Gottlieb**, public relations director, League of Women Voters, Los Angeles, named staff producer, KTTV(TV) same city.

**Wanda Ramos**, assistant program director, WLIB(AM)-WBLS(FM) New York, named music director.

**Jay L. Landers**, station manager, noncommercial WKMS-FM Murray, Ky., named program director, noncommercial WUWM(FM) Milwaukee.

## Broadcast Journalism

**Clarence Fanto**, senior producer, ABC News, New York, named news manager, ABC's American FM Radio Network there. **Betsy Aaron**, associate producer, ABC News, New York, named reporter, Chicago bureau.

**Gary Ellon**, executive programing producer, WJZ-TV Baltimore, named news director, succeeded by **Debrak K. Zeyen**, production manager.

**Sam Iker**, reporter *Time* magazine, named to same position, NBC News, Washington.

**Melinda Stanley**, assistant editorial director, WMAQ-TV Chicago, named editorial director, KMOX-TV St. Louis.

**Al Dale**, reporter/anchor, KPX(TV) San Francisco, named reporter, WBBM-TV Chicago.

**Scott Goodfellow**, news producer, WSB-TV Atlanta, named assistant news director, KYW-TV Philadelphia.

**John Patrick**, anchor, WSOC-TV Charlotte, N.C., named ENG reporter, WAGA-TV Atlanta.

## Equipment & Engineering

**Charles Rockhill**, regional sales manager, Sparta Electronic Corp., Sacramento, Calif., named national sales manager, Time & Frequency Technology Inc., Santa Clara, Calif., maker of monitors and emergency broadcast system equipment.

**Len Hollander**, operations manager, Cinemobile East, New York, named VP-nation-wide rentals, F&B Ceco, Hollywood TV facilities firm.

**Frank Rush**, senior sales engineer, distributor products, Ampex Corp., Hackensack, N.J., office, named senior field sales engineer, broadcast video sales, Bethesda, Md., succeeded by **Rollin Stanford**, senior service engineer.

**Alex K. Gold**, engineering supervisor, WINS(AM) New York, named chief engineer.

**Albert E. Audick**, formerly with Armed Forces Radio & Television Service, Los Angeles, named Washington area liaison manager, International Video Corp., Sunnyvale, Calif.-based TV equipment firm.

**George Causey**, chief engineer, WAPT(TV) Jackson, Miss., named to same position, KGNS-TV Laredo, Tex.

## Allied Fields

**Peter C. Goldmark**, president, Goldmark Communications Corp., Stamford, Conn., received 1975 National Human Relations

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Award from National Conference of Christians and Jews for development of color TV broadcasting system and long-playing phonograph record.

**John W. Macy, Jr.**, first president (1969-1972), Corporation for Public Broadcasting, Washington, named president, Development and Resources Corp., New York.

## Deaths

**Isaac D. Levy**, 83, organizer and former director, CBS, died in his Philadelphia home Nov. 29. In 1925 he and his brother, Leon, bought WCAU(AM) which in 1927 became first radio station to affiliate with CBS. In 1948 WCAU added TV which became the first CBS-affiliated TV station. The stations were later sold to the *Phil-*

*adelphia Bulletin*, which, still later, sold them to CBS. The Levys were brothers of the first wife of William S. Paley, CBS chairman, who acquired control of the company in 1928. Mr. Levy is survived by his wife, Rita, one son, one daughter and five grandchildren.

**James F. Parks**, 65, pioneer broadcaster, advertising executive and talent agent-packager, died Nov. 26 at University of California (Los Angeles) Medical Center of leukemia. He began his broadcast career in 1933 in his native Arkansas and was station manager of KNBC(TV) Los Angeles from 1962 until he retired in 1969. Survivors include his wife, Janet, two daughters and one son.

**Lillian Mary Herold**, traffic manager, KVML(AM)-KROG(FM) Sonora, Calif., died of

cancer in Sonora hospital Nov. 26. Mrs. Herold began in broadcasting as secretary to Harry Bannister, then general manager, WWJ(AM) Detroit. In 1939 she married Joseph L. Herold, Herold Broadcasting Co., which acquired KVML-KROG in 1968. She is survived by her husband.

**James Preston Selvage**, 73, co-founder of Selvage & Lee, New York public relations firm, died in traffic accident Dec. 1 in Miami. Firm is now Manning, Selvage & Lee. Mr. Selvage is survived by his wife.

**Anna Roosevelt Halsted**, 69, daughter of President Franklin D. Roosevelt, died of cancer Dec. 1 at Montefiore hospital, New York. In 1948, Mrs. Halsted was co-host on ABC radio network discussion program with her mother, Eleanor Roosevelt.

# For the Record

As compiled by BROADCASTING, Nov. 24 through Nov. 28 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### TV application

■ **Austin, Tex.**—Southwest Texas Educational Council Television seeks ch. 18 (494-500 mhz); ERP 2032 kw (V) (max.), 780 kw (H); 421 kw aur., HAAT 1101.5 ft.; ant. height above ground 1146.8 ft. P.O. address: c/o Robert F. Schenckan, Box 7158, Austin 78712. Estimated construction cost \$698,733; first-year operating cost \$115,000. Legal counsel Cohn & Marks, Washington; consulting engineer Glenn D. Sawyer. Principal: Non-profit, tax-exempt corporation formed by local educational and civic leaders for purpose of educational and public broadcasting; R.F. Schenckan, president and general manager. Ann. Nov. 20.

### TV licenses

Broadcast Bureau granted following licenses covering new stations:

- **\*KAKM Anchorage**—Alaska Public Television (BLET-380). Action Nov. 6.
- **\*KBIN Council Bluffs, Iowa**—State Educational Radio and Television Facility Board (BLET-385). Action Nov. 6.
- **\*KHIM Red Oak, Iowa**—State Educational Radio and Television Facility Board (BLET-386). Action Nov. 6.
- **\*WEAO Akron, Ohio**—Northeastern Educational Television of Ohio (BLET-387). Action Nov. 6.

### AM start

■ **WPPI Carrollton, Ga.**—Authorized program operation on 1330 khz, 500 w-D. Action Nov. 18.

### FM applications

- **\*Guerneville, Calif.**—Boreas Broadcasting Co. seeks 90.9 mhz, TPO: 10 w. P.O. address: c/o Richard Dillman, 435 Utah St. No. 4, San Francisco 94110. Estimated construction cost \$905; first-year operating cost \$5,000. Ann. Nov. 25.
- **\*Cortland, N.Y.**—State University of New York seeks 90.7 mhz, 10 w. P.O. address: 99 Washington Ave., Albany, N.Y. 12210. Estimated construction cost \$28,838; first-year operating cost \$12,000. Ann. Nov. 21.
- **\*Fishkill, N.Y.**—Wappingers Central School District seeks 91.7 mhz, TPO: 10 w. P.O. address: Remsen Ave., Wappingers Falls, N.Y. 12590. Estimated con-

struction cost \$1,000; first-year operating cost \$1,000. Ann. Nov. 25.

■ **\*Chester, Pa.**—Widener College seeks 89.5 mhz, TPO: 10 w. P.O. address: 14th & Chestnut Sts., Chester 19013. Estimated construction cost \$1,096; first-year operating cost \$1,600. Ann. Nov. 25.

### FM actions

■ **Crete, Neb.**—Airwaves Broadcasting Services. Broadcast Bureau granted 103.9 mhz, 3 kw., HAAT 245 ft. P.O. address: 1367 33rd Ave., Columbus, Neb. 68601. Estimated construction cost \$19,900; first-year operating cost \$46,000; revenue \$40,000. Format: Standard-pop, polka. Principals: Joseph L. Stavas (30%) is general manager and part owner of KTTT-AM-FM Columbus, Neb. Donald L. Robson (30%) owns insurance and realty company and has interest in KTTT-AM-FM and KGEK(AM)-KYOT(FM) Sterling, Colo. William C. Whitlock (30%) has interest in KTTT-AM-FM, KGEK(AM)-KYOT(FM) and KUVR-AM-FM Holdrege, Neb. Ronald L. Kruse (10%) is sales manager of KTTT-AM-FM (BPH-9421). Action Nov. 21.

■ **Elon College, N.C.**—Broadcast Bureau dismissed application because of prohibited overlap (BPED-2111). Action Nov. 17.

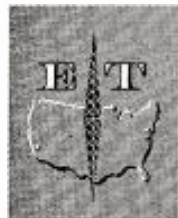
### FM starts

- **\*KSFH Mountain View, Calif.**—Authorized program operation on 90.5 mhz, TPO 10 w. Action Nov. 19.
- **KPUB-FM Pueblo, Colo.**—Authorized program operation on 99.9 mhz, ERP 68 kw, HAAT 2000 ft. Action Nov. 17.
- **WKLK-FM Cloquet, Minn.**—Authorized program operation on 100.9 mhz, ERP 3 kw. HAAT 300 ft. Action Nov. 13.
- **\*WKNH Keene, N.H.**—Authorized program operation on 89.1 mhz, TPO 10 w. Action Nov. 12.
- **\*WAIF Cincinnati**—Authorized program operation on 88.3 mhz, ERP 1.6 kw. HAAT 390 ft. Action Nov. 19.
- **\*WMRT Marietta, Ohio**—Authorized program operation on 88.3 mhz, ERP 9.2 kw, HAAT 205 ft. Action Nov. 13.
- **WDBA Dubois, Pa.**—Authorized program operation on 107.3 mhz, ERP 50 kw, HAAT 500 ft. Action Nov. 11.
- **KROZ Tyler, Tex.**—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 280 ft. Action Nov. 19.
- **\*KGVA Gunnison, Utah**—Authorized program operation on 91.7 mhz, TPO 10 w. Action Nov. 13.
- **\*WORT Madison, Wis.**—Authorized program operation on 89.7 mhz, ERP 4 kw, HAAT 105 ft. Action Nov. 13.

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## Summary of broadcasting

### FCC tabulations as of Oct. 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,426	3	26	4,455	49	4,504
Commercial FM	2,698	0	41	2,739	137	2,876
Educational FM	760	0	27	787	69	856
<b>Total Radio</b>	<b>7,884</b>	<b>3</b>	<b>94</b>	<b>7,981</b>	<b>255</b>	<b>8,236</b>
Commercial TV	699	1	8	708	50	758
VHF	508	1	3	512	8	520
UHF	191	0	5	196	42	238
Educational TV	225	9	17	251	16	267
VHF	89	3	4	96	8	104
UHF	136	6	13	155	8	163
<b>Total TV</b>	<b>924</b>	<b>10</b>	<b>25</b>	<b>959</b>	<b>66</b>	<b>1,025</b>

\*Special temporary authorization

\*\*Includes off-air licenses

## Ownership changes

### Applications

- **WTOT-AM-FM** Marianna, Fla. (AM: 980 khz, 1 kw-D; FM: 100.9 mhz, 2.5 kw)—Seeks assignment of license from Chipola Corp. to Marianna Broadcasting Corp. for \$162,500. Seller: Six Marianna businessmen with no other broadcast interests, except C.C. Harrison Jr. has minority interest in WCWB-TV Macon, Ga. Buyer: Wholly owned subsidiary of Brewer Broadcasting Co.: James R. (51%), Martha (24%), and James L. (25%) Brewer owners. Brewer is licensee of WHON(AM) Centerville, WQLK(FM) Richmond and WTCJ(AM) Tell City, all Indiana. Ann. Nov. 26.
- **KAYT(AM)** Rupert, Idaho (970 khz, 1 kw-D)—Seeks transfer of control of Inland Broadcast Co. from Mervin V. Ling and Delphia E. Ling (70% before; none after) to John T. Hayes (30% before; 100% after). Consideration: \$70,001. Principals: John Hayes is station manager of KAYT. Ann. Nov. 26.
- **WFKY(AM)WKYW(FM)** Frankfort, Ky. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw)—Seeks transfer of control of Capital Communications from Raymond Q. Armington, William M. France, Anthony S. Ocepak, and Richard H. Gehring (100% before; none after) to Lake Communications Corp. (none before; 100% after). Lake Communications Corporation, formed by same four men, is licensee of WPVL(AM) Painesville, Ohio (BTC-7880). Action Nov. 17.
- **WKOL(AM)** Amsterdam, N.Y. (1570 khz, 1 kw-D)—Seeks transfer of control of WKOL Inc. from G. Robert Johnson, John A. Arikian, Howard Cogan, Norman Rubin (80% before; none after) to Manuel N. Panosian, Joseph and Joan B. Sabatino, Samuel L. and Carmen J. Sumner, and Pat J. and Karen Anne Aragona (20% before; 100% after). Consideration: \$40,000. Buyer: Mr. Panosian (40%) owns 51% of WQIT(AM)-WQIX(FM) Horseheads, N.Y. Mr. Sabatino (40%) is general manager of WKOL, Mr. Aragona (10%) is station manager, and Mr. Sumner (10%) is sales manager. Ann. Nov. 26.
- **WUPR-FM** Utuado, Puerto Rico (104.1 mhz, 50 kw)—Seeks assignment of license from Central Broadcasting Corp. to Radio Redentor for \$280,000. Seller: Central Broadcasting owns WUPR(AM) Utuado. Buyer: Radio Redentor is a non-profit corporation of people with similar religious interests, Burton Katzelnik, president. Ann. Nov. 26.
- **WALD-AM-FM** Walterboro, S.C. (AM: 1060 khz, 1 kw-D; FM: 100.9 mhz, 3 kw)—Seeks transfer of control of Walterboro Radiocasting Co. from Robert S., Virginia and Thomas Taylor, and Carol Leith T. Whitley (62.4% before; none after) to Klein B. Beach Jr., Gerald C. Smoak, Peggy P. Smoak and Nancy R. Reach (37.6% before; 100% after). Consideration: \$184,477. Mr. Beach (63.8%) is general manager of WALD-AM-FM, and 20% owner of proposed cable system for Walterboro. Ms. Beach (5%) is educational director at church. Mr. Smoak (26.2%) is attorney. Ms. Smoak (5%) is housewife. Ann. Nov. 26.
- **WSMT-AM-FM** Sparta, Tenn. (AM: 1050 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Seeks transfer of control of Upper Cumberland Country Broadcasting Co. from Joe L. and Martha Ann Kunhn, Van L. and Sylvia Marie Slack (100% before; none after) to White County Broadcasting (none before; 100% after). Consideration: \$196,200. Principals: Sellers wish to retire from radio business. Buyer: Tollye Wayne (90%) and Joyce

C. (10%) Tittsworth. Mr. Tittsworth is general manager of WAKI(AM) McMinnville, Tenn. Ann. Nov. 26.

- **KFJZ(AM)KWXL(FM)** Fort Worth (AM: 1270 khz, 1 kw-DA-1; FM: 97.1 mhz, 98 kw)—Seeks assignment of license from CPI Radio to Swanco Broadcasting for \$4,107,500. Seller: Fred Lieberman (43.6%), Jack Crosby (16%), et al own 78 cable systems. Buyer: Gerock H. Swanson (82.3%) et al, own KRMG(AM)-KWEN(FM) Tulsa, Okla., KKNK(FM) Oklahoma City, KKYX(AM) San Antonio, Tex., KQEO(AM) Albuquerque, N.M., KLEO(AM) Wichita, Kan., and WBYU(FM) New Orleans. Ann. Nov. 26.

### Actions

- **KEOS(AM)** Flagstaff, Ariz. (690 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Thunderbird Broadcasting Co. to CFK Broadcasting Co. for \$250,000 plus assumption of land mortgage. Seller: Jack E. Bird, president, has no other broadcast interests. Buyers: Paul G. Knutson, Jay W. Jennings and Constance F. Knutson (33-1/3% each). Knutsons own nursing home and real estate development company and with Mr. Jennings, own advertising agency (BAL-8515). Action Nov. 24.
- **KITA(FM)** Modesto, Calif.—Broadcast Bureau granted assignment of permit from Kilibro Broadcasting Corp. to KITA Broadcasting. Seller: Kilibro Broadcasting, owned by F. Robert Fenton, owns 80% of KITA Broadcasting, with other 20% owned by Adelita R. Morales, a former applicant for KITA(FM). Kilibro is licensee of KFIV(AM) Modesto, and controlling stockholder of KTOM(AM) Salinas, Calif. (BAPH-582). Action Nov. 17.
- **KMST(TV)** Monterey, Calif.—Broadcast Bureau granted assignment of license from Monterey-Salinas Television to Monterey-Salinas Television Inc. Consideration: release from liability of limited partners and assumption of liabilities by Monterey-Salinas Television Inc. Sellers: Ward D. Ingram and William D. Pabst form limited partnership (BALCT-539). Action Nov. 18.
- **KCTY-AM-FM** Salinas, Calif. (AM: 980 khz, 1 kw-D, DA; FM: 103.9 mhz, 2.65 kw)—Broadcast Bureau granted transfer of control and assignment of license of JECO Inc. from James E. Coyle (100% before, none after) to JECO, a general partnership (none before; 100% after). Consideration: \$605,437. Principals: Mr. Coyle will become 10% partner in JECO, general partnership. Other partners are R&B Management Services (45%), Richard Sleeper, sole stockholder; and Robert L. Williams, Accountant Inc. (45%), Robert Williams, sole stockholder. Assignment of license to JECO, a general partnership, is contingent on grant of transfer of control (BTC-7840). Action Nov. 18.
- **WEXY(AM)** Oakland Park, Fla. (1520 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Broward County Broadcasting Co. to Celebrities Inc. for \$250,000. Seller: Albert S. Tedesco (100%) has interests in KTCR-AM-FM Minneapolis, KDUZ-AM-FM Hutchinson, Minn., and WWCN-AM-FM Brazil, Ind. Buyer: James S. Beattie has interests on WOHN(AM) Herndon, Va. and WSSA(AM) Morrow, Ga. (BAL-8461). Action Nov. 24.
- **WVCF(AM)** Windermere, Fla. (1480 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from American Home Stations to American Home Stations of Florida in a merger of two corporations. The major stockholders of both corporations are the same: Louis G. Christensen, Paul M. Kessler, W.C. Logue and W. Ralph Roser (BAL-8547). Action Nov. 18.

■ **WNWY-FM** Norway, Me. (92.7 mhz, 2 kw)—Broadcast Bureau granted assignment of license from Oxford Hills Radio Communications to Tri-County Broadcasting for \$120,000 plus covenant by assignor not to compete for three years. Sellers: Arlene and Raymond C. Knight have no other broadcast interests. Buyer: Mr. Ralph Gleason (100%) is general manager of WSKW(AM)-WTOS(FM) Skowhegan, Me. (BALH-2172). Action Nov. 17.

■ **WCAT(AM)** Orange, Mass. (1390 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Berkshire Broadcasting Co. to P&S Broadcasting for \$190,000. Seller: Berkshire Broadcasting, Donald A. Thurston, president, is licensee of WMNB-AM-FM North Adams and WSBS(AM) Great Barrington, both Massachusetts. Buyers: John Shaefer (41.67%) is operations director for WWSR-AM-FM St. Albans, Vt. Richard W. Partridge (41.67%) is general sales manager for WIOQ(FM) Philadelphia. Janet E. McBride (16.66%) is employe of Montgomery county, Pennsylvania (BAL-8511). Action Nov. 24.

■ **WKBK(AM)** Keene, N.H. (1220 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Monadnock Broadcasting Corp. to Radio Keene for \$210,000 plus assumption of obligations of \$67,000. Seller: Monadnock Broadcasting, David F. Shurtlett, president, has recently acquired WTSL(AM) Hanover, N.H. Buyer: Harold H. Segal (100%) is station consultant and broker (BAL-8495). Action Nov. 24.

■ **WJNC(AM)-WRCM(FM)** Jacksonville, N.C. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw)—FCC approved transfer of control of Onslow Broadcasting Corp. from Robert P. Mendelson and Eileen E. Shuebruk (100% before; none after) to Beasley Broadcast Group of Jacksonville (none before; 100% after). Consideration: \$500,000. Principals: Mr. Mendelson wishes to retire. George G. Beasley (100%) has major interests in WFCM(AM)-WOKN(FM) Goldsboro, N.C.; WMOO(AM)-WBLX(FM) Mobile, Ala.; WFAI(AM) Fayetteville, N.C.; WGAC(AM) Augusta, Ga. and minor interests in WHNC(AM)-WXNC(FM) Henderson; WKGX(AM) Lenoir, both North Carolina; WDMT-FM Cleveland and WASC(AM) Spartanburg, S.C. Mr. Beasley has applied for approval to sell interest in WASC(AM) and obtain full ownership in WDMT-FM. Action Nov. 25.

■ **WISP(AM)** Kinston, N.C. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Smiles of Kinston from Norman J. Suttles, Derwood H. Godwin et al. (90.5% before; none after) to WISP Broadcasting Co. (9.5% before; 100% after). Consideration: \$450,000. Principals: Richard V. Surles, 100% stockholder of WISP Broadcasting, is vice president and general manager of WISP (BTC-7859). Action Nov. 24.

■ **WKGX(AM)** Lenoir, N.C.—Broadcast Bureau granted acquisition of positive control of Furniture City Broadcasters from George G. Beasley through purchase of stock by Furniture City from R.L. Baker Jr. Consideration: \$80,000 (BTC-7867). Action Nov. 18.

■ **WCEC(AM)** Rocky Mount, (810 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Eastern Caroline Electronics from Mary Louise Warner, Executrix of estate of Josh L. Horne to Mary Louise Warner (BTC-7821). Action Nov. 18.

■ **WFMA(FM)** Rocky Mount, N.C. (100.7 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Eastern Caroline Electronics from Mary Louise Warner, Executrix of estate of Josh L. Horne to Mary Louise Warner (BTC-7822). Action Nov. 17.

■ **WFBS(AM)** Spring Lake, N.C. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Radio Smiles from Norman J. Suttles, Derwood H. Godwin and John Ingraham (90.9% before; none after) to Triad Communications (9.1% before; 100% after). Consideration: \$590,850. Principal: Jerry W. Oakley, sole stockholder of Triad, is vice president and general manager of WFBS (BTC-7858). Action Nov. 24.

■ **KTMC(AM)** McAlester, Okla. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Indian Nations Radio Co. to Monray Broadcasting for \$260,000. Seller: Lewis W. Coleman, vice president, has no other broadcast interests. Buyers: Edward (51%) and Jeane (49%) Monray. Mr. Monray is vice president, general manager and stockholder of KWEN(FM) Tulsa, Okla. (BAL-8496). Action Nov. 18.

■ WAPA-TV San Juan, Puerto Rico (ch. 4)—Broadcast Bureau granted transfer of control of WAPA-TV Broadcasting Corp. from Columbia Pictures Industries (100% before; none after) to Screen Gems Broadcasting Co. (none before; 100% after). Consideration: none. Principals: Screen Gems is wholly owned by Columbia Pictures, which owns WNUJ-TV Linden-Newark, N.J.; WWVA-AM-FM Wheeling, W. Va.; WYDE(AM) Birmingham, Ala.; KCPX-AM-FM Salt Lake City; WVUE(TV) New Orleans; and 33-1/3% of WOLE-TV Aguadilla, Puerto Rico (BTC-7881). Action Nov. 18.

■ KEZX(FM) Seattle (98.9 mhz, 35 kw)—Broadcast Bureau granted assignment of license from Market-Casters Inc. to Roy H. Park Broadcasting of Washington for \$515,000. Sellers: Frederick Von Hofen and William L. Clark. Mr. Clark is general manager of KABL(AM) San Francisco. Buyer: Roy H. Park, president and director of Park Broadcasting, has extensive broadcast interests including stations in Tennessee, North Carolina, Virginia, Oregon and Minnesota (BALH-2171). Action Nov. 18.

■ KXA(AM) Seattle (770 khz, 1 kw)—Broadcast Bureau granted transfer of control of KXA Inc. from Wesley I. Dumm, Margaret F. Dumm and Penelope F. Wilkes (100% before; none after) to Brentru Inc. (none before; 100% after). Consideration: \$327,500. Principals: Brent T. Larson (50%) owns KAIN(AM) Nampa, Idaho, KODL(AM) The Dalles, Ore., advertising agency and real estate interests. Rune F. Goranson (50%) has interest in real estate, cable television system, security systems company and marketing and management firm (BTC-7811). Action Nov. 18.

## Facilities changes

### TV actions

■ WXON Allén Park, Mich.—Broadcast Bureau granted mod. of license covering change of station location (BMLCT-795). Action Nov. 20.

■ KOBI Medford, Ore.—Broadcast Bureau granted request for authority to operate trans. by remote control from 2000 Crater Lake Highway, Medford (BRCTV-243). Action Nov. 21.

### AM applications

■ KWOW Pomona, Calif.—Seeks CP to increase nighttime power to 5 kw DA, change daytime operation to DA. Ann. Nov. 26.

■ WDEW Westfield, Mass.—Seeks CP to increase daytime power to 2.5 kw. Ann. Nov. 26.

■ KDWN Las Vegas, Nev.—Seeks CP to increase nighttime power to 50 kw-DA. Ann. Nov. 26.

■ WCHL Chapel Hill, N.C.—Seeks CP to increase daytime power to 5 kw, nighttime power to 2.5 kw DA-N. Ann. Nov. 26.

■ WNOO Chattanooga, Tenn.—Seeks CP to increase daytime power to 5 kw. Ann. Nov. 26.

■ WYVE Wytheville, Va.—Seeks CP to increase daytime power to 2.5 kw. Ann. Nov. 26.

### AM actions

■ WKTZ Arlington, Fla.—Broadcast Bureau granted CP to change station location, increase power to 5 kw DA, change type trans., redescribe trans. location, change main studio location, and delete remote control (BP-19774). Action Nov. 17.

■ KGMB Honolulu—Broadcast Bureau granted CP to change ant. trans. location, conditions (BP-20067). Action Nov. 21.

■ KEEL Shreveport, La.—Broadcast Bureau granted CP to make changes in MEOV's for nighttime directional pattern, conditions (BP-20120). Action Nov. 21.

■ KPRM Park Rapids, Minn.—Broadcast Bureau granted CP to increase tower height to accommodate FM ant. (BP-20102). Action Nov. 19.

■ KOBV Reno—Broadcast Bureau granted CP to change trans./ant. location 3.3 miles west of Reno, near Interstate 80 (BP-20101). Action Nov. 24.

■ WCSV Crossville, Tenn.—Broadcast Bureau granted mod. of CP to remove condition limiting day ant. efficiency (BMP-14094). Action Nov. 18.

■ KEND Lubbock, Tex.—Broadcast Bureau granted CP to install new aux. trans. (BP-20133). Action Nov. 24.

■ KBRE Cedar City, Utah—Broadcast Bureau granted CP to install new aux. trans. (BP-20132). Action Nov. 24.

■ WRRR Frederiksted, St. Croix, Virgin Islands—Broadcast Bureau granted mod. of CP to change ant. trans. location to Mahogany Rd. at King St. extended, north of Frederiksted, change from directional to non-directional ant. (BMP-14078). Action Nov. 21.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KOLM Rochester, Minn. (BP-19,898), Nov. 19; KTNT Tacoma, Wash. (BP-19,683), Nov. 12; KXL Portland, Ore. (BP-19,781), Nov. 18.

### FM applications

■ \*WHRB Boynton Beach, Fla.—Seeks CP to change frequency to 90.7 mhz, install new trans., change TPO, ERP: 35.48 kw. Ann. Nov. 25.

■ WFML Washington, Ind.—Seeks CP to install new trans., new ant., change TPO, ERP: 50 kw (H&V), HAAT: 340 ft. (H&V). Ann. Nov. 25.

### FM actions

■ \*WQEN Gadsden, Ala.—Broadcast Bureau granted mod. of permit to change trans.; change ant.; make changes in transmitting equipment; ant. height 1080 ft. (BMPH-14670). Action Nov. 20.

■ KYXY San Diego—Broadcast Bureau granted CP to change trans. location; install new trans.; install new ant.; ERP 30 kw (H&V); ant. height 540 ft. (BPH-9692). Action Nov. 20.

■ WYOR Coral Gables, Fla.—Broadcast Bureau granted CP to change trans. location; install new ant.; make changes in ant. system; ant. height 600 ft.; ERP 160 kw (V&H); condition (BPH-9654). Action Nov. 17.

■ WMDR Moline, Ill.—Broadcast Bureau granted mod. of license covering change in studio location (BMLH-524). Action Nov. 20.

■ KSEZ Sioux City, Iowa—Broadcast Bureau granted CP for change of ERP to 62 kw (H&V); ant. height 260 ft. (H&V) (BPH-9688). Action Nov. 21.

■ KUDL-FM Kansas City, Kan.—Broadcast Bureau granted mod. of license covering change in studio location, delete remote control (outside city limits) (BMLH-521). Action Nov. 20.

■ WPLM-FM Plymouth, Mass.—Broadcast Bureau granted CP to install new ant., relocate tower, make changes in ant. system, make changes in transmitting equipment, ant. height 430 ft., condition (BPH-9647). Action Nov. 17.

■ KPRM-FM Park Rapids, Minn.—Broadcast Bureau granted frequency change to 97.5 mhz, change ant., make changes in ant. system; ant. height 410 ft. (Doc. 19708). Action Nov. 17.

■ WAYV Atlantic City, N.J.—Broadcast Bureau granted CP to install new circular polarized ant., ERP 10 kw (H&V), ant. height 300 ft. (BPH-9696). Action Nov. 20.

■ WBLK-FM Depew, N.Y.—Broadcast Bureau granted CP to install new trans. and ant., ERP 50 kw (H&V), ant. height 400 ft. (H&V), remote control permitted (BPH-9694). Action Nov. 21.

■ WWRJ Southampton, N.Y.—Broadcast Bureau granted CP to make changes, ERP 2.35 kw (H&V), ant. height 340 ft. (H&V), remote control permitted (BPH-9687). Action Nov. 21.

■ \*WUAG Greensboro, N.C.—Broadcast Bureau dismissed CP to change frequency to 89.7 mhz (BPED-2006). Action Nov. 21.

■ WWEZ Cincinnati—Broadcast Bureau granted CP to install new ant., change ERP to 11 kw (H&V), ant. height 910 ft. (BPH-9677). Action Nov. 17.

■ WTVN-FM Columbus, Ohio—Broadcast Bureau granted CP to install new aux. ant., ERP 22.5 kw (H&V), ant. height 500 ft. (H&V), remote control permitted, condition (BPH-9691). Action Nov. 21.

■ \*KBOO Portland, Ore.—Broadcast Bureau granted mod. of CP to change trans. location (same site), make changes in transmission line, change ant. tower to another site (BMPED-1326). Action Nov. 20.

■ WVZS-FM Vieques, Puerto Rico—Broadcast Bureau granted mod. of permit to change studio location, authority expressly contingent upon maintenance of aux. studio facilities at Vieques (BMPH-14658). Action Nov. 18.

■ WDWD-FM Chattanooga—Broadcast Bureau granted mod. of CP to change trans., change ant., ERP 100 kw(H), 88 kw(V); ant. height 1080 ft. (BMPH-14671). Action Nov. 20.

■ WIZO-FM Franklin, Tenn.—Broadcast Bureau granted CP to install new dual polarized ant., ERP 2.5 kw (H&V), ant. height 320 ft. (H&V), remote control permitted (BPH-9689). Action Nov. 21.

■ WVIS Frederiksted, St. Croix, Virgin Islands—Broadcast Bureau granted CP to install new trans., new ant., ERP 19.5 (H), 1.45 (V), ant. height 820 ft. (H), 840 ft. (V) (BPH-9683). Action Nov. 18.

■ WFVA-FM Fredericksburg, Va.—Broadcast Bureau granted CP to install new trans. and ant., ERP 11.5 kw (H&V), ant. height 61 ft. (H&V), remote control permitted, condition (BPH-9690). Action Nov. 21.

■ KICN Spokane, Wash.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 28 kw (H), 9 kw (V); ant. height 285 ft. (H&V); conditions (BMPH-14669). Action Nov. 21.

■ KSSR-FM Spokane, Wash.—Broadcast Bureau granted CP to change trans. location, install new trans. and ant., make change in ant. system, ERP 55 kw (H&V), ant. height 2380 ft., remote control permitted (BPH-8776). Action Nov. 17.

■ \*WHHI Highland, Wis.—Broadcast Bureau granted CP to install new trans., install new ant., make changes in ant. system, make changes in transmitting equipment (BPED-2103). Action Nov. 17.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: \*KBPK Buena Park, Calif. (BPED-1947), Nov. 11; \*KCPR San Luis Obispo, Calif. (BPED-2106), Nov. 19; WBEN-FM Buffalo, N.Y. (BPH-9451), Nov. 10; WIFC-FM Wausau, Wis. (BPH-9599), Nov. 7; WPOS-FM Holland, Ohio (BPH-9166), Nov. 7; KEBC Oklahoma City, Okla. (BPH-9518), Nov. 11; KHQ-FM Spokane, Wash. (BPH-9483), Nov. 19; WKBI-FM Ridgway, Pa. (BPH-9465), Nov. 13; \*WSHJ Southfield, Mich. (BPED-1941), Nov. 12; \*WTGJ Greenville, Pa. (BPED-2031), Nov. 13; \*WXCI Danbury, Conn. (BPED-1906), Nov. 13; \*WMHW-FM Mt. Pleasant, Mich. (BPED-2115), Nov. 11; WMUU—FM Greenville, S.C. (BPH-9410), Nov. 11; WQCR South Burlington, Vt. (BPH-9621), Nov. 13; WQEZ Birmingham, Ala. (BPH-9622), Nov. 12; WSUS Franklin, N.J. (BPH-9467), Nov. 13.

## In contest

### Dismissed

■ Avon Park, Fla., **FM proceeding:** Tri-County Stereo competing for 106.3 mhz (Doc. 20179)—ALJ Frederick W. Denniston granted petition by Tri-County and dismissed its application with prejudice; terminated proceeding. Action Nov. 21.

■ Ocilla, Ga., **FM proceeding:** Oliva Broadcasting Co. (Doc. 20134)—Chief ALJ Chester F. Naumowicz Jr. granted motion and dismissed with prejudice Oliva's application, and terminated proceeding. Action Nov. 24.

■ Flint, Mich., **FM proceeding:** Sherwood Broadcasting Inc., WAMM Inc., Flint Family Radio Inc., Fuqua Communications Inc., and Flint Metro Mass Media Inc., competing for 92.7 mhz (Docs. 20570-40)—ALJ Joseph Stirmer granted petition by Sherwood Broadcasting and dismissed its application with prejudice, dismissed as moot discovery initiated against Sherwood. Action Nov. 24.

■ Austin, Tex., **FM proceeding:** Pioneer Broadcasting Co., Allandale Baptist Church of Austin and Dynamic Communications of Austin, competing for 102.3 mhz (Doc. 20445-7)—ALJ Joseph Stirmer granted joint requests for approval of agreements by Pioneer and Dynamic Communications, and by Allandale Baptist Church and Dynamic; authorized reimbursement to Pioneer in amount of \$7,500 and to Allandale in amount of \$5,377.24; dismissed applications of Pioneer and Allandale with prejudice; and retained application of Dynamic in hearing status. Action Nov. 20.

### Initial decisions

■ Twin Falls, Idaho, **FM proceeding:** Inland Radio (Doc. 20439)—ALJ Walter C. Miller granted application of Inland Radio for 95.7 mhz. Ann. Nov. 26.



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■ Princess Anne and Pocomoke City, Md., **FM proceeding**: Maranatha Inc., Leisure Time Communications and Peter and John Radio Fellowship, competing for 102.5 mhz (Doc. 20388-90)—ALJ Frederick W. Dennison received proffered supplements to joint agreement filed June 30, approved joint agreement as supplemented, granted application of Maranatha, dismissed with prejudice applications of Leisure Time Communications, and Peter and John Radio Fellowship, with each to be reimbursed \$7,321.28 for expenses, and terminated proceeding. Action Nov. 21.

## Fines

- WNCO(AM) Mayfield, Ky.—Broadcast Bureau ordered to forfeit \$800 for failure to take proper equipment performance measurements and operating with full daytime power during presunrise hours not in accordance with station authorization. Action Nov. 19.
- WCOU(AM) Lewiston, Me.—Broadcast Bureau notified it incurred apparent liability of \$250 for either operating with excessive power; or failing to have a competent employee (or contract operator), having actual knowledge of required facts, maintain program, operating and maintenance logs. Action Nov. 24.
- WJBQ(AM) Westbrook, Me.—Broadcast Bureau ordered to forfeit \$1,000 for broadcasting telephone conversations without first informing parties called of licensee's intention to broadcast them. Action Nov. 24.
- WASA(AM) Havre De Grace, Md.—Broadcast Bureau notified of apparent liability of \$500 for operating with excessive power. Action Nov. 18.
- WHFB(AM) Benton Harbor, Mich.—Broadcast Bureau ordered to forfeit \$2,000 for not logging entries showing total plate voltage and total plate current of last radio stage along with antenna current at beginning of operation, and falsification of logs. Action Nov. 19.
- KVLV(AM) Alpine, Tex.—Broadcast Bureau ordered to forfeit \$250 for failing to use indirect method for computation of operating power when changes occurred in ant. system and its environment that affected ant. resistance. Action Nov. 21.
- KFRO(AM) Longview, Tex.—Broadcast Bureau ordered to forfeit \$500 for maintaining operating power beyond authorized tolerances and making log entries with modulation. Action Nov. 24.

## Other actions

- KMPH(TV) Tulare, Calif.—Broadcast Bureau granted waiver of rules to identify station as Tulare-Fresno, Calif. Action Nov. 4.
- WUHQ(TV) Battle Creek, Mich.—Broadcast Bureau granted waiver of rules to identify as Battle Creek-Kalamazoo, Mich. Action Nov. 4.
- WISC-TV Madison, Wis.—FCC renewed license of WISC-TV and denied petition of Better Television for Madison, an area citizens' group. Action Nov. 25.

## Allocations

### Petitions

FCC received following petition to amend TV table of assignments (ann. Nov. 25):

- KGTO-TV Fayetteville, Ark.—Assign ch. 29 in lieu of ch. 36 at Fayetteville; assign ch. \*36 in lieu of ch. \*29 at Little Rock, Ark.; assign ch. \*31 in lieu of ch. \*14 at Harrison, Ark.; and assign ch. 47 in lieu of ch. 29 at Tulsa, Okla. (RM-2618).

FCC received following petitions to amend FM table of assignments (ann. Nov. 25):

- James J. Jester, Salisbury, Md.—Assign ch. 296A to Salisbury (RM-2619).
- The Family Broadcasting and Communications Corp., Fremont, Ohio—Assign ch. 265A to Clyde, Ohio (RM-2620).

## Translators

### Applications

- State of Alaska, Kenai and Sterling, Alaska—Seeks ch. 4 rebroadcasting KTVA Anchorage (BPTTV-5443). Ann. Nov. 24.

■ XYZ Television, Gateway, Colo.—Seeks ch. 9 rebroadcasting KREY-TV Montrose, Colo. (BPT-TV-5442). Ann. Nov. 24.

■ Plains-Paradise TV District, Weeksville, Lynch Creek & Burgess Lake, Mont.—Seeks ch. 68 rebroadcasting KGOV-TV Missoula, Mont. (BPTT-2939). Ann. Nov. 28.

■ Regents of New Mexico State University, Alamogordo, Tularosa & Holloman Air Force Base, N.M.—Seeks amendment to change frequency from ch. 55 to ch. 67 (BPTT-2938). Ann. Nov. 28.

■ Wometco Skyway Broadcasting Co., Oteen, Warren Wilson College and Swannanoa, N.C.—Seeks ch. 6 rebroadcasting WLOS-TV Asheville, N.C. (BPT-TV-5441). Ann. Nov. 24.

■ Kaskela Ranch (Buck Coe), South Junction, Ore.—Seeks ch. 5 rebroadcasting KGW-TV, ch. 10 rebroadcasting KATV, and ch. 13 rebroadcasting KOIN-TV, Portland, Ore. (BPTTV-5446, 7, 8). Ann. Nov. 28.

■ University of Utah, Long Valley Junction, Utah—Seeks ch. 69 rebroadcasting KUED Salt Lake City (BPTT-2907). Ann. Nov. 28.

### Action

■ K12IG Klamath Reservation Jaycees, Chiloquin, Ore.—License canceled and call letters deleted for ch. 12 rebroadcasting KOTI Klamath Falls, Ore. Ann. Nov. 28.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 25 (stations listed are TV signals proposed for carriage):

■ Eastern Telecom Corp. for Upper St. Clair township, Pa. (CAC-05529): Add WSTV-TV Steubenville, Ohio.

■ Harpers Ferry Cable TV for Harpers Ferry, Iowa (CAC-05810): Add KRIN Waterloo, Iowa.

■ Liberty TV Cable for Leechburg borough, Pa. (CAC-05811): Requests certification of existing operations.

■ Copper Belt Cablevision, Box 816, Idabel, Okla. 74745 for Winkelman, Ariz. (CAC-05812): KTVK, KPHO-TV, KAET, KOOL-TV, KPAZ-TV, Phoenix; KTAR-TV Mesa, Ariz.; KVOA-TV, KUAT-TV, KGUN-TV, KOLD-TV, Tucson, Ariz.; KZAZ Nogales, Ariz.; KTLA, KTTV, Los Angeles.

■ Platteville Cable TV Corp. for Platteville, Wis. (CAC-05813): Add WGN-TV Chicago.

■ South Jersey Television Cable Co. for Cape May Point, N.J. (CAC-05814): Requests certification of existing operations.

■ San Joaquin Cable TV, 1100 W. Shaw Ave., Fresno, Calif. 93705 for Fresno (CAC-05821): KFSN-TV, KJEO, KMJ-TV, KAIL, Fresno, Calif.; KMPH Tulare, Calif.; KFTV Hanford, Calif.; KBHK-TV, KEMO-TV, KQED, San Francisco; KTVU Oakland, Calif.; KVIE Sacramento, Calif.

■ C-K Video, 210 26th St., Catlettsburg, Ky. 41129 for Catlettsburg (CAC-05822): WSAZ-TV, WOWK-TV, WMUL-TV, Huntington, W. Va.; WKAS Ashland, Ky.; WPBO-TV Portsmouth, Ohio; WCHS-TV Charleston W. Va.; WXIX-TV Newport, Ky.; WSWP-TV Grand View, W. Va.

■ Tower Communications for New Philadelphia, Ohio (CAC-05823): Requests certification of existing operations.

■ Warner Cable of Atchison county for Tarkio, Mo. (CAC-05824): Requests certification of existing operations.

■ Glasgow Cablevision for Glasgow and Glasgow AFB, Mont. (CAC-05825, 6): Add-KHQ—TV Spokane, Wash.; CBKRT Regina, Sask.

■ Warner-CCC, 75 Rockefeller Plaza, New York 10019 for Marble Cliff (village of), Ohio (CAC-05827): WLWC, WTVN-TV, WBNS-TV, WOSU-TV, Columbus, Ohio; WXIX-TV Newport, Ky.; WUAB Lorain, Ohio; WOUB-TV Athens, Ohio; WJW-TV Cleveland; WTRF-TV Wheeling, W. Va.; WKEF Dayton, Ohio.

■ Petit Jean CTV Co. for Danville, Ark. (CAC-05828): Add KTUL-TV Tulsa, Okla.

■ Teleprompter of Jamestown, 316 Washington St., Jamestown, N.Y. 14701 for Elery (town of), N.Y. (CAC-05815): WNED-TV, WGR-TV, WKWB-TV, WBEN-TV, WUTV, Buffalo, N.Y.; WNEW-TV, WOR-TV, WPX, New York; WICU-TV, WSEE, WJET-TV, WQLN, Erie, Pa.; WPSX-TV Clearfield, Pa.; CHCH-TV Hamilton, CKCO-TV Kitchener, CFPL-TV London, CFTO-TV Toronto, Ont.

■ Teleprompter of Dubuque for Dubuque, Iowa (CAC-05815): Requests certification of existing CATV operations.

■ American Television and Communications Corp., 360 S. Monroe St., Denver 80209 for Delaware county (unincorporated portions), Ohio (CAC-05817): WBNS-TV, WLWC, WTVN-TV, WOSU-TV, Columbus, Ohio; WUAB Lorain, Ohio; WXIX-TV Newport, Ky.; WTVV Bloomington, Ind.

■ Teleprompter of La Crosse for La Crosse, Wis. (CAC-05818): Requests certification of existing operations and to add WVTV Milwaukee; WGN-TV, WFLD-TV, WTTW, Chicago; WCCO-TV and KMSP-TV, Minneapolis; KSTP-TV St. Paul.

■ Sullivan Cable Systems, c/o Ronald Greenberg, Esq., Ruben, Baum, Levin, Constant & Friedman, 645 Fifth Ave., New York 10022 for Du Quoin, Ill. (CAC-05819): WSIL-TV Harrisburg, Ill.; KFVS-TV Cape Girardeau, Mo.; WPSD-TV, WDXR-TV, Paducah, Ky.; WSUI-TV Carbondale, Ill.; KTVI, KMOX-TV, KSD-TV, KPLR-TV, KDNL-TV, St. Louis.

■ Cablecom-General for Sherman, Tex. (CAC-05820): Add KAUZ-TV Wichita Falls, Tex.

### Certification actions

■ Crystal-Brite Television, El Granada, Montana, and Moss Beach, Calif.—Cable Bureau dismissed applications for certificates of compliance at request of the applicant (CAC-04959, 8, 7). Action Nov. 26.

■ Preston, Conn., Cable Video—Cable Bureau granted certificate of compliance and authorized to carry WFSB-TV and WHCT-TV Hartford, WHNB-TV New Britain, WATR-TV Waterbury, WTNH-TV New Haven, \*WEDN Norwich, Conn.; WTEV New Bedford, \*WGBH-TV, WSBK-TV, WCVB-TV Boston, WLVI-TV Cambridge, Mass.; WJAR-TV and WPRI-TV Providence, R.I.; and WNYC-TV New York (CAC-05264). Action Nov. 24.

■ Peru, Grissom Air Force Base and Miami county, Ind., Hoosier Telecable—Cable Bureau granted certificates of compliance to add WHMB-TV Indianapolis to three systems and denied opposition by city of Peru to carriage of signal on Peru system (CAC-04462-04464). Action Nov. 24.

■ Keene, Marlboro and Swanzey, N.H., American Cablevision Co.—Cable Bureau granted certificates of compliance for three existing systems to carry signals of WFSB-TV Hartford, Conn.; WCDC Adams, WBZ-TV, WCVB-TV, \*WGBH-TV, WNAC-TV, WSBK-TV, Boston, WRLP Greenfield, WSMW-TV Worcester, Mass.; \*WEKW-TV Keene and WMUR-TV Manchester, N.H., and directed American to amend its franchise for Keene and to submit a franchise consistent with rules within 90 days (CAC-02788-02790, CAC-03076-03078). Action Nov. 24.

■ Bellefontaine, Ohio, TV Cable of Bellefontaine—Cable Bureau granted application for certificate of compliance except for carriage of WDHO-TV Toledo, Ohio, which was denied with the applicant's consent (CAC-05542). Action Nov. 24.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Wonderland Ventures, Flint, Mich. (CAC-04509); K-M Cable TV, Mohall and Kenmore, N.D. (CAC-05462,3); The Viking Media Corp., village of McFarland, Wis. (CAC-05521); Downs Cable, Downs, Kan. (CAC-05547); Gulf Coast Television of Lee county, Sanibel, Fla. (CAC-05562); Westex Cable Corp., Del Rio, Tex. (CAC-05595); Highlands Cable TV, unincorporated portions surrounding Sebring and Avon Park in Highlands county, Sebring, and Avon Park, Fla. (CAC-05617, 8, 9); Seemore TV, Philadelphia, Miss. (CAC-05620); Astro Cablevision Corp., Corapolis borough, Crescent township, Moon township, and Neville township, Pa. (CAC-05624, 5, 6, 7); Chester County Broadcasting Co., West Chester borough and West Goshen township, Pa. (CAC-05628, 9); Teleprompter of Seattle, Seattle, Wash. (CAC-05652); Northeastern Pennsylvania TV Cable Co., village of Falls, Pa. (CAC-05676); Jackson Hole Cable Telecommunications, South Park, Moose, Wilson-Teton Village, and Warm Springs-County Club Estates, Wyo. (CAC-05693, 4, 5, 6). Actions Nov. 24.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### Help Wanted Management

**Partner needed** to invest in and manage small market in Midwest. \$6250.00 investment. Box M-186, BROADCASTING.

**Texas FM needs** assistant manager. Then move to manager with stock option. Must have solid small market sales accomplishment. Salary draw commission up to \$200 to start. Send detailed resume with references to Box N-46, BROADCASTING.

**West, Sales manager** fulltime AM in medium market. Beautiful growth area. Must have proven local sales record and be broadcast career oriented. EOE/MF. Reply Box N-51, BROADCASTING.

**Midwest, VP & GM** for medium market adult contemp. Take charge for absentee; equity available. Excellent salary/incentive/benefit package. Write Box N-62, BROADCASTING.

**Accounting Supervisor** needed to supervise accounting & staff, review procedures & policies, financial reporting, etc. Preferred qualifications: B.A. in business or equivalent, experience in TV/business. Send resumes to: KQED, 1011 Bryant St., San Francisco, CA 94103.

**Experienced radio executive.** Heavy in sales, to manage Country Western AM in medium metro market. Station is profitable and respected. Full resume with achievements required. Write Ross Baker, PO Box 1050, Lawton, OK.

**Major southeastern KW station** seeking station manager. Person we are looking for can motivate and lead. Excellent base, override and fringe benefits. Send complete resume to Wynn Alby, Vice President, Screen Gems Radio Stations, 2112 11th Avenue South, Birmingham, AL 35205. We are an Equal Opportunity Employer.

### Help Wanted Sales

**Major account list** available for creative, hard-working salesperson. Top Cleveland station. Send resume. Box N-21, BROADCASTING.

**KRLG Lawton, Oklahoma** has opening for double duty salesperson, sports announcer. Excellent sales list. University athletics. Send full details and tape to Ron Kirby, PO Box 1098, Lawton, OK 73501.

**Beautiful music (FM)** station in Tampa/St. Petersburg, Florida is expanding sales force to include several self-motivated, promotion minded individuals who can sell in a competitive situation. Only those with experience and a proven track record need apply. Send resume with income requirements and references in complete confidence to Jim Johnson, WQXM, PO 4809, Clearwater, FL 33518. An Equal Opportunity Employer.

### Help Wanted Announcers

**50,000 watt adult** rock FM in Northeast looking for bright, enthusiastic announcer who wants to grow with aggressive station. Copy skills and good production, a must. No loud, rock jocks please. We are looking for mature, intelligent announcer to execute our plan. An Equal Opportunity Employer. Resume and particulars to Box N-27, BROADCASTING.

**Small market,** Virginia contemporary Top 40 station, needs jock-announcer, long hours, hard work, low pay; no drifters, no hippies, no know-all, send resume and expected salary. Equal Opportunity Employer. Reply Box N-97, BROADCASTING.

### Help Wanted Announcers Continued

**Radio as a career?** Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

**Creative Top 40 jock,** work in one of the finest facilities in the midwest. Live in one of the most delightful areas anywhere. Enjoy being part of Springfield's No. 1 contemporary station. E.O.E. Send tape and resume to: Jim Palmer, WCVS Radio, PO Box 2697, Springfield, IL 62708.

**WOBM, Toms River, New Jersey** is always looking for experienced people for our MOR format. Please send tape and resume to Paul Most, WOBM, PO Box 927, Toms River, NJ 08753. An Equal Opportunity Employer.

**Wanted Mid-morning announcer** for personality oriented MOR. Two years minimum experience. An Equal Opportunity Employer. Send tape and resume to Allen Strike, Box 699, Elkhart, IN 46514.

**Experienced Announcer** for modern country format. Sales or news gathering ability helpful but not necessary. Must know and love country music. Send tape, resume to Raymond Saadi, 2306 West Main Street, Houma, LA 70360 or call prepaid 504-876-5466. An Equal Opportunity Employer.

### Help Wanted Technical

**Immediate opening** for chief engineer, 3 tower, night directional, 5,000 W. Midwest contemporary AM station. New transmitter. Good pay and hours. EOE. Reply to Box N-89, BROADCASTING.

**Chief Engineer** Class IV AM combo with class C FM. Strong on maintenance desired. Contact Sam Burk, KIRX, Kirksville, MO.

**We are an FM/AM facility** that prides itself on technical excellence. We are looking for an aggressive chief engineer with extensive experience in audio and FM/AM transmitter maintenance. Call KRAV Radio, Tulsa, 918-585-5555.

**Wanted experienced Chief Engineer** for AM, FM and SMC automation. Excellent opportunity. Good salary. Contact Bill Harrell, KVOZ-KOYE FM, Laredo, TX. 512-723-4396.

**Chief Engineer:** AM 5k-1k automated FM stereo. Central California. Strong maintenance background; both transmitters and studios. Proofs of performance. Excellent starting salary. Equal Opportunity Employer. Resume to: Director of Engineering, 6430 Sunset Blvd., No. 102, Hollywood, CA 90028.

**Experienced AM-FM engineer.** Good deal for right person. Telephone collect Harold Sudbury, 501-762-2093. PO Box 989, Blytheville, AR 72315.

### Help Wanted News

**Wanted,** total newsperson for major Eastern station. Must have strong narrative and mature judgment. Equal Opp. Employer. Send resume and what you think a newsperson is to Box N-22, BROADCASTING.

**Combination newsperson/salesperson.** Small New England market. Good living. Reasonable salary and benefits. Sales and news important. EOE. Box N-81, BROADCASTING.

### Help Wanted News Continued

**Major market** all-news station is looking for a heavy morning anchor person who can also do heavy production. Extensive news background is not required. We are looking for someone with good news sense and personality. You'll work with a very professional news team. Get to us fast. Box N-82, BROADCASTING.

**We're looking** for the best reporter in the business. A top pro only, with solid major market or network experience, capable of street and anchor work, up on politics, good with tape. Contact Box N-84, BROADCASTING.

**Soundalike:** Most all newpeople do. What makes you stand out in your market? We want a unique, dynamic, creative, witty, adult news director. We don't need journalistic degrees or beginners. We need a seasoned, one to one motivating communicator that will be heard and talked about. Stand above all others in our market and we'll pay for it. Resume. Box N-88, BROADCASTING.

**Dedicated reporter** for respected four man team. Will write, gather, report news and features. Tape, resume, and writing sample to Mike Piggott, News Director, WASK, Box 880, Lafayette, IN 47902.

### Help Wanted Programing, Production, Others

**Exciting opportunity** with contemporary leader for copywriter, man or woman, who can create quality commercials in quantity, with confidence & authority enough to direct the production of these professional gems into sales & award winners. Resumes, samples, details in confidence to Box M-219, BROADCASTING.

**Mature, steady PD** experienced in non-rock Contemporary sound. Need a public affairs-minded image-maker. Western States applicants only. Give complete references, salary, first letter. Box N-5, BROADCASTING.

**Copy writer** with flair for the original, capability for high volume, good work. Western station has good job for you. Send samples, salary requirements first letter. Box N-6, BROADCASTING.

**Wanted assistant** to the president of radio corporation, your duties will include programing for a contemporary soul station. Must know all FCC regulations. You will be in complete charge of another building and all announcers. You must know black contemporary programing and how to get ratings and above all be of executive calibre. Send salary requirements and complete resume. Box N-45, BROADCASTING.

**\$200 per week** reward offered for alive person to do fast creative production for 5000-watt regional medium market. Virginia station. Send resumes to Box N-57, BROADCASTING.

**Operations Director,** East Coast beautiful music station has need for a highly qualified, self-motivated professional to take full responsibility for totally automated facility. EOE. Send resume to Box N-72, BROADCASTING.

**Radio Research.** Creative, growth-minded individual needed to complement the expanding professional staff of the industry's leading supplier of qualitative research and consulting services. Responsibilities of position include questionnaire design, data analysis, and interpretation. Candidates must be willing to relocate; free to travel. Masters degree, research experience, and knowledge of radio mandatory. Salary commensurate with experience. For additional information, submit resume in confidence to Box N-74, BROADCASTING.



## Help Wanted Programing, Production, Others Continued

**Major market** all-news station is looking for a heavy morning anchor person who can also do heavy production. Extensive news background is not required. We are looking for someone with good news sense and personality. You'll work with a very professional news team. Get to us fast. Box N-82, BROADCASTING.

**Creative production director** needed at one of Midwest's most respected stations. Must have good voice, sense of humor, ability to work with announcers and sales people in developing ideas. Tape & resume to: Bill Vancil, Program Manager, WISM, Box 2058, Madison, WI 53701.

## Situations Wanted Management

**Thinking of change** or retirement? Successful 26 year old sales manager with 4½ years experience seeking G.M. or sales management position with small market station in Iowa or Minnesota with opportunity to buy part or all of the station eventually. Current yearly personal sales of over \$90,000. Box N-60, BROADCASTING.

**Successful G.M.**, experienced programmer, sales, management, FCC rules. Seeking home for family. Complete pro all phases. Box N-80, BROADCASTING.

**Aia., Tenn., Miss., Ga.** Experienced general manager. First phone. Strong on sales & promotion. Looking for small market with opportunity to work into part ownership. Box N-93, BROADCASTING.

**Attention Pennsylvania:** currently employed, strong direct salesman, RAB trained, lots of ego & empathy desires return to mgt career in Penna. Box N-94, BROADCASTING.

**Even though you** are a small market daytimer I can show you how to have \$1,000 per month profit even if you are billing less than \$6,000. Box N-96, BROADCASTING.

**Wanted Radio Management:** Over 20 years in radio and TV. 10 years in management. Age 40. Resume on request. Jim Weneker, 210 Harry, PO Box 69, Sikeston, MO 63801.

**Experienced GM,** 18 years all phases, sales CE, ownership. 1st phone, buying potential. Small to medium. 805-966-3857.

**G.M. 20 yrs.** experienced in programing wants station management position. Prefer Florida. 305-689-6233.

## Situations Wanted Sales

**Salesman, first phone,** good all around radio man. Wants to return to radio after long absence. Desire MOR station. Single, middle age, five figure income. Desire California or Florida. Box N-90, BROADCASTING.

## Situations Wanted Announcers

**D.J., 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Announcer with** 4 years previous experience. Looking for a gig. Been away from radio for too long. If you've got an opening, I can fill it! Box M-181, BROADCASTING.

**Female, experienced** black announcer, DJ newscaster. Writing skills, 3rd endorsed. Small market OK. Tape and resume. Box N-19, BROADCASTING.

**Young, energetic,** success minded man looking for growth opportunity. 6 years experience 3 years in sales. News experience & play by play. Experience in C&W, rock & MOR. Formats with both AM & FM. Prefer small or medium market. Box N-29, BROADCASTING.

**Female DJ** Newscaster. Good commercial and newswriting skills. Excellent training. 3rd endorsed. For tape and resume Box N-55, BROADCASTING.

## Situations Wanted Announcers Continued

**Production Director** in 100,000 market seeks larger market or management position in same or smaller market. B.S. 5 yrs. experience. Box N-58, BROADCASTING.

**Experienced/stable announcer** desires progressive or country station. Good/flexible production. Box N-63, BROADCASTING.

**Religious broadcaster,** 20 years experience, wants to buy all, part or manage radio station. All replies answered. Box N-65, BROADCASTING.

**1½ yrs experience** and ready to move. Not a screamer, I talk to my listeners. Northeast preferred, but open to other offers. Box N-70, BROADCASTING.

**Jazz jock needs gig.** All music provided. Take fin and write. Deeply dedicated jazz jock. Tape MOR. 27 single. Experienced 1st. Prefer midnight shift. Box N-85, BROADCASTING.

**First phone.** Top 40 jock, married, dependable, experienced. Box N-86, BROADCASTING.

**No. 1 PM Drive,** experienced country personality. Creative production, 1st phone, married and stable. Box N-91, BROADCASTING.

**Eager, ambitious** young man, tight board, endorsed third. Pete Mayer, 723A Spring, Sheboygan, WI 53081.

**D.J. seeks** rock and rap. 25, college grad, 3rd, smooth and polished. S. Chessin, 1371 E. 23 St, B'klyn, NY.

**Combo-man** 1st phone some performing experience. Mature, responsible person, business administration graduate. Bob Newell Home 212-759-0840. Work 212-922-4283.

**Broadcast Grad,** 3rd phone endorsed, reporting background. George Muzyka, 3825 N. Newcastle Ave., Chgo, IL 60634. Tel. 312-685-7984.

**Smooth, polished,** friendly style, rock, oldies, adult contemporary. Dalder, 3 Discovery Boulevard, Walkersville, MD. Phone 301-845-8389.

**Single college grad** wants job in Top 40. Some experience but needing break. Prefers Southeast. Bruce, 512-443-5677.

**Personality** will relocate anywhere. Currently MD in Phoenix market. Larry. 602-962-6476.

**I like work!** 3 years experience MOR, Oldies, C&W, Broadway, classical. Great copy, production. 3rd, college degree. Ready to move. Bill Cater, 78 Sagamore Rd., Millburn, NJ 07041.

**First phone** 8 yrs experienced, 5 with the last employer. Call Sam Cougar for tape & resume. 702-648-1832 or 702-648-6266.

**I've been out** of broadcasting for awhile, and can't stand it. I need another radio gig! I'm 25, married, with college, and experienced. I would like a small to medium market (to 40) to grow with. Let's start 1976 out right, together! Call Tom at 812-265-4170 (10-4p.m.) or 812-265-4026 after 4 est

**Excellent references** from where I am now. Looking for a move up. (First phone). Art Anthony, 400 Woolaston Avenue, No. C7, Newark, DE 19711. 302-368-3633.

**is there anyone** out there who would give a beginner a start?!! Graduate 3rd endorsed if so call 215-639-1494 Mr. Bratcher.

**First phone announcer** seeks position, prefer Nevada. 4 years experience, Top 40 or contemporary, production, news. Have talent & personality! 314-961-5884. Kevin.

**Married couple** seek opportunity in developing market, family community. Brown grads, both 1st class. Industrious, work well together. Ken Bills, 2726 13th Ave., Mpls., MN 55407.

**First phone,** 2 yrs. experience. Ready to move to medium market. Tight board. Good voice. Excellent production. 916-544-4057. M. Hawkins, Box 6302, South Lake Tahoe, CA 95729.

## Situations Wanted Announcers Continued

**Personality, Contemporary.** 2 years experience. Medium to larger market desired, but will consider anything. 1st ticket. I'm out to capture your audience. Call 303-237-2914, or write 30 Chase St., Lakewood, CO 80226.

## Situations Wanted Technical

**Experienced 1st phone,** good maintenance and repair. Age, 23. Excellent education. Box M-212, BROADCASTING.

**Engineer/Announcer.** Experienced in directionals, proofs, etc. Country and Western specialist. Some CATV Engineering experience. Box N-42, BROADCASTING.

**For hire** chief engineer; I'm 50 but the last 30 years spent designing, installing, maintaining broadcast facilities. AM, DA, FM, stereo, proofs, FCC rulings, etc. Box N-64, BROADCASTING.

**Get an experienced** licensed ce or combo for 210 per month. Box N-76, BROADCASTING.

**Retiree limited** to 210 per month by SS available as ce or combo experienced licensed. Box N-77, BROADCASTING.

**Chief Engineer available.** Interest: Service FM Multiplexers; create music distribution taping business. Anywhere warm, worldwide. 305-428-3161.

**Engineer 26,** 4 years TV, AM FM. Wants Calif. San Joaquin Valley, Feb-March '76. E. Davis, 7711 N. 60th, Apt. 102, Milw., WI 53223.

## Situations Wanted News

**Broadcast newswoman,** 3rd endorsed, experienced, mature. Can write, tape, edit, deliver. New York City or area. Box N-71, BROADCASTING.

**Radio newsmen,** 20 years experience, wants Centrat, SW or Western Iowa. Replies to Box N-78, BROADCASTING.

**I cannot promise** a perfect voice. But if you are looking for a reporter and/or news director who is enterprising, highly motivated with strong writing, reporting and production abilities, call 404-876-1134 after 5p EST. I have excellent experience, master's, awards, references. I prefer the west or southwest but want to hear about any worthwhile opportunity.

**Newsperson** aggressive, experienced reliable. Med-small market. Salary requirements reasonable. Chuck Devetsco 216-777-5589.

**Newsmen. Skilled,** experienced. B.A., 3rd endorsed. Ralph Gonzalez, 3327 Thornton Ave., Anaheim, CA 92804. 714-828-8151.

## Situations Wanted Programing, Production, Others

**Black, programmer,** administrator, jock, successful, winner. Working, looking for bigger challenge. Box N-59, BROADCASTING.

**Producer-Announcer,** five years experience, super tight very creative. Production to PD preferred. T. Jones, 5301 N.W. 23rd Ave., Gainesville, FL 32601. Call 904-373-5095.

**Sports sell.** Looking for that one station seriously interested in sports. Quality PBP, talk shows, specials and I can sell. Call Dick 317-474-2006. Let's talk.

**Two headed broadcaster.** Top program director, top morning personality. All formats. 305-689-6233.

**President Ford's** ex-walking instructor seeks radio copywriter/production position with radio station, ad agency or production house. Have small-station experience, degree and transcendental tonenails. Wayne, 812-334-3577.

**One of America's** leading AM personalities now seeking program director situation. 9 year professional that has done it all! Call 312-256-1514.

## TELEVISION

### Help Wanted Management

**Television Sales Manager.** Top 50 markets, group ownership, net affiliate in Northeast. Excellent opportunity for right person who must have strong local and national experience. All replies confidential. An Equal Opportunity Employer. Send resume to Box M-199, BROADCASTING.

**Ready for the big leagues?** Top 10 network VHF looking for account executive. Only pros need apply. Box N-73, BROADCASTING.

**General Manager** for University TV and FM stations in Northern Idaho, with opportunity for some teaching. Requirements include but are not limited to Masters Degree, ability to prepare and administer budgets, ability to work well with university administration, subordinates and general public, at least 3 years experience in broadcasting at professional level. Salary \$18,000-\$20,000. Deadline for applications Jan. 26, 1976. For more information, write to Dr. Don H. Coombs, School of Communication, University of Idaho, Moscow, ID 83843. (An EEO/AA employer).

### Help Wanted Sales

**Here is an opportunity** for a successful television salesperson to work with a network affiliated station located in one of the fastest growing areas of the U.S., south Florida. Individual must be able to work well with retail accounts in the areas of creativity and scheduling. An established account list is available but individual must be constantly developing new accounts. Applicants must have a minimum of three years' experience in successful television sales. An Equal Opportunity Employer. Reply to: Box M-172, BROADCASTING.

**TV Sales.** Top 60 market. Midwest CBS affiliate needs professional local sales person. Group ownership offers right person excellent management opportunities. An Equal Opportunity Employer. Send resume to Box N-9, BROADCASTING.

### Help Wanted Technical

**Experienced maintenance engineer** for radio and television system, including TK-42 camera, TR-4 and Helical VTRs. First phone required. Contact John Simmons, WCBI-TV, Columbus, MS 39701.

**VTR Engineers:** We are growing! As a leading public TV operation we have immediate openings in Tallahassee and Jacksonville for experienced VTR editing and maintenance engineers. Good pay and advancement opportunities, OEO. Contact: Chief Engineer, WJCT-TV, 2037 Main Street, Jacksonville, FL 32206. 904-354-2806.

**Maintenance/Operations Engineer.** Videotape, film, UHF transmitter experience required. ABC affiliate expanding plant. WOPC, Box 609, Altoona, PA 16603. 814-943-2607.

### Help Wanted News

**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.

**TV News Director,** medium sized market network affiliate looking for experienced news director with strong leadership qualities and proven successful track record capable of taking good news organization and making it an outstanding one! Professionals only need respond. All replies in confidence to Box M-205, BROADCASTING.

**News Director** for 14-person department. Have great staff and all the tools including ENG. Need leadership and direction. Must have management experience. Bill Patton, KATC, Lafayette, LA. 318-232-6111. An Equal Opportunity Employer.

**Boise ABC affiliate** seeks experienced man and woman to write, produce and anchor news/talk show. Contact News Director, 208-336-0500. No collect calls.

### Help Wanted Programing, Production, Others

**Producer-Director** wanted for progressive group owned number one affiliate in southeast. Responsibilities might include hour talk show, news, children's and community affairs pgms and commercial production. Degree and at least one year experience as P.D. An Equal Opportunity Employer. Box M-206, BROADCASTING.

**Writer, producer, director** for Midwest market. Must know all phases of television production. Will be responsible for creating, writing, and producing commercials. An Equal Opportunity Employer. Send resume, copy samples, and salary requirements. Box N-8, BROADCASTING.

**Creative director** to take charge of studio production. Must be able to do superior work and work well with personnel. Southeast. Box N-67, BROADCASTING.

**Creative Art Director.** Major SE Mkt. Must be innovative, experienced in television art forms. Send resume and salary requirements to Box N-79, BROADCASTING.

### Situations Wanted Management

**Ass't GM** wants GM position. Can save money and make money. 25 years experience. Prefer small, medium market. Box N-56, BROADCASTING.

**Wanted TV Management:** Over 20 years in TV and radio. 10 years in management. Age 40. Resume on request. Jim Weneker, 210 Harry, PO Box 69, Sikeston, MO 63801.

### Situations Wanted Sales

**South,** experienced smaller market TV sales & sales management. Broad background. Ready to move up. Box N-92, BROADCASTING.

### Situations Wanted Announcers

**First phone** with xmitter experience looking for station under construction. East or South. Martin, 707 West Fifth Ave., 203, Spokane, WA 99204.

### Situations Wanted Technical

**First phone** 35 yrs electronics, 10 yrs trans. super. TV, FM Stereo, AM direct. Proofs rules, studio maint. Desire TV CE or assit. No operations. Non drinker. Prefer West. Will answer all. Box N-32, BROADCASTING.

### Situations Wanted News

**Currently employed** female reporter/producer. 3 year veteran. Want new challenge. Outgrown current small market. Box M-124, BROADCASTING.

**Morning show host** Will double with radio airshift or news. Bright, knowledgeable, great appearance. Box N-61, BROADCASTING.

**Weathercaster.** MS Meteorology/MasCom. 2 years experience regular broadcasts, features. Box N-66, BROADCASTING.

**Serious Journalist** seeks producer-writer-editor-reporter position with information oriented news or documentary unit. Newspaper and wire service experience with extensive television knowledge. College graduate, 28, excellent references. 816-436-1666 or Box N-68, BROADCASTING.

**Looking for experienced,** enterprising woman reporter? Writer-editor five years experience, including multi-state news service. Shoot, edit film. Tape, references. Will move Jan. 1. Box N-75, BROADCASTING.

**News Director/Anchorman,** Top numbers in mid-50 market, award winning, 33, degree, 15 years experience. Box N-87, BROADCASTING.

**For Sale.** Late model reporter-photographer. Good working condition. Price negotiable. Box N-95, BROADCASTING.

### Situations Wanted News Continued

**Mature, young communicator** seeking position as small or medium market reporter. College graduate, black male. Currently employed St. Louis NBC affiliate with news and interview experience. 7 1/2 years experience. Former news director. Cassette and resume ready. Michael Powell, 7288 San Diego, St. Louis 63121.

**I have excellent** experience as a reporter and documentary maker plus references, master's, awards, newsfilm and writing skills. I am looking for a new opportunity as a reporter and/or writer-producer. Willing to relocate. Call 404-876-1134 after 5 p EST.

**Chief Cinematographer,** stable family man, over 7 years experience TV news, commercials 16mm processing, editing. Creative, aggressive. All offers considered. Mike Kandis, 6 Ladue St., Morrisonville, NY 12962. 518-561-7563.

**News Commentator,** announcer, producer-director ambitious, black degreed broadcaster eagerly seeking career. Thoroughly trained, relocate anywhere. Warren Jones, 1225 El Centro No. 335, Hollywood, CA 90038.

**Alert, aggressive** informed. Newsman, two years radio anchor/editor, seeking TV anchor/reporter, or same radio. B.S. 408-354-9469.

### Situations Wanted Programing, Production, Others

**No station** too small or responsibility too large. Young, aggressive television production person with NYC experience. MS and BFA from top broadcast schools. Looking to grow with expanding operation. Box M-178, BROADCASTING.

**10 year R/TV** all areas wants to learn everything about TV programming from top professional. Looking for growing position with major market or group broadcaster. Write Box N-69, BROADCASTING.

**Recent college graduate** desires position in television production. Reliable, responsible and willing to locate anywhere. Contact Bill Welker, 4053 Forest Ridge Blvd., Dayton, OH 45424.

**Director-Producer,** college degree and TV awards, has been growing with industry since late '50s. Experienced in all phases of production with emphasis on news, PA, promotional and commercial work. Worked in commercial and ETV in small, medium and major markets. In SE, but willing to relocate. Immediate availability. Call 404-427-2078.

## BUY—SELL—TRADE

### WANTED TO BUY EQUIPMENT

**Wanted:** Used RCA TTU-30 UHF transmitter tunable to Ch. 50 preferred. R. Moffett, KOCE-TV, 15744 Golden West St., Huntington Beach, CA 92647.

**Wanted eight bay** Collins horizontal antenna, etc., 608-244-2847 days, 608-244-2882 nights.

**We need used** 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supplu Corp., 1314 Iturbide St., Laredo, TX 78404.

### FOR SALE EQUIPMENT

**Gates 8C-1F,** 1 KW AM transmitter. Good \$2200.00. Box M-184, BROADCASTING.

**Schafer Automation,** Model 800. 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hitparade format, \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

**IVC Two studio** Pluimicon color cameras, model 300 with color encoders, CBS enhancers, Gibraltar tripods; one IVC Film Chain with Multiplexer, Model 210 color camera and remote control. All \$30,000. Will separate. 312-738-4114.

## For Sale Equipment Continued

**Mobile unit**, ready to televise. 2 CEI Hi-sensitivity cameras, over 1,000 ft cable, 15 kw generator. All monitors, scopes, encoders, switcher and audio. 1969 C600 Ford with 21 foot van. Power lift tailgate. Extremely versatile unit for any size market. Used for NFL pre-season, statewide pageants and sports events. For complete inventory and price contact Ron Erickson, WLUK-TV, 787 Lombardi, Green Bay, WI 54303. 414-494-8711.

**Ampex, Ampex, Ampex.** Fully refurbished hi-band color VTR's, like new, VR-2000's & VR-1200's. Call or write A.F. Associates, Inc., 415 Stevens Ave., Ridgewood, NJ 07450. 201-447-0096.

**Stereo cartridge record** play (SMC) KFMP 314-334-5644.

**Video truck** 1969 Ford 700 Cab over. 24 ft. van body with Tandem rear. Insulated with paneled interior. 9 ton air conditioner, 35 kilowatt generator, Lift gate. Call EUE Video Production 212-867-4030.

**Complete Gates** automation system, 3 Scully decks, 2 carousels with random select, time announce, 3 cartridge machines and digital logger. All sources stereo. System is now on the air and in mint condition. Call KRAV, Tulsa 918-585-5555.

**Hellax-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

**One stop** for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

**Gates BC-1T.** 1,000/250 w transmitter 1450 khz. Fine condition. WQIC, Meridian, MS. 601-693-4851.

**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.

**Gates 250 G-Y** now on 1580. Pick up Dec. 20, \$500. Waynesburg, PA. 412-627-5555.

**1 KW FM transmitter:** Gates FM-1C stereo CSI. 314-334-6097.

**Turnkey mini** trans facility Cohu 1500 chain and multiplexer; 3 Sony 2850 plus RM400; Ampex TBC 800; Interlock projector, mixer, audimax, technronic monitor. WFM, Vscope AFV routing switcher. VIA Patchbay, others. Newly installed. TVN 212-582-6666.

**Ampex 351** recorder, half track, 7 1/2 ips, excellent condition, new MMI heads \$950. Dave Smith 419-435-4463.

**Two 300 ft., one 400 ft.** microwave guyed towers, dishes, equipment houses. Heavy gauge steel. In place in East Texas. Contact Cudlipp, 3631-B, Fairfax, Dallas 75209. 214-521-4857.

**1 KW AM Transmitters:** Gates BC-1G; RCA BTA-1-R2; Gates BC-1F; Gates BC-1D; CCA AM-1000D; Raytheon RA-1000; Gates BC-1J; Gates BC-1T; Collins 820D-2. Communications Systems, Inc. 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

**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.

## Miscellaneous Continued

**Guaranteed profitable.** Many stations beginning seventh year! "Test" your market "on us." Prior sales unnecessary. Start immediately. After four weeks on air, decide from market response to keep at pennies-a-program or cancel, pay nothing! We research, document, write timely, "Common Sense" editorials and/or Bicentennial Minutes. You edit, produce for less cost than current in-house expense! "Test" on us. Phone Cessna, 904-255-1154, Daytona Beach, FL today!

**This is Glenn Miller.** New 3-hour program. 18 one-minute breaks. Excellent acceptance. Ford Roberts Productions, 1910 66th, Des Moines, IA 50322.

**Bring the stars** to your listeners every weekday. Five 3 1/2-minute interviews with entertainment celebrities weekly on tape. Introductory rate: \$5.00 per week. Interviewer is Gene Handsaker, formerly for 15 years an Associated Press Hollywood correspondent. For free demo and two weeks' free trial of program without obligation write: Hollywood Report, 213 Calle de Sirenas, Redondo Beach, CA 90277. Phone: 213-375-0256.

## Placement Service

**Many Top-40, MOR,** and country & western openings available! Rush tapes and resumes to: Air Talent Placement, Suite 505, 1516 Hinman, Evanston, IL 60201.

## INSTRUCTION

**Television News,** engineering, production, taught by outstanding professionals utilizing superb facilities within a college degree program. Write Columbia College, Department B, 925 North La Brea Avenue, Hollywood, CA 90038.

**REI teaches electronics.** Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Jan. 5, Feb. 16, Mar. 29. 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!

**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.)

## Instruction Continued

**1st Class FCC,** 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

**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

## PROGRAM MANAGER

**One of the Northeast's leading 50K stations is looking for a strong Program Manager with music and talk experience. You must be a Program Manager or General Manager with program experience in the top 50 markets to be considered. An Equal Opportunity Employer. All responses held in confidence. Send resumes to Box N-83, BROADCASTING.**

### Help Wanted Sales

## SYNDICATION SALES

Growing young radio program syndication firm needs experienced syndication sales person. Management of sales force and ownership interest available to the right person. Send resume and references to Concept Productions, P.O. Box 41406, Sacramento, California 95841.

### Situations Wanted Management

Over 20 years experience in all phases seeks GM or GSM position in top 100 mkts. Excellent references.

Box N-49, BROADCASTING.  
or call 602-934-8639.

### Situations Wanted Announcers

**PRO JOCK—MORNING MAN, MODERN COUNTRY, 1ST PHONE, 11 YEARS, MARRIED, ECCLECTIC. YOURS IN TOP 20 MARKET PAYING MONEY FOR PERFORMANCE AND TALENT. NO YEE-HAW YAHOO. WILL CONSIDER PERSONALITY MOR. BOX N-4, BROADCASTING.**

### I'm not "WM. B." ... I'm "Lou Shabott"

Seeking permanent position with cont. MOR to Beautiful music station in city where pro is paid decent, liveable wages. Announcing and/or Management inc. play by play ... 22 years experience ... with present employer since 1961 ... dedicated, very dependable, warm, sober family man ... 2314 Rogero Road, Jax. FL 912-743-0269.

For Fast Action Use  
BROADCASTING'S  
Classified Advertising



### Situations Wanted News

Experienced, award-winning network correspondent seeks documentary or production-oriented news work. At 30. have 16 years experience in all facets of daily news. BA and MS, highest credentials.

Reply Box M-179, BROADCASTING.

### Situations Wanted Programing, Production, Others

**FLEXIBLE,  
OPEN MINDED,  
SENSITIVE,  
EXPRESSIVE,  
CURIOUS,  
PERSISTENT,  
REALISTIC,  
FORESEEING,  
AVAILABLE**

Almost sounded like you, didn't it. Single young major market production/air talent, B.A. and first endorsed, seeks opportunity to program. Medium market prepared, but all inquiries welcome. The road to success is open to those who understand the laws of change and use them consciously.

Contact: Fisher, 329 Catharine Street, Philadelphia 19147 (215) 923-8249.

## TELEVISION

### Help Wanted Technical

#### ENGINEERS

The Grass Valley Group, Inc is seeking engineers in the following categories

**Circuit Development.** Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

**Television Systems.** Applicants should be thoroughly familiar with television systems. Minimum of 5 years experience required

Send resume and salary requirements to Robert L. Cobler, Grass Valley Group, Inc, PO Box 1114, Grass Valley, Calif 95945. The company is located in the foothills of the Sierra Nevada, approximately 50 miles northeast of Sacramento.

### Situations Wanted News

**STRONG ANCHORMAN:** Early thirties. Experienced, attractive, believable. Warm, casual presentation backed by solid writing. Currently in Top 75 Market, looking for Top 30 Box N-24. BROADCASTING.

### Employment Service

**JOBS! JOBS! JOBS! 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

### Situations Wanted Programing, Production, Others

#### DIRECTOR

Southern Illinois University at Carbondale R/TV graduate looking for position in television production. Experience includes directing news and talk shows for PTV station. Also TD, MC Switching, Camera and Audio for same station. College degree combined w/practical experience. Salary and location open. Resume and tape available. Ready to relocate immediately. If your organization can use any or all my skills, contact Brad Buck at 813-293-5308 or write 1525 17th Street, N.W., Winter Haven, Florida 33880.

### BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

#### YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.  
Washington, D.C. 20036

### Consultants

### 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

### For Sale Equipment



#### AMPEX VPR-7950 1" Video Tape Record Playback Machines, including:

- TBC-790-05 COLOR TIME CORRECTOR WITH VIDEO PROCESSING DROPOUT COMPENSATOR
- 705-6019-01 TENSION MEMORY
- VELOCITY ERROR COMPENSATOR
- 701-7938-01 TRANSPORT REMOTE CONTROL
- TEKTRONIX MODEL 650 COLOR MONITOR WITH RGB OUTPUT, TEKTRONIX 602 VECTOR DISPLAY MODULE INSTALLED IN OVERHEAD BRIDGE.

Both units have recently been serviced and fully aligned by factory representative and are fully operational. Both have few actual operating hours.

Offers Now Being Accepted. Box M-168, BROADCASTING.

**Public Notice**

**TO BE SOLD AT PUBLIC AUCTION**

Notice of Auction Sale  
of Pledged Securities

NOTICE IS HEREBY GIVEN that on Wednesday, December 17, 1975, at 10:00 a.m. (Eastern Standard Time), The First National Bank of Boston will offer in its entirety for sale to the highest bidder at public auction all of the outstanding stock (500 shares) of D.H. Overmyer Telecasting Co., Inc., an Ohio corporation with its principal office in Toledo, Ohio. The sale will be held in the Training Room, Credit Department, 13th Floor, 100 Federal Street, Boston, Massachusetts.

Said stock is pledged by The Overmyer Company, a Delaware corporation, to The First National Bank of Boston pursuant to a loan agreement to secure the obligations to said Bank of D.H. Overmyer Co., Inc., an Ohio corporation, under said loan agreement. As of October 17, 1975, D.H. Overmyer Co., Inc. was obligated to said Bank in the amount of \$3,350,000 in respect to principal and \$947,485.68. In interest. Said shares are not registered under the federal Securities Act of 1933.

The terms and conditions of sale are as follows:

1. A Two Hundred Fifty Thousand Dollar (\$250,000) deposit will be required by cash or by certified or cashier's check at the time and place of sale, and the balance of the successful bid shall be paid before noon, Eastern Standard Time, on the day following the sale, by cash or by certified or cashier's check.
2. The purchaser will be required to sign a written representation, in form and substance satisfactory to said Bank, to the effect that the purchase is made for investment and not with a view to sale or distribution and that any resale of such securities will be in compliance with the Securities Act of 1933.
3. In order to be eligible as a purchaser of any of the above securities such person will be required to satisfy said Bank and its counsel that the offering and sale of such securities to such person will be exempt from the registration requirements of the Securities Act of 1933.
4. The purchaser of the said shares will be required to satisfy the applicable requirements of the Federal Communications Act of 1934, as amended, and the rules and regulations of the Federal Communications Commission thereunder.
5. Said Bank may adjourn the sale hereby advertised or cause the sale to be adjourned from time to time, without written notice or further publication, by announcement at the time and place appointed for such sale, or any adjournment, and, without further notice or publication, such sale may be made at the time and place to which the sale may have been so adjourned.
6. Said Bank shall not be obligated to make any sale pursuant to this notice.
7. Right is reserved to said Bank to bid at the sale or any adjournment thereof.
8. The sale will not be complete until the successful bidder completes his purchase as provided, and in case of failure to complete the purchase the securities may thereupon again be put up for sale without further publication or notice. In the event of failure to complete the purchase, the bidder will not be relieved of liability to complete the purchase and the bidder's deposit will not be refunded.
9. The above terms and conditions of sale may be subject to additional or amended terms and conditions to be announced at the time of sale.

Persons desiring further information as to the sale, and the terms and conditions thereof, may contact Peter L. Albrecht, Ropes & Gray, 225 Franklin Street, Boston, Massachusetts, counsel for said Bank (Tel. No. 617-423-6100). Persons desiring further information as to D.H. Overmyer Telecasting Co., Inc. may contact John H. Chequer, The First National Bank of Boston, 100 Federal Street, Boston, Massachusetts (Tel. No. 617-434-3006).

Joseph Finn Co.  
Auctioneers  
15 Broad Street  
Boston, Massachusetts 02109  
Phone 617-227-1888

**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

 **SOVRAN**  
ASSOCIATES, INC.  
BROKERS & CONSULTANTS  
SUITE 217  
11300 NORTH CENTRAL EXPRESSWAY  
DALLAS, TEXAS 75231 (214) 369-8545

**MEDIA BROKERS  
APPRAISERS**  
RICHARD A.  
**SHAHEN** INC.  
435 NORTH MICHIGAN - CHICAGO 60611  
**312-467-0040** 

**TV STATION FOR SALE  
MAJOR N.E. MARKET**

- 2 year old, most modern, complete UHF facility.
- 18,000 sq. foot building on approx. 1½ acre complete with tower and transmitter on site.
- Includes all real estate.
- Owned by public corp. with large tax loss available.
- Creditors want quick deal and will assist qualified buyers, or merger, joint venture, etc.

An unusual situation.  
Contact: Robert W. Healy, Attorney  
1821 Jefferson Place N.W.  
Washington, D.C. 20036  
(202) 785-5020.

**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.

**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.

**Miscellaneous**

 **TOWER  
PAINTING**

BY

**PROFESSIONALS** will give you a **BETTER JOB** at a **LOWER COST** with no extra problems.

We paint all year round day in day out. Tall towers—Congested areas—fragile Antennas given special consideration.

Let real experience simplify your painting requirements.

Dave Hovey General Contractor Colfeeville, Miss. 38922.

Tower Sales—Site Preparation Rigging—Maintenance Modifications—Consultation.

**Placement Service**

**RADIO-TELEVISION CATV  
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# Profile

## William B. Ray: top cop at the FCC

As the FCC traveling troupe has gone around the country holding regional meetings with the public and with broadcasters, there is one member of the permanent cast who seems somehow apart from the rest. In part, it's because he looks older, with gray hair plastered straight back. In part, too, it's because there is a toughness about him, in the slope of his shoulders as he slouches over the table separating him from the audience and in the tone of his answers to questions—not that they are curt; they are, on the contrary, full and rich in detail. But they are delivered with a certainty that seems to leave no room for argument.

The impression of toughness is not an illusion. The man is 67-year-old William B. Ray, a one-time NBC newsman and station owner who as chief of the FCC's complaints and compliance division, is the commission's top cop. He has been in the post for 13 years, almost since the division was created in the wake of the quiz show and payola scandals of the late 1950's.

Today, he runs an operation of 55 employees, including 15 investigators, whose responsibility is to enforce the Communications Act and the commission's rules involving payola, sponsorship identification, fraudulent billing, deceptive advertising, obscenity, rigged contests, unauthorized transfers of control, discrimination in employment, the fairness doctrine and equal time, and all the rest.

And as a tough cop, especially one whose duties include administering the fairness doctrine and equal-time law, he has over the years antagonized a fair number of broadcasters and communications lawyers. "I think he's a man of very strong feelings about many things, and in some areas, he lets that run away with his judgment," one lawyer said recently. "To some extent, he's a super editor; he passes judgment on a lot of things that are beyond his jurisdiction." He does not, said another lawyer, who once worked with him at the FCC, have "a true appreciation of the First Amendment, of the limitations on government intervention in programing matters." Then, there were the charges of improper conduct that members of the Federal Communications Bar Association leveled at Mr. Ray's investigators early this year. The lawyers complained of harassment, and of "fishing expeditions."

But Mr. Ray does not lack for support. FCC Chairman Richard E. Wiley and General Counsel Ashton Hardy both defended Mr. Ray's operation against the FCBA charges. And one lawyer now in private practice who was a middle-level staffer at the commission until a few years ago says of Mr. Ray, "He sometimes



William Bell Ray—chief, FCC complaints and compliance division; b. March 24, 1908. Harrison, Ark.; University of Louisville, 1926-29; University of Chicago Law School, 1929-31; AB, University of Chicago, class of 1931; *Louisville Courier Journal*, 1926-29; *Chicago Evening Post*, 1929-32; NBC publicity writer, 1933-37; head of publicity department for Midwest division, 1933-37; director, news and special events, NBC Midwest division, 1943-59; licensee, KASI(AM) Ames, Iowa, 1959-61; present post, 1961; m. Sue Frances Perry, Feb. 5, 1934; two sons, William B. Jr. and Robert.

seems to go far afield, but he's fair, and tough, and dedicated to his work—and as straight as anyone I've ever known."

The last seems to be an opinion shared by many of Mr. Ray's colleagues at the commission. But, what's more, his directness seems to leave no room for the diplomacy; his judgments are harsh.

He criticizes some in the citizen movement, for instance, as "do-gooders always trying to impose their will on other people." He feels the groups serve a purpose "in counteracting influence on the other side," and he does not necessarily quarrel with their goals. But, he says, "some do-gooders will use any means to accomplish what they consider socially desirable ends."

Nor, for that matter, are all broadcasters all that they might be. Mr. Ray holds no particular brief for the equal-time law or the fairness doctrine. But as a newsman—he was head of news for NBC in the Midwest—he lived with those requirements, he says, and he sees no reason why broadcasters cannot. "Anyone with guts can live with the fairness doctrine," he says. "I think [complying with the doctrine] is an ethical thing to do..."

The charge that he is a "super editor" seems to fill him with a mixture of exasperation and regret. "I spend most of my time in regional meetings explaining why we can't get into programing," he

says. And as for his enforcement of the fairness doctrine, he says: "It's such a rarity that the commission finds against a licensee in a fairness complaint."

There is about Mr. Ray a sense of self that cannot be contained within the FCC. Last August, for instance, he wrote a letter to 91 large-circulation newspapers, urging them to advise their readers not to visit Washington. Neither the federal nor the city government, he said, could provide protection. And he placed the blame for what he indicated was a lawless city on the judiciary. Although he did not identify himself as an FCC official, it was inevitable that the connection would be made. And not many bureaucrats like to call attention to themselves with that kind of mass mailing. But Mr. Ray did it, not only because he endorsed the message but out of a sense of duty to his wife, who had intended to write such a letter before she died, in May. She had been mugged in their Washington apartment several years earlier.

Mr. Ray's independence and crusty attitudes are apparently a function of his having come to the government bureaucracy late. For 26 years he had been with NBC's Midwest division, in Chicago; for the last 16, as director of news and special events, and in two years as owner of KASI(AM) Ames, Iowa.

During his years with NBC, Mr. Ray had dreamed of owning a small station of his own. But when he realized the dream, he found the reality involved far more selling than he had bargained for; so, even though the station was in the black, he sold it. That was in 1961. And within several months, the veteran broadcaster had metamorphosed into an official of the FCC.

An old friend, Jules Herbuveaux, who had been his boss as vice president in charge of the Midwest for NBC, made what would seem an outlandish suggestion to any broadcaster—that he consider a job with the FCC. Mr. Herbuveaux had recently talked with the new commission chairman, Newton M. Minow, then a young, relatively unknown Chicago attorney, and had been impressed.

Mr. Minow, in a meeting in Washington arranged by another old friend of Mr. Ray's, then-Senator Paul Douglas (D-Ill.), agreed. Indeed, he thought Mr. Ray would be "ideally suited" to a job with the commission.

There are some lawyers today who question that judgment, who wonder whether, ironically, the old broadcast journalist has actually worked at crosspurposes with the First Amendment. To which Mr. Ray replies, with irritation, "If they didn't have someone there trying to avoid First Amendment problems, they'd really have something to complain about."



# Editorials

## Odious comparisons

The National Advertising Review Board panel's decision that a TV commercial for the Drackett Co.'s Behold furniture polish "has the capacity to deceive" and therefore should be discontinued (BROADCASTING, Dec. 1) seems likely to become a landmark. It may also drive a great deal of comparative advertising off the air.

We should say at the outset that the decision is a model of thoroughness. Indeed, it might serve as a manual on the exhaustion of possibilities. Although we are not entirely comfortable with all of the procedures that were followed, it cannot be fairly said that the panel failed to examine every significant prospect. In addition, Drackett was strikingly cooperative. All of this is good, because the case is a tricky one.

It is tricky, first, because it depends on a subjective judgment. The decision finds that Drackett substantiated the Behold commercial's two specific claims of superiority over S.C. Johnson's Lemon Pledge. But then it concludes further that the commercial "portrayed the image of over-all superiority" without being able to substantiate that. Just how subjective this conclusion is may be suggested by the fact that the National Advertising Division (NAD), the board of first resort in this matter, saw the question both ways, first approving the commercial but reversing its decision after studying new market research that was submitted by S.C. Johnson.

The NARB panel's point is that when a product has "multiple qualities and characteristics significant to the consumer," it won't do to prove one characteristic "in such a way that the consumer can be led to conclude over-all superiority." Given the subtleties on which that point is based, we suspect that a lot of competitive claims are getting close attention these days, not only from their own makers but also from their makers' competitors.

This instance of self-regulation stands in contrast to the approach that Mayo Thompson, until recently a member of the Federal Trade Commission, advocated last week for government regulation. In a speech to the Association of National Advertisers, reported elsewhere in this issue, Mr. Thompson said the FTC should act only in cases where the public is actually being hurt and where the alleged misrepresentation isn't likely to be corrected in the marketplace. That course, he said, would cut the FTC's consumer-protection case load by at least 50%.

Regrettably, Mr. Thompson's approach isn't likely to be adopted by the FTC now or a hundred years from now. But it's worth thinking about—by the NARB as well as the FTC. It will be argued that it's better to have stiff self-regulation than stiff government regulation, but the former doesn't guarantee an absence of the latter, and in any case the distinction is easier to appreciate when you're an S.C. Johnson than when you're a Drackett.

## Contemporary Congress

The House subcommittee that has been studying the prospects of opening House sessions to complete audio-visual recording and to live pickups at broadcasters' discretion is getting down to final details, as reported elsewhere in this issue. There are members who still conjure up the old fears of "unfair" treatment, meaning a camera catching a congressman napping in his seat. But the intensity of opposition to the principle of electronic coverage seems to be on the wane.

Two resolutions have been introduced, one (H.R. 875) drafted by the Ad Hoc Subcommittee on Broadcasting, a part of the Rules Committee, and other (H.R. 269) drafted by the House Commission on Information and Facilities. The main difference

between the two is that the Broadcasting Subcommittee's bill would put a network pool in charge of operating the audio-visual facility, under general instructions of the House, while the other would put the House Commission on Information and Facilities in complete charge. The networks prefer the former, and so do we.

Under the Broadcasting Subcommittee's plan, the pool of ABC-TV, CBS-TV, NBC-TV and PBS would provide the equipment and manpower for complete audio-visual recording of all open sessions of the House. The pool would be paid \$300,000 by the Congress to furnish the basic feed and could charge "reasonable" rates to broadcasting operations taking pickups.

A closed-circuit system would deliver television coverage of the sessions to selected monitors in the Capitol and audio coverage to all members' offices. The Library of Congress would retain the taped records of the sessions for public reference.

This plan seems to us to make the best use of the House's own electronic record for both news and reference purposes. The rules proposed by the Broadcasting Subcommittee may be excessive in their caution against commercial sponsorship and meddlesome in their invocations of fairness standards that are only vaguely defined. But those defects are outweighed by the clear statement that no limitation will be imposed on the broadcasters' selection of material for news use.

H.R. 875 deserves broadcasters' support, in their own and the public's interest.

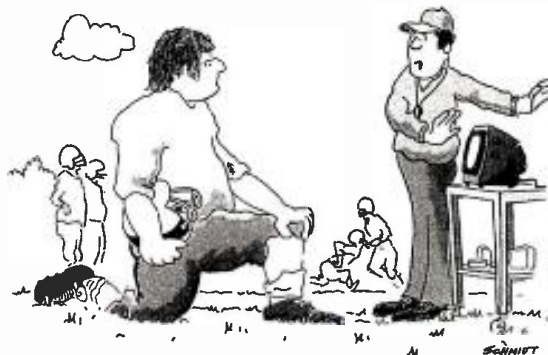
## Good man gone

A memorial service for Paul A. Porter is to be held this week in Washington's National Cathedral. A more suitable site would be the 54,398-seat city stadium, if the intention is to accommodate Mr. Porter's closer friends.

Mr. Porter, who died Nov. 26 at the age of 71 (BROADCASTING, Dec. 1), was a central figure on the Washington scene for 40 years. A wit, raconteur, savvy politician and skillful lawyer, he was equally at ease with cigar-chewing pols, corporation presidents and practitioners of the arts. He never entirely lost his Kentucky accent, but he could ad lib an English sentence that the town's better journalists would have to stay up nights to write.

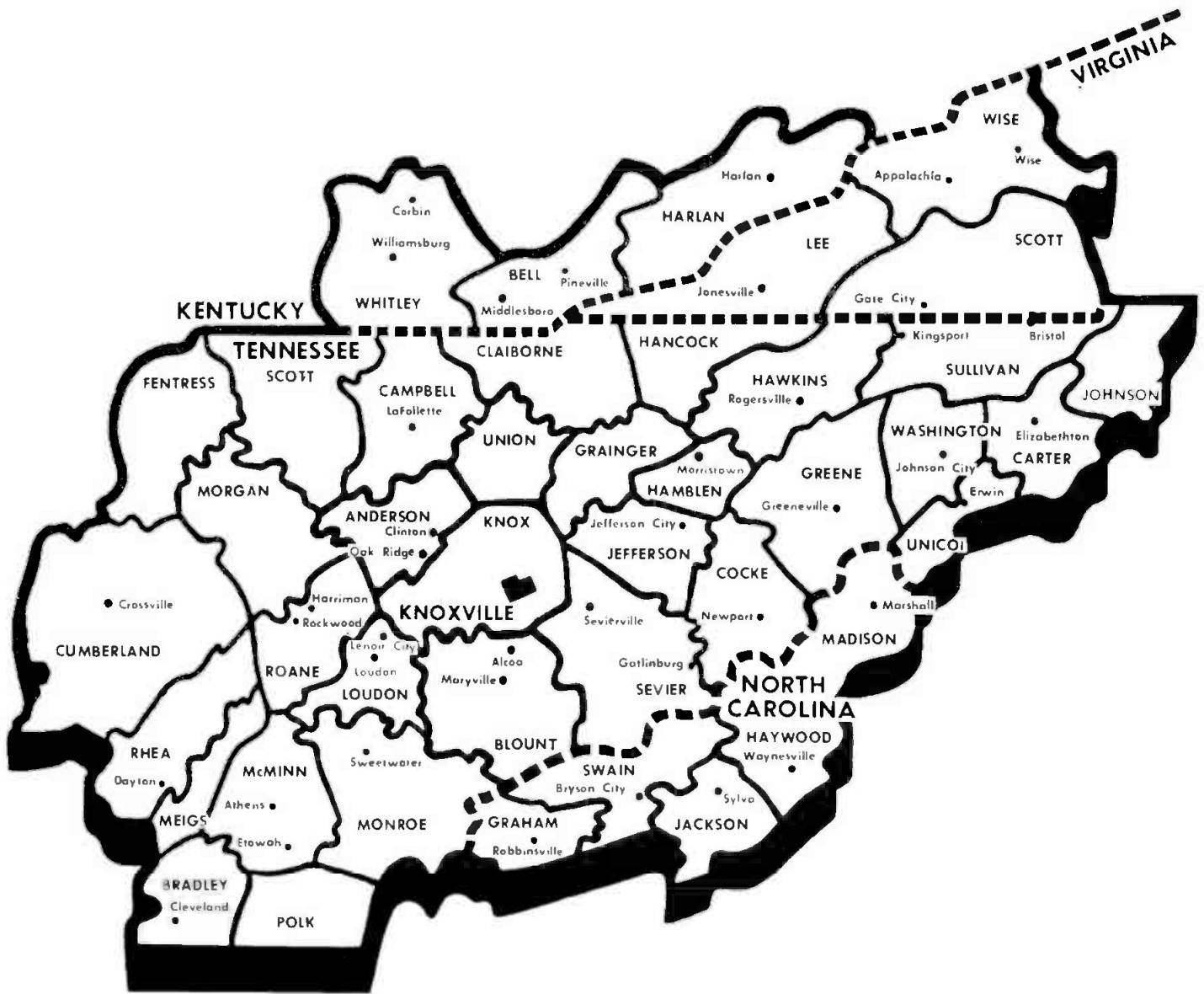
During his career he served in many posts, including the chairmanship of the FCC in 1944-46 and the senior partnership in a law firm to which the adjective "prestigious" is habitually attached. He ornamented all of them.

Services begin at 4 p.m. on Wednesday, Dec. 11. Anybody hoping to find a seat had better get there early.



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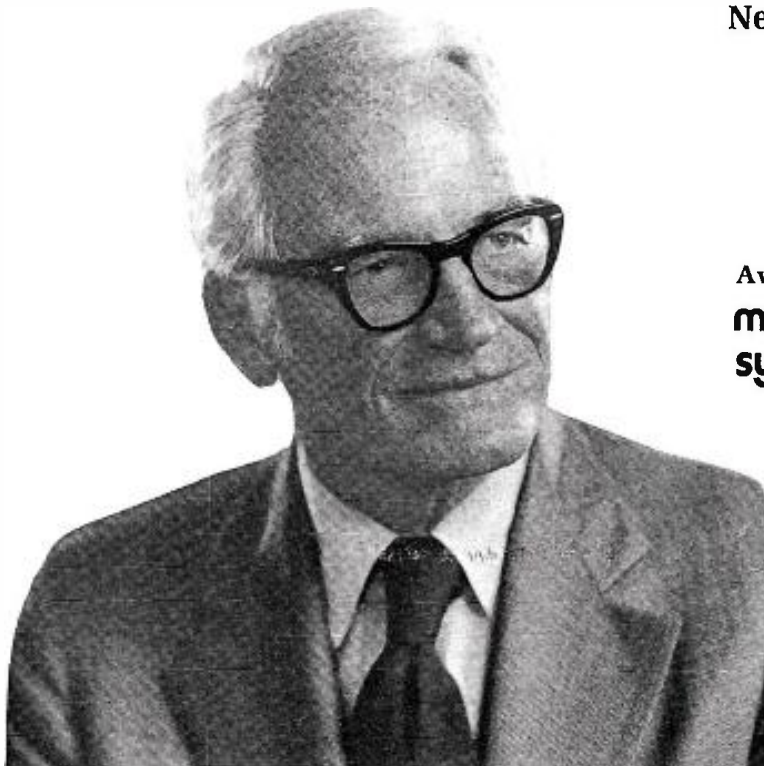
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