


New collision of interests over cable
A more bullish market for station trading

Broadcasting Feb 2

The newswweekly of broadcasting and allied arts


Our 45th Year 1976

NEWSPAPER



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For complete information contact your local Petry Office, or call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724. *Source: Arbitron, Minneapolis-St. Paul, Nov. 1975; Nielsen, Minneapolis-St. Paul, Nov. 1975. 7-day program audience averages, TSA. Estimates subject to limitations of said reports.

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Insurance is too good a bargain. Insurers can't afford it.

For 225 years, the property/liability insurance business has been providing financial protection to the American public. Today, that system is in jeopardy.

Inflationary claims costs and inadequate rates resulted in nearly \$7 billion in underwriting losses in the last two years. No business can suffer continuing losses like that and remain around for long. Thirty insurance companies didn't. They were declared insolvent or placed in conservatorship in the first 11 months of 1975. Without adequate rates, more companies are threatened.

The effect on the public is to make insurance more difficult to obtain. Today, some people are having trouble purchasing the protection they need. Businesses can't operate without liability protection. Doctors can't afford to practice without malpractice coverage. Banks and other

financial institutions won't lend money for cars or houses without insurance protection on the property. Without insurance, people have no financial protection against a catastrophic loss.

The crisis in insurance availability is caused by rates that are just too low to cover costs. For example, property insurance premiums for homes have increased only 35% since 1967, according to the Consumer Price Index. The costs of repainting a living room and dining room are up 117%; residing a house, 92%; re-shingling a roof, 125%. Residential construction costs overall are up 75%. Residential fire losses now cost more than \$1.2 billion a year, a 100% increase since 1967.

To cover rising losses and to insure insurance availability for tomorrow's needs, adequate rates must be allowed by the regulatory authorities.



For more background on this problem, contact:

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Broadcasting Feb 2

NEW DEBATE ON CABLE POLICY □ *House subcommittee staff's report renews confrontation between conventional broadcasters and CATV; starts one between Congress and the FCC. Recommended: lifting of most federal controls, let marketplace decide. FCC's role would be lessened, state and local authorities would have more say.* **PAGE 19.**

STATION TRADING □ *BROADCASTING's annual report on buying and selling of broadcast properties finds business on upswing after decline in 1974 that carried over to 1975. Brokers consider 1976 outlook good. Top transactions of past year are summarized.* **PAGE 25.**

NO PRECEDENT □ *FCC disposes of first of nine petitions to deny that had been filed by Justice Department on grounds of media control. But in renewing Cowles Communications' KCCI(TV) Des Moines, commission warns others facing challenge not to routinely expect same treatment.* **PAGE 28.**

WMCA FILE CLOSED □ *FCC elects not to take any further action on personal-attack case that was remanded to it by appeals court. Still undetermined is how order should be interpreted in similar proceedings in future.* **PAGE 30.**

MORE NEWS STRENGTH □ *Group W signs with AP Radio and ABC Radio for its AM outlets. Move also will permit Group W's Washington bureau to provide more specialized news coverage there.* **PAGE 31.**

WESTIN, ABC PART □ *Policy disagreement believed behind resignation. Skinner now in charge of Reasoner nightly show; Sanders heads Closeup unit.* **PAGE 32.**

FORD-REAGAN DEBATE □ *White House counselor Hartmann sends up idea to UPI, but Mead and others shoot it down.* **PAGE 32.**

CIA HELPERS □ *Jaffe's tale of journalists' link is generally discredited, but House committee was to come up with report on news organizations that cooperated with intelligence agency.* **PAGE 33.**

PLUG PULLED □ *FCC and IDC Services give up on idea*

for incorporating identification material into TV pictures. Testing was expected to pave way for regular commercial-monitoring service for advertisers. **PAGE 37.**

RADIO CO-OP BOOM □ *Radio Advertising Bureau's Walthus predicts that by yearend all "significant" retailers in U.S. will take advantage of manufacturer's advertising allowances.* **PAGE 38.**

TWO IN A ROW □ *ABC-TV for second week takes top rating numbers. NBC-TV engineers first second-season cuts with announcement The Cop and the Kid and Grady will end March 11.* **PAGE 38.**

THE PLAINTIFFS' DEFENSE □ *Family-viewing court action continues as Hollywood people oppose motions to dismiss filed by the major commercial networks, NAB and FCC.* **PAGE 39.**

NOT FAR FROM THE MAINSTREAM □ *CPB-commissioned Roper report concludes that composition of public-TV viewers parallels total population "fairly closely."* **PAGE 40.**

PROBLEMS BACK HOME □ *State and regional cable association presidents come to Washington with much on their minds. One sore spot: local regulation.* **PAGE 41.**

VIACOM'S NEW ARM □ *In-house unit is formed to acquire pay-cable programing and eventually offer it to West Coast customers.* **PAGE 42.**

GOOD NEWS FROM MERRILL LYNCH □ *Television apparently is one reason why this brokerage firm is bullish on America.* **PAGE 43.**

RECORD GAINS IN '75 □ *Cox Broadcasting begins 1976 on an optimistic note after reporting new highs in net income and operating revenues.* **PAGE 43.**

CLIMBING THE LADDER □ *R. Ross Garrett joined 3M in 1947 as PR representative and has risen through ranks to become executive director of staff marketing services. New ANA chairman and all-out company man tells how he got there and where he's headed now.* **PAGE 65.**

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KTWO·RADIO
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50,000
watts strong

KTWO Radio, Wyoming's pioneer radio station, is in its 45th year of broadcasting. Already the state's most powerful signal with more Wyoming adult listeners than any other station, K-2 now increases day and night to the maximum power allowed any AM radio station in the United States.* KTWO provides Wyoming with a clear channel radio service all across the state.

* Statewide cumes latest Wyoming circulation pulse, February, 1973.

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REPRESENTING DISTINGUISHED RADIO STATIONS IN KEY MARKETS

KTWO·RADIO
1030 ON YOUR RADIO DIAL

Closed Circuit®

Insider report: behind the scene, before the fact

Uncommitted

President Ford is still keeping options open on future speaking engagements of major interest to broadcasters and allied groups. National Association of Broadcasters is keeping its Monday schedule flexible for March 21-24 national convention in Chicago. And Electronic Industries Association presumably is doing same for its March 24 annual Washington dinner. New procedure at White House is to withhold decision until about two weeks before events.

Birthright

Spinoffs of TV series hits continue to prosper. Premiere of *Laverne and Shirley*, *Happy Days* spinoff, last Tuesday (ABC, Jan. 27, 8:30-9 p.m., NYT) drew 35.1 rating and 49 share, among highest-rated series premieres in years. Next night, ABC's new second-season *Bionic Woman* (8-9 p.m.), spinoff of *The Six Million Dollar Man*, had third smash week in row with 26.9 rating, 41 share (see page 38). Highest-rated new show from last fall continues to be *Phyllis*, spinoff of *The Mary Tyler Moore Show*, and other consistent spinoff winners (with progenitors in parenthesis) are: *Rhoda* (*The Mary Tyler Moore Show*), *Maude* and *The Jeffersons* (*All in the Family*), *Good Times* (*Maude*), *S.W.A.T.* (*The Rookies*) and *Barnaby Jones* (*Cannon*). Upcoming is *Superstar* (*Streets of San Francisco*).

Only recent spinoff failure is NBC's *Grady* (*Sanford and Son*), and industry sources attribute that fizzle to fact that Norman Lear was not involved (having split with Bud Yorkin after *Sanford* had established itself as big hit).

Scrubbed

Electronic Industries Association is forgoing presentation of its 1976 Medal of Honor Award, which had been scheduled for presentation at annual government-industry dinner in Washington March 24. Robert W. Sarnoff had been selected but with his retirement from chairmanship of RCA Corp. at year's end he notified EIA he felt it would be inappropriate to accept.

Cable count

National Cable Television Association is projecting 4,500 in attendance at April 4-7 Dallas convention. Same goal was targeted for last year's event, which attracted only 3,482—29% drop from 1974. Initial preregistration mailing that went out in December, earliest ever, has brought in

220 preregistered delegates so far. Exhibit area, about same size as last year, is 75% sold with expectation of more than 100 manufacturers and suppliers attending. Big interest this year is in satellite receive equipment, which 10 companies plan to display.

Hangup

FCC staff is split on ways to enforce part of fairness doctrine that says broadcasters must deal with controversial issues of public importance (kind of programing that triggers fairness disputes). General counsel says over-all performance should be reviewed at license renewal time, though broadcasters would be notified of complaints when received. Broadcast Bureau wants to deal with complaints as they arise. Staff division of opinion is one reason FCC has been delayed in disposing of petitions for reconsideration of June 1974 fairness report.

When it finally acts on petitions for reconsideration, in week or two, commission is expected to take up, and bury, Chairman Richard E. Wiley's suggestion that fairness doctrine be suspended for radio in several large markets. U.S. Court of Appeals in Washington is regarded as having raised serious if not insurmountable obstacle to implementation of plan when, in opinion last month, it expressed view that Congress "enacted" doctrine into law in its 1959 amendment to Section 315 (BROADCASTING, Jan. 26).

Hot prospect

Up-and-coming is term increasingly applied by colleagues to 40-year-old Bob Wussler, vice president, CBS Sports. Installed as sports chief in July 1974, he's brought innovations, new events and generally better ratings to CBS sports coverage. He already had strong track record as vice president-general manager of CBS-owned WBBM-TV Chicago and, before that, as CBS News director of special events, executive producer of political convention, election and space-shot coverage.

There are those in CBS who say Mr. Wussler is qualified for almost any bigger job that becomes available, presidency of CBS News, for example, or CBS Television Network.

Party time

Celebration of NBC's 50th anniversary year, opening with 50th birthday banquet for WNBC(AM) New York last week under auspices of Broadcast Pioneers Foundation

(see page 31), will feature series of events. Next will be high-level reception in Washington March 10. Eight days later International Radio Television Society will present company with Gold Medal Award at banquet in New York (BROADCASTING, Jan. 26). Biggest event will be joint convention of radio and TV affiliates in New York, June 20-22. On June 27 network will give reception in Los Angeles for creative and production community.

Breather

Inactivity of Justice Department on such matters for past year should not be taken as sign it won't proceed with more petitions to deny license renewals to stations that it considers part of undue concentrations of media ownership, officials there say. It's waiting to see what happens to nine petitions it has on file at FCC. "We don't have enough people to run an FCC practice on a daily basis," one official said, though he added that case with unusual characteristics would probably lead to action.

FCC last week rejected one of department's petitions, against KCCI-TV Des Moines, Iowa, but not in any way to set precedent (see page 28).

Fading red carpet

Whether it's backwash of Watergate and political clean-ups or simply lower political sensitivities of new generation in broadcasting, government officials, including those at FCC, are complaining of disappearance of amenities they used to get when traveling. Recent complaint came from commissioner who wasn't met at airport by car from station on which he had agreed to do interview, wasn't fed dinner he expected. Going it alone on government travel allowances could keep officials home.

Experience counts

Stations are not making as many January changes in their prime-time access periods as in previous years, according to syndication sources. Main reason, says one veteran syndicator, is that it's pretty much race among network affiliates in access time. There are fewer failures among access-time shows this season because stations have learned how to program those periods. "They're not making the mistakes they make in the first years of the rule," says another syndication official.

Business Briefly

Procter & Gamble □ Camay soap by P&G, Cincinnati, will be advertised in 60 markets in TV campaign March 1 to April 11. Fringe 30's geared to women, 25 to 54, are handled by Leo Burnett, Chicago.

General Motors □ Annual push on behalf of company's trucks will be launched in late February on spot TV in 203 markets for three or four weeks, depending on market. Campbell-Ewald, Detroit, is in process of making buys to reach men, 18 to 49 and 25 to 54.

Melville Shoes □ Variety of shoes and sandals by Thom McAn (Melville Shoes, Worcester, Mass.) will be advertised in 27 markets beginning March 22 for three weeks. Flight of fringe and prime-time TV 30's features men's and women's styles. Ted Bates & Co., New York, will handle creative; independent Media, New York, is buyer.

Xerox □ Company's 800 ETS automatic typewriter will be advertised on spot TV in extended list of markets for four weeks, starting in early March. Needham, Harper & Steers, New York, is seeking to reach men, 25 to 54.

Monarch Wine □ Manischewitz and various other wines by Monarch Wine Co., Brooklyn, N.Y., are featured in spring campaign beginning end of February and running through early April in two-week flights. TV 30's in network and spot, and radio 60's in network and spot are scheduled to include upwards of 50 spot markets. Budget is in range of \$750,000 to \$1 million. Savitt Tobias Balk, New York, is agency; R.D.R. Associates/Time Buying Services, New York, handles placement.

Texas Instruments □ Consumer Products Division of Texas Instruments, Dallas, will run campaign for calculators March 1-28. Fringe and prime 30's are targeted to men, 25 to 54, in substantial number of mostly major markets. Tracy-Locke, Dallas, is agency.

Colgate □ Company's Ajax cleanser, through Norman, Craig & Kummel, will be accorded major nationwide seven-week radio campaign, both network and spot, beginning later this month. Ajax's buy on ABC, CBS, NBC and Mutual will be supplemented by spot buys, in still undetermined number of markets, through stations serviced by Katz, John Blair; Eastman and other radio rep firms.



Alpo □ Dog-food company will join with S.C. Johnson Co., maker of Johnson's Wax, to partially sponsor new 26-week cycle of 90-minute late-night talk-variety *Sammy & Company*, with Sammy Davis Jr. as host. Alpo's agency is Weightman, Philadelphia, and Johnson's is Foote, Cone & Belding, Chicago. Weekly series, which starts its third 26-week cycle in April, has signed up 83 stations, for 76% coverage. Key stations include WNBC-TV New York, KNBC-TV Los Angeles, WGN-TV Chicago, WRC-TV Washington, WWJ-TV Detroit, KGO-TV San Francisco and WWSW-TV Cleveland. There are seven national minutes with each 90 minutes. Stations get *Sammy & Company* free with those seven commercial minutes factored in, and are accorded 11 minutes to sell locally. Syndicast Services Inc., New York, is bartering series.

John H. Breck Inc. □ Breck Clean Rinse will be supported by spot radio effort to 19 major markets for four weeks, starting March 22. Richard K. Manoff Inc., New York, is slanting commercials toward women, 12 to 24.

Bachman Foods □ Potato chips and pretzel products will be advertised via spot radio in substantial list of markets in Northeast for two weeks, starting in mid-

March, Women, 18 to 49 and 25 to 49, are target of agency, Lewis & Gilman, Philadelphia.

Sperry & Hutchinson □ S & H Green Stamps will be spotlighted in spring spot-TV campaign to begin March 24 and continue until end of May. SSC&B, New York, is in process of lining up extensive list of markets to reach women, 18 to 34 and 18 to 49.

Plochman Inc. □ Company's mustard will be advertised in 15-week spot-radio campaign to begin in mid-February in six Midwestern and Southern markets. In early May spot TV effort will be launched in same markets for six weeks. Scott & Scott Advertising, Chicago, will slant commercials toward viewers and listeners 12 and over.

Castle & Cooke Foods □ Dole division of C&C, San Francisco, will begin network TV campaign for pineapple products March 8 to run through April 15. Prime-time 30's are handled by Foote, Cone & Belding, San Francisco.

Sealy Inc. □ Earl Ludgin & Co., Chicago, is putting together its first national spot-TV campaign for Sealy mattress, beginning in mid-February and continuing for five weeks. Sealy had been network-TV advertiser and its licensees have used local TV. National spot-TV effort expected to be enlarged during year. Agency is seeking women, 18 to 49, via spots in daytime and fringe periods.

Ditto of California □ Van Nuys, Calif., maker of jeans has bought partial sponsorship of CBS-TV Grammy Awards show, 10-11:30 p.m., Feb. 28. Commercials will dramatize theme, "Feel the Fit," and subsequently will be available to major retailers.

Descind □ Manufacturer of wide-brim hats, through Leo Baron, New York, begins eight-week campaign in mid-March for spot-radio, starting in Chicago, to run through Easter. Message is aimed at black men, 18 to 34.

Van Heusen □ Division of Phillips-Van Heusen Corp., New York, has appointed Scali, McCabe, Sloves, New York, as agency. Grey had handled account for 34 years; termination was by mutual consent. SMS initial campaign for fall includes TV.

Rep appointments □ Avery-Knodel, New York, has been named national representative for WJCL(FM) Savannah, Ga. Bolton/Burchill International, New York, has been appointed national rep for WWBA-AM-FM St. Petersburg and WCGL(FM) Jacksonville, both Florida. J.A. Lucas Co., Los Angeles, has been named national rep for KUDE-AM-FM Oceanside and KBIS(AM) Bakersfield, both California.

Hour Hero.

The number-one series
on the entire ABC-TV
schedule!

The largest 18 to 49
audience in all
of network television!

The super hero for
millions of Americans.

Act now!

You know how fast
he can go.

mcatv



The Six Million Dollar Man*

Source, NTI, 1975 season. Averages through 2nd Dec. 1975 report (subject to survey limitations.)
*Or another appropriate title.

(See you at NATPE! Fairmont Hotel, Suite 210.)

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It's here! The all-new DP-2. Micro-processor controlled, it offers more standard yet custom features than any other unit available today... features such as 8,000 event capacity; built-in external function control; automatic record of network; extended job routines; special codes such as "link," "repeat blocks," "voice track"; interfacing to other computers; video readouts and up to 40 audio channels!

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WRANGLER 'NO-FAULT' 100% COTTON DENIM JEANS AND JACKETS WITH SANFOR-SET



Wrangler □ "No-fault" jackets and jeans by Blue Bell Inc.'s Wrangler ("Wrangler thinks Americans should get what they pay for") will be advertised in network TV and spot radio for eight weeks beginning March 15. Radio spots in 46 markets on contemporary format stations are budgeted at \$500,000. TV 30's in mostly prime time cost an estimated \$2.1 million. Altman, Stoller, Weiss, New York, is agency.

International Harvester □ Chicago-based company's '76 Scout II, Traveler and Terra sports utility vehicles are featured in spot-TV/print campaign aimed at outdoorsmen. Early fringe and prime-time 30's are being used. Ketchum, MacLeod & Grove, Pittsburgh, is agency.

Savin Business Machines □ In its first use of television, Savin is spending estimated \$100,000 on four-week campaign to begin this week in New York, Los Angeles and Boston on behalf of its 750 Plain Paper Copier. Savin will return to spot-TV during April, May, June, August, September and October for six to seven-week flights each within those periods in approximately 10 markets. Sklar

Associates, White Plains, N.Y., created copy for campaign and Western International Media Corp., New York, is placing advertising on news and sports shows to reach male business executives, 35 and older.

Phoenix Mutual Life Insurance Co. □ Spot radio effort pointing up low cost of Mutual policies will go into first flight of 1976 later this week on 28 stations in New York, Philadelphia, Seattle, Denver, Providence, R.I., and Phoenix. This initial three-week flight will be followed by another three-week buy in late March and four-week splurge next fall. Warwick, Welsh & Miller Inc., New York, which created catch-phrase, "See the low cost Phoenix Mutual policies other insurance companies may not want you to see," is buying 60-second spots in time periods designed to reach men and women, 30 to 49.

Duff-Gordon □ Company's dry sherry, through Grey Advertising, kicks off nine-week spot-radio campaign Feb. 16 in Chicago, Washington and Philadelphia. Spot is aimed at black adults, 25 to 49, so black stations will be emphasized in buys made by GCI Sales.

Avon □ Various products will be advertised in heavy spot-TV push to begin on Feb. 9 and continue for eight weeks in long list of markets. Ogilvy & Mather, New York, is aiming for women, 18 to 49, via spots on daytime and fringe periods.

Fiat Two TV spots for Fiat (Montvale, N.J.) begin six-week run this week in 52 markets. Prime, fringe and sports 30's are in two varieties: "School is Closed" snowbelt commercial and "Live with It," continuing a familiar theme. Carl Ally, New York, is agency.

BAR reports television-network sales as of Jan. 11

ABC \$22,309,100 (27.4%) □ CBS \$29,801,500 (36.6%) □ NBC \$29,365,600 (36.0%)

Day parts	Total minutes week ended Jan. 11	Total dollars ended Jan. 11	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	111	\$ 617,500	148	\$ 790,500	\$ 742,400	+ 6.5
Monday-Friday 10 a.m.-6 p.m.	1,011	10,787,900	1,357	18,076,100	18,311,900	- 1.3
Saturday-Sunday Sign-on-6 p.m.	310	5,551,500	518	12,135,500	11,000,300	+10.3
Monday-Saturday 6 p.m.-7:30 p.m.	102	2,893,500	154	4,942,100	4,872,600	+ 1.4
Sunday 6 p.m.-7:30 p.m.	13	622,700	33	1,916,800	1,057,000	+81.3
Monday-Sunday 7:30 p.m.-11 p.m.	407	23,833,900	646	38,877,200	40,368,900	- 3.7
Monday-Sunday 11 p.m.-Sign-off	179	3,230,000	260	4,738,000	4,014,200	+18.0
Total	2,133	\$47,337,000	3,116	\$81,476,200	\$80,367,300	+ 1.4

Source: Broadcast Advertisers Reports



Bonneville's WRFM. New York's leader. The nation's leader.

WRFM serves the largest adult FM audience anywhere in the nation.* The New York audience that respects quality programming and relies on total radio service.

WRFM's winning program format features Bonneville Beautiful Music, morning favorite

Jim Aylward, and outstanding news, public affairs documentaries, editorials, and commentaries.

It's the kind of service that's earned over 25 major awards for excellence in just the last two years. And earned the continuing trust and loyalty of the great New York community.

The Bonneville Group

City Location	FM Radio	AM Radio	Television
New York, N.Y.	WRFM Stereo		
Los Angeles/Avalon, Calif.	KBIG Stereo	KBRT 10,000 Watts	
Skokie/Chicago, Ill.	WCLR Stereo		
Seattle, Washington	KSEA Stereo	KIRO 50,000 Watts	KIRO
Kansas City, Mo.	KMBR Stereo	KMBZ 5,000 Watts	
Salt Lake City, Utah	KSL Stereo	KSL 50,000 Watts	KSL

and Bonneville Broadcast Consultants, Tenafly, N.J.
WRFM is represented by Torbet-Lasker, Inc.

*Source: New York Arbitron survey estimate, Oct/Nov '75.
TSA, Average Quarter Hour, 6 AM-Mid., Mon.-Sun., adults 18+
Data subject to qualifications of report quoted.



The stations built on service

Monday Memo[®]

A broadcast advertising commentary by Alvin Bennett, vice president-marketing, Dunkin' Donuts, Randolph, Mass.

Spot television: a staple on Dunkin' Donuts' menu

Spot TV has emerged in the past two years as a key promotional tool for Dunkin' Donuts, the nation's largest donut and coffee chain.

While newspaper advertising remains an important part of our media mix, more than half of our media budget of approximately \$2 million now goes into television. TV is being used for our shops in about 75 markets for both premium and price-off advertising.

A major factor in the effectiveness of our approach to spot TV is that commercials are geared to a dual purpose—building an over-all image for our product and service concept, and at the same time offering a specific value that is appealing enough to create immediate consumer buying.

Local television advertising has made an important contribution to the sales of the more than 800 Dunkin' Donuts outlets, with an average gain of 20% over the past two years. In fiscal 1975 total chain volume rose to a record high of more than \$185 million.

Results have not been achieved by guesswork. Much time and effort have been devoted by the company and franchise owners to developing promotions for greatest impact on volume and testing them out in selected markets.

The fall 1975 campaign carried out by Dunkin' Donuts is a good illustration of this approach. We created three 30-second singing commercials on the theme, "Something's Always Cooking Down at Dunkin' Donuts," to emphasize the fact that our products are constantly fresh. But each was aimed at a separate merchandising target. One featured a special price offer on our Big Bunch Bucket of Munchkins, which are bite-size donut treats made in five flavors. Another promoted 15 donuts for the price of 12, and the third was built on a premium offer of a decanter filled with Munchkins. The commercials were integrated with 10-second tags applying to each market area.

Each promotion was backed up by point-of-purchase materials in the stores and, in addition, we ran sales contests for employes that gave them a chance to win prizes based on their individual efforts.

On the decanter offer, a \$2 value designed to sell at 99 cents, Dunkin' Donuts shops moved more than 1.5 million units in a five-week period. Advertising during the initial two weeks was concentrated heavily in spot TV, followed by print ads.

Our most successful promotions have been through offers of premiums that are



Alvin Bennett joined Dunkin' Donuts seven years ago as director of marketing and is now vice president of marketing. He previously was associated with advertising agencies for 15 years, five of them as owner of his own agency in Buffalo, N.Y. His New York agency experience includes five years with West Weir & Bartel and three years with Benton & Bowles.

closely tied to our products. In 1974, we sold almost one million quart Thermos bottles filled with coffee, at \$1.99. And last year we introduced Munchkin Punch, a non-carbonated fruit drink, in a half-gallon picnic jug for \$1.99. The premiums generally yield a fair profit to the shop operator, and they have been valuable in building volume and attracting new customers.

There are, of course, special considerations involved with advertising in the franchise field. In the case of Dunkin' Donuts, all shops contribute 2% of gross sales to an advertising fund, with the guarantee that at least half of this will be used for advertising directly to their geographic area. The remainder is devoted to the development of new products and promotions. This arrangement encourages franchise owner interest and participation in promotions, from initial concept through testing and execution. As a matter of practice, many promotions for chain-wide participation are reviewed with a marketing advisory committee that includes five franchise owners from each of the company's five marketing zones.

Dunkin' Donuts operators have options on how their advertising allowances are applied, and many make supplemental investments from their own funds. By placing major emphasis on local TV spots, rather than network participation, we are able to provide them maximum flexibility and efficiency for their TV expenditures. With this approach, corporate promo-

tions—except for those keyed to a special occasion such as Halloween—can be timed according to local preferences. And the added impact of TV exposure can be put to work as needed in such smaller markets as Bangor, Me., as well as in large metropolitan areas such as New York or Chicago.

Generally, these TV commitments are coordinated at the district level in each zone. At an early date, the area marketing manager meets to discuss upcoming corporation promotional plans and presents recommendations on TV advertising, which are generally accepted by the group of stores involved. In addition, some areas plan their own individual price promotions and can request that TV commercial tags be supplied for this purpose.

We know that these TV spots bring a high level of direct consumer response. For example, before we introduced Munchkins nationally in 1974, we tested the product and our advertising in 10 markets. We found that while print advertising created 20% more incremental sales than no advertising, the use of TV jumped incremental sales by 35%. In subsequent promotions, TV spots have jumped response by as much as 100% in some areas, depending on the promotion.

All Dunkin' Donuts franchise owners use print advertising, and some employ radio, but well over half of them today are also buying television time on a consistent basis. The advertising fund provides an allowance of \$1 for each \$2 spent by a franchise owner on TV and other approved advertising, and many operators have found that combining print with TV has a synergistic effect on their sales.

The ability to advertise on TV also carries important internal benefits for the local franchise owner, who is basically a small businessman. With TV, the store becomes a major local advertiser, and this brings prestige and better employe morale. Workers feel a sense of pride and participation, and they become more excited about the company and involved in serving customers and carrying out promotions.

Since the great majority of Dunkin' Donuts outlets are franchise-operated, the success of the corporation is closely tied to the volume and profits achieved by each location. With rising costs and increasing competition, progress demands more sophisticated techniques in all areas of management. One of the most crucial is in how the chain deals with its public, and here spot TV is proving to be a powerful weapon, both for promoting immediate sales in a given target area, and for building long-term appeal of our product and service concept.

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1933. *Telecast*[®] in 1953 and *Television* in 1961.
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This week

■ **Feb. 1-3**—*California Broadcasters Association* winter convention. Elton Rule, ABC-TV president, and John Scali, senior correspondent, ABC News, will speak. Newporter Inn, Newport Beach.

Feb. 2—FCC's new deadline for filing comments on proposed amendment of parts 0 and 1 of adjudicatory re-regulation rules (Docket 20626). FCC, Washington.

Feb. 2-4—*National Cable Television Association* board meeting. Beverly Wilshire hotel, Los Angeles.

Feb. 3—*Pennsylvania Association of Broadcasters* annual congressional-Gold Medal presentation reception-dinner. Washington Hilton, Washington.

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

■ **Feb. 5**—*UPI Minnesota Broadcasters* meeting and presentation of first awards for reporting. Sheraton Ritz, Milwaukee.

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

Feb. 5-6—*Society of Cable Television Engineers* and Philadelphia chapter of *Institute of Electrical and Electronics Engineers* conference on CATV reliability. Luncheon speakers will include Delmer C. Ports, NCTA, and Dr. Robert Powers, Cable Television Bureau,

FCC. Holiday Inn, City-Line, Philadelphia. Registration: James Herman, Jerrold Electronics, 200 Wilmer Road, Horsham, Pa. 19044.

■ **Feb. 6-7**—*Northwest Broadcasters News Association* annual meeting. Stephani Shelton, CBS Radio, will be banquet speaker. Sheraton Ritz, Milwaukee.

Feb. 6-8—*Oklahoma Broadcasters Association* winter meeting. University of Tulsa and Camelot Inn, Tulsa.

Also in February

Feb. 8-11—*National Friends of Public Broadcasting* fifth annual conference, concurrent with *Public Broadcasting Service* annual membership meeting. Century Plaza hotel, Los Angeles.

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—*Connecticut Broadcasters Association* engineering conference. Meeting will feature Vincent Kajunski, chief field inspector of FCC's Boston office and Donald Aines, emergency communications division, FCC, Washington. Hawthorne Inn on Wilbur Cross Highway, Berlin.

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* winter meeting. Featured speakers will be astronaut Donald K. Slayton and Frank Reynolds, ABC News. There also will be a panel discussion on license renewal. The Concourse, Madison. Terry Schockley, WKOW-TV, Madison, is chairman.

Feb. 10-11—*South Carolina Cable Television Association* annual convention. Wade-Hampton hotel, Columbia. Contact: Bud Tibshrary, 2130 Carlisle Street, Columbia 29205; (803) 252-6595.

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

Feb. 12—*Southern Baptists Radio and Television Commission* seventh annual Abe Lincoln Awards. Arthur R. Taylor, president of CBS, will be featured speaker. Distinguished Communications Medal will be conferred on late Edward R. Murrow. Distinguished Communications Recognition Awards will be given Mr. Taylor and Sol Taishoff, editor of BROADCASTING. Tarrant County Convention Center, Fort Worth.

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. South Carolina Governor James B. Edwards will be speaker at the Friday banquet. Holiday Inn, Florence.

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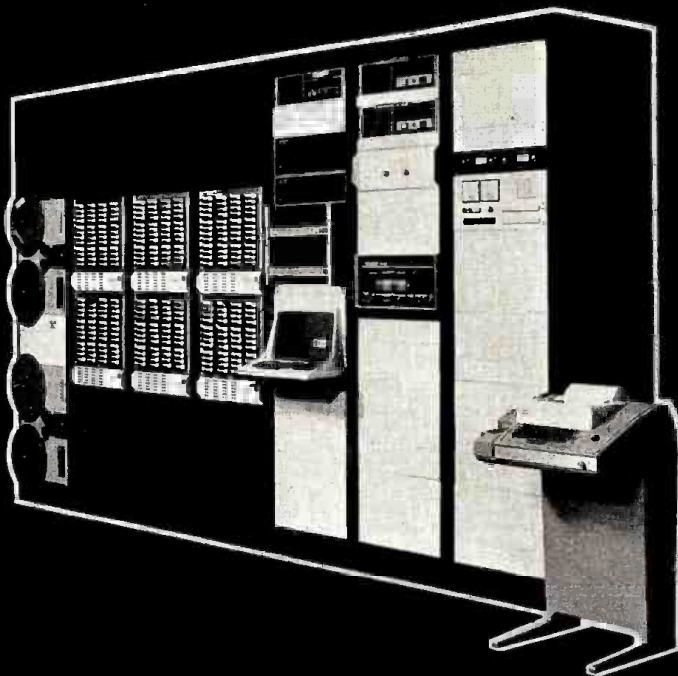
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Feb. 13—*Radio Advertising Bureau* co-op sales clinic. Inn of the Six Flags, Dallas.

Feb. 13-15—*Women in Communications Inc.* career conference and faculty adviser session. Sheraton Chicago, Chicago.

Feb. 16—*Idaho Cable Communications Association* annual meeting. Downtowner motel, Boise, Idaho.

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

Feb. 18—*Washington State Cable Communications Association* annual meeting. Tyree Motor Inn, Olympia.

Feb. 19—*FCC's* deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 20682). Reply comments are due March 3. FCC, Washington.

Feb. 20—*North Carolina Farm Press, Radio and TV Institute of N.C. Farm Writers and Broadcasters Association.* Sheraton-Crabtree, Raleigh.

Feb. 20-21—*Georgia Cable Television Association* annual convention. Senator Sam Nunn (D-Ga.) will be featured speaker. Stouffer's Atlanta hotel, Atlanta. Contact: Mary Barnette, P.O. Box 785, Cartersville; (404) 382-4444.

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.* Among speakers: FCC Chairman Richard E. Wiley; Dr. Billy Graham, Representative John B. Conlan (R-Ariz.) and Dr. David McKenna, Seattle Pacific College. Shoreham Americana hotel, Washington.

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

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

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

Feb. 24-25—*Association of National Advertisers* TV workshop. Program chairmen: Harry Way, Colgate-Palmolive, and Peter Spengler, Bristol-Myers. Plaza hotel, New York.

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

Feb. 26—*Community Antenna Television Association* board meeting. CATA offices, 4209 N.W. 23rd Street, Oklahoma City.

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.

Feb. 27-29—Special seminar on the courts and criminal justice for members of the news media, co-sponsored by the American Bar Association's Section of Criminal Justice and the ABA's National College of the State Judiciary University of Nevada in Reno.

March

■ **March 1**—Deadline for entries in *Radio Television News Directors Association* annual competition. Awards will be given in four categories each for radio and television, including on-spot news, investigative reporting, editorials and the Edward R. Murrow awards for outstanding enterprise and social awareness in the reporting of a significant community problem or issue. Awards will be for four U.S. regions and one encompassing Canada. Dave Partridge, WFBC-TV Greenville, S.C., is awards committee chairman.

March 1—Deadline for radio and television entries in 19th annual competition for Gavel Awards of the *American Bar Association* for programming "increasing public understanding of the American system of law

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and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

March 1—Radio Advertising Bureau co-op sales clinic. Quality Inns Tower, Cincinnati.

March 2—New York State Broadcasters Association annual meeting and legislative reception. Turf Inn, Albany.

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 15—Public Radio Conference for noncommercial public radio professionals, sponsored by the Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio. Statler Hilton hotel, Washington.

March 17-20—Alpha Epsilon Rho The National Honorary Broadcasting Society, 34th annual convention. Sheraton-Blackstone hotel, Chicago. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext 2021.

March 18—FCC's deadline for comments on AM clear channel proceedings to allow I-A clears to operate with greater than 50 kw. Replies are due April 19. FCC, Washington.

March 18—Women in Communications Inc.'s Jacob Scher Awards dinner. Ritz-Carlton hotel, Chicago.

■ **March 19-20**—American Forces Radio and Television Service annual worldwide conference. Conrad Hilton, Chicago.

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

March 24—Electronic Industries Association government-industry dinner. Mayflower hotel, Washington.

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

March 29—Kickoff banquet for *The Personal Communications Two-Way Radio Show* (March 30-April 1). FCC Commissioner Robert E. Lee will be keynote speaker. Las Vegas Convention Center, Las Vegas.

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

March 31—Council of Churches of the City of New York 12th annual broadcast awards luncheon. Americana hotel, New York.

April

April 1—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by the National Endowment for the Humanities. Twelve will be at the University of Michigan, 12 at Stanford University. For applications or information: Director, Fellowships in the Humanities for Journalists, 3564 LSA building, University of Michigan, Ann Arbor 48109, or C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305.

April 2-3—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa, Missouri and at Southern Illinois University-Edwardsville, Wichita, Kan.

April 2-3—Region 10 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana and Alaska. Alderbrook, Wash.

April 2-4—Region 11 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona and Hawaii. Nugget hotel, Reno.

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

April 4-7—Association of National Advertisers sales promotion conference, Hyatt hotel, Winston-Salem, N.C.

April 9-10—Women in Communications Inc. Southwest region meeting. Holiday Inn, Denton, Tex.

April 9-10—Region 2 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. University of Maryland, College Park.

April 9-10—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania and West Virginia. Ramada Inn, Morgantown, W. Va.

April 9-10—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana and Kentucky. Ball State University, Muncie, Ind.

April 9-10—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. University of Wisconsin-Madison.

Major meetings

Feb. 21-25—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—National Association of Broadcasters annual convention. Chicago. 1977 convention will be March 27-30, Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

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

May 5-9—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.

May 12-15—Annual meeting, American Association of Advertising Agencies. Greenbriar hotel, White Sulphur Springs, W. Va.

June 3-5—Associated Press Broadcasters annual meeting. Marquette Inn, Minneapolis.

■ **June 13-17**—National Association of Broadcasters board meeting. Washington.

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

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

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

Oct. 13-16—Annual meeting, Association of National Advertisers. Broadmoor hotel, Colorado Springs.

Oct. 24-27—National Association of Educational Broadcasters 52d annual convention. Conrad Hilton hotel, Chicago.

Nov. 9-11—Television Bureau of Advertising annual meeting. Shoreham Americana hotel, Washington.

Dec. 11-16—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.

April 9-10—Region 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Wyoming, Utah, Colorado and New Mexico. Little America motel Cheyenne, Wyo.

April 12—Presentation of *Janus Awards*, designed to recognize excellence in financial news programing, 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 16-17—Region 12 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and western Tennessee. University of Arkansas, Little Rock.

April 16-17—*Georgia UPI Broadcasters* conference. Royal Coach Inn, Atlanta.

■ **April 21-23**—*Indiana Broadcasters Association* spring meeting. Rodeway Inn Airport, Indianapolis.

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

April 23-24—SDX Distinguished Service in Journalism Awards and Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and all of New England. Rochester, N.Y.

April 23-24—Region 8 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Oklahoma and Texas. Austin, Tex.

April 23-24—*New Mexico Broadcasters Association* annual meeting. Hilton Inn, Albuquerque.

April 23-25—*Women in Communications Inc.* North-east region meeting. Chatham Center, Pittsburgh.

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 25-27—*Canadian Association of Broadcasters* annual meeting. Chateau Laurier, Ottawa.

April 29-30—*Minnesota Broadcasters Association* spring meeting. L'hotel Sofitel, Minneapolis.

May

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 12-15—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

■ **May 12-14**—*Washington State Association of Broadcasters* spring meeting. Red Lyon Motor Inn, Pasco.

May 12-16—*Pennsylvania Association of Broadcasters* annual convention. Britannia Beach hotel, Paradise Island, Nassau.

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

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

May 27-30—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Table Rock Lake, Branson.

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

June

June 3-5—*Associated Press Broadcasters* annual meeting. Marquette Inn, Minneapolis.

June 4-5—*North Dakota Broadcasters Association* spring meeting. Artclare motel, Devils Lake.

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

June 10-13—*Mississippi Broadcasters Association* 35th annual convention. Sheraton hotel, Biloxi.

June 11-13—*South Dakota Broadcasters Association* annual meeting. Downtown Holiday Inn, Sioux Falls.

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

June 13-16—*Video Systems Exposition and Conference*, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

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

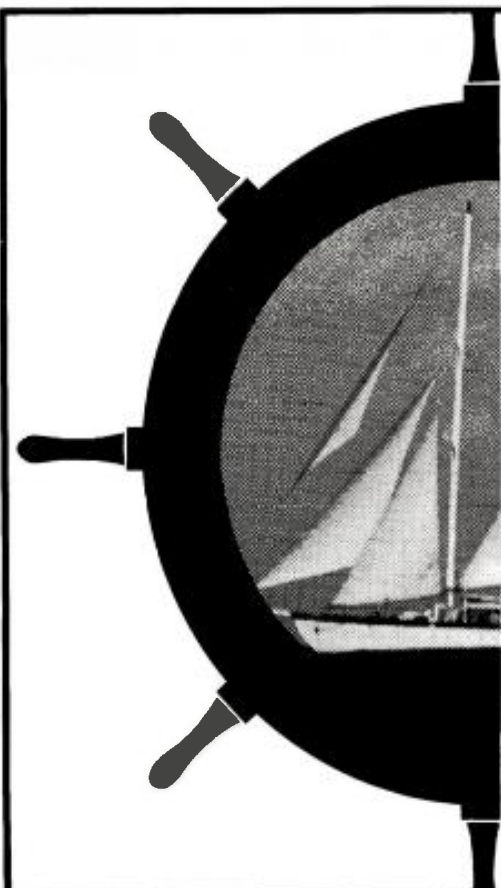
■ **June 13-17**—*National Association of Broadcasters* board meeting. Washington.

June 14-18—Broad/Comm '76, exhibition of broadcasting and communications equipment. Participation is limited to U.S. manufacturers. U.S. Trade Center, Mexico City. Information: Mary R. Wienen, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

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

June 20-23—*NBC's* 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

June 24-27—*Rocky Mountain Broadcasters Association* annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.



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PHONE: (609) 456-1716 TELEX: 84-5200

July

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

July 19-20—Institute of Broadcasting Financial Management-Broadcast Credit Association quarterly board of directors meeting. Washington Plaza. Seattle.

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

August

Aug. 12-13—Arkansas Broadcasters Association summer convention. DeGray State Park Lodge and

Convention Center, Arkadelphia.

■ Aug. 18-30—National Association of Broadcasters 10th management developmental seminar. Harvard University Graduate School of Business Administration, Boston.

■ Sept. 12-14—Southern Cable Television Association convention. Fairmont Colony Square hotel, Atlanta.

Open Mike®

Poor prescription

EDITOR: I really cannot understand the big debate between the American Medical Association and the Federal Trade Commission regarding the right of doctors to advertise. Anyone who has attempted to schedule an emergency appointment with a family doctor or, of a more critical nature, attempted to find a doctor who was accepting "new patients" in the past five or 10 years, would have to question who it is that's pushing so hard for the "right to advertise."

Opening the way to advertising for purposes of encouraging competition would only compound the problem, confuse the public and open the door to hucksterism.

It's all well and good for the AMA and FTC to debate the right to advertise, but it might be nice to include members of the broadcast industry in those debates. Should the ban be lifted, where would we stand?—Dale Z. Dawson, vice president, general manager, WLTH(AM) Gary, Ind.

Common ground

EDITOR: At various times in BROADCASTING, members of the industry, broadcast students and educators have voiced their concern over the relationship between academia and the industry. The comments usually center on student uncertainties about their personal futures, and on broadcasters' uncertainties about the value of a college education in broadcasting.

Last year's national radio survey by Michigan State's Fred Jacobs created quite a stir among students and educators. More recently, Stanley Hubbard's letter (Jan. 12) mentioned the "information gap" between the broadcast schools and the industry. This information gap is real, and it has been ignored.

For too long, a great number of faculty members, riding high on their egos and their emphasis on book-knowledge, have kept professionals out of the classroom. And for too long, a great number of professionals, who complain about the lack of preparation of graduates entering the field, have done nothing to help the members of the academic community shape more valuable curricula.

Alpha Epsilon Rho, now with a mem-

bership over 10,000, is the oldest and largest organization of broadcast students, educators and professionals. Established 35 years ago as the "National Honorary Radio and Television Fraternity," it set out to encourage and reward scholarship and accomplishments among broadcast students and to establish meaningful communication between student and professional broadcasters, working individually on campuses. In 1974 it became the National Honorary Broadcasting Society and took a new and exciting direction.

This year, our national convention will take place March 17-20 in Chicago and is open to all members of the industry and academia as well as the society's membership. A E Rho will also be represented at its booth on the floor of the National Association of Broadcasters convention and at a session of the Broadcast Education Association's national conference. I challenge you to become a part of it all. If there is genuine concern by educators for industry input, and if there is genuine concern by the industry about its future broadcasters, it's time to show it. Let's work together. Our membership is open, and we welcome your support.—Andrew H. Orgel, (CBS Radio, New York), national president, Alpha Epsilon Rho.

No excuse

EDITOR: This is in reply to Joseph W. Heston ("Open Mike," Jan. 12). Mr. Heston stated that he has had difficulty in finding employment due to discrimination by the FCC and its equal employment opportunity guidelines. I too am a white male and have had various degrees of success in finding employment, but I would be foolish to say that I could not find any one job because of minority hiring.

On page 25 of the same issue, there was a report that just in Florida there may be 100 or so stations that have hired people like Mr. Heston—and not minorities. As a teacher I constantly have blacks, women and other minorities coming to me and saying that they cannot get a job because their skin is black or their sex is female. Those jobs they want are handed out to the Hestons of the nation.

Mr. Heston, I've seen many minority students with a heck of a lot more ex-

perience than you get sent up the river. I am thankful that the FCC has seen fit to establish some EEO guidelines.—David R. Anderson, instructor, radio-TV, State University of New York, New Paltz.

NPR not afraid to fly

EDITOR: In reference to your Jan. 19 article concerning the public broadcasting interest in satellite communications, I would like to correct a misimpression concerning National Public Radio plans.

The article suggests that NPR prospects are not good due to failures in technical tests. In fact, the potential for radio is very bright for interconnection services including multiple circuits, high quality and stereo. The "failure" reference in the article refers to one unique alternative that was explored that would have permitted a reduction in over-all cost by implanting radio carriers in the satellite transponders being used for public television. Those tests were only partially successful and have caused us to seek other alternatives including the leasing of part of a separate transponder for the NPR services.—Lee C. Frischknecht, president, National Public Radio, Washington.

The Bahakel proposal

EDITOR: This is in response to the Jan. 12 "Open Mike" letter from Cy N. Bahakel.

No need to expand the federal budget, Mr. Bahakel. Get your facts from the source—call us. Seems there has been a communications breakdown, for we have always worked for you, not for some collection of marble buildings known as "the government." I strongly suggest that the next time you have a question, pick up the phone. You may be surprised at the response you receive. Incidentally, the TV branch can be reached at 202-632-6495.—Jim Audet, TV engineer, FCC, Washington.

EDITOR: Mr. Bahakel wants the FCC to establish an office of broadcast relations to give information to broadcasters on the various rules and regulations to which the broadcast industry is subject.

The FCC already has numerous experts who can be reached by telephone to give

information concerning their specialties. However, the FCC staff is so specialized that it is necessary to talk to a great many different people on the staff, in order to get information concerning any particular subject.

If the FCC were to establish an office of broadcast relations, it would have to train or hire people with a broad knowledge of the entire field of communications law. These people would be giving what amounts to legal advice, balancing various rules and regulations against other rules and regulations, making interpretations and judgments.

Mr. Bahakel gives the example of the Internal Revenue Service. The IRS does maintain an information service, and it is useful for people who have simple tax returns. However, it would be awfully difficult to fill out a complicated business tax return solely on the basis of the information available from the IRS. In fact, I would almost be willing to bet that Mr. Bahakel has either a tax attorney or a tax accountant to fill out the WCCB(TV) tax return. I doubt very much that he relies on the IRS information service.—*Lauren A. Colby, attorney, Frederick, Md.*

Transplanted

EDITOR: "Fates & Fortunes" of your Jan. 12 edition had a Cal Arnold promoted to station manager of KKYK(AM) San Antonio. There is no KKYK in San Antonio, but there is KKYX. At last word, I was still securely ensconced as general manager of KKYX San Antonio.—*Richard F. Marcellan.*

(KKYK(FM) is in Little Rock, Ark., as is Mr. Arnold.)

Thanks, but

EDITOR: Your mention of International Harvester renewing WGN Continental Productions' *U.S. Farm Report* for 26 more weeks (Jan. 19), is appreciated; however, it is a television, not radio, program.—*William H. Wills, manager, WGN public relations, Chicago.*

Further comment

EDITOR: The information in [the Jan. 5 issue, "The First Amendment and the Fifth Estate"] will be most helpful to the members of the committee during our consideration of broadcasting issues.—*Warren G. Magnuson (D-Wash.), chairman, Senate Commerce Committee.*

EDITOR: I found the special report on the history of radio and television journalism to be informative as well as entertaining. To me, just as fascinating as the history of broadcast journalism is its present and future role in American life. No doubt BROADCASTING will play a vital part in this future.—*Lawton Chiles, U.S. senator (D-Fla.).*

EDITOR: I have not seen a more complete or comprehensive history of broadcast

journalism. It not only sparked many memories of important events from the past but gave me additional insight into perhaps the most significant conveyers of news and information, the broadcast media.—*Jake Garn, U.S. senator (R-Utah).*

EDITOR: Congratulations. I have finally had the time to sit down and read "The First Amendment and the Fifth Estate: Broadcast Journalism at the Bicentennial." To say, "I like it," would be an understatement. This is the best overview of broadcast news that you have ever done.

I am sorry you did not mention the date

of the first satellite transmission. They are so taken for granted, and are slowly helping to bring us closer to the rest of our planet.—*Frank Gottlieb, 11 p.m. news producer, WLWC(TV) Columbus, Ohio, (soon to be WCMH).*

(Among first voice transmissions from space was President Eisenhower's 1958 Christmas message, which was prerecorded for ground-triggered replay from the U.S. Signal Corps Score satellite. First extensive use of satellite for international TV, including network newscasts, was in July 1962 with AT&T's Telstar sending programs between the U.S. and Europe. However, high-altitude relays in TV news reporting dates back to at least June 1948 when the GOP convention was fed to the Midwest by Stratovision, a system that used high-flying planes to rebeam transmissions (BROADCASTING, Jan. 5).

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Detroit WJBK-TV 4-5:30
Fort Myers WINK-TV 4:30-6
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WGAL-TV 9-10 AM
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Lexington WLEX-TV 9-10 AM
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Miami WTVJ 9-10:30 AM
New York WCBS-TV 4-5
Palm Springs KMIR-TV 3:30-5
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Sacramento KXTV 4-5:30
San Antonio KSAT-TV 9-10:30 AM
Tallahassee WCTV 5-6
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Top of the Week

Battle joined in new debate on national cable policy

House subcommittee staff's report signals renewed confrontation between conventional broadcasting and CATV; most federal controls on cable would be lifted, with marketplace to decide; FCC scored for siding with broadcasters in maintaining artificial scarcity of competition; new equilibrium between services could emerge; arena for future policy planning may shift from FCC to Congress

It's been a long time coming, but a national debate over the role cable television should play in the nation's complex of telecommunications services is now underway. It was triggered by a report issued last week by the staff of the House Communications Subcommittee, a report that provided an agenda for action that would result in a complete overhaul of the regulatory structure the FCC has created for cable.

What's more, the report signals a shift in the locus for the debate, and for major decisions on cable regulation, from the FCC to Congress. And the degree of change recommended is vast:

Virtually all limits on the importation of distant signals would be eliminated, as would those on pay cable operations. Even operations involving sports, a source of programming for conventional television that has almost always been regarded as sacrosanct, would be subject to cable acquisition without advance hindrance. Cable operators would be barred from program origination; in time, they would become common carriers. And the FCC, described in the report as an agency that fashioned its cable policies with the best interests of broadcasting in mind, would see its role in the regulation of cable diminished. Concurrently, the role of state and local authorities would increase.

At bottom, the report recommends abandoning reliance "on any particular technology as the chosen instrument of national communications policy." And its

guiding principle is that shackles should be placed on the "struggling new service" only after the need for such shackles has been clearly demonstrated, not before.

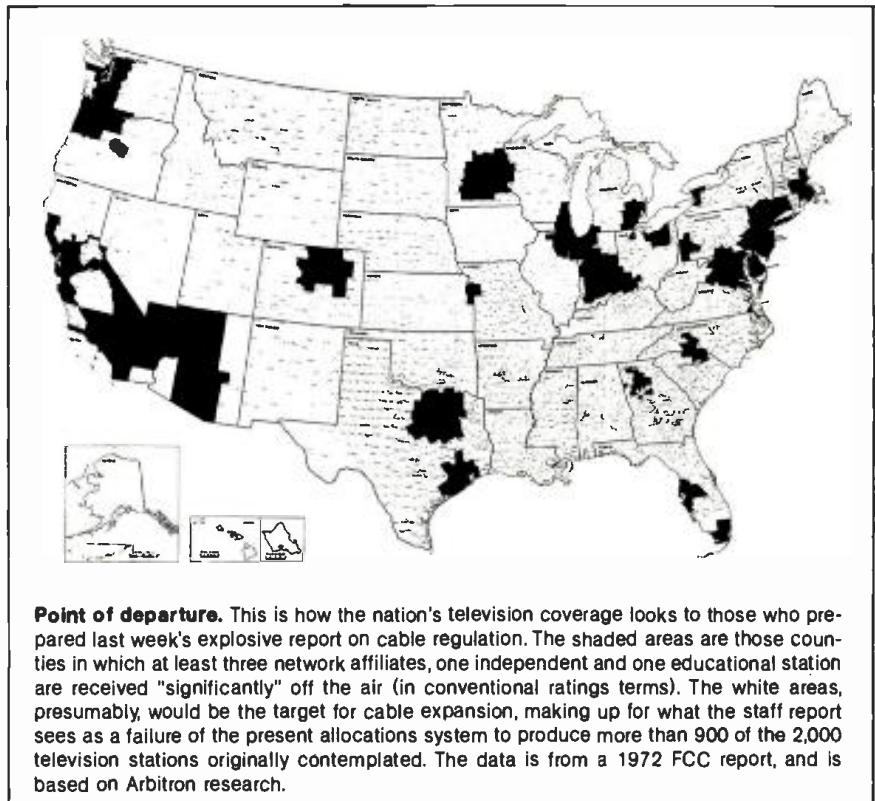
The immediate reactions were predictable. The National Association of Broadcasters, ABC and NBC warned of the serious adverse impact not only on the broadcasting industry but on the public, with viewers ultimately being forced to pay for programming they now receive free. Cable television industry spokesmen generally expressed delight. Jack Valenti, of the Motion Picture Association of America, was happy about the proposals to lift restrictions on pay cable operations, but critical of its recommendations on copyright as inadequate to meet the legitimate interests of copyright owners.

The chairman of the House Communications Subcommittee, Torbert H. Macdonald (D-Mass.), seized a nettle most members of Congress have tried to avoid when he called for the report in the first place. What's more, he will provide a forum for the debate in hearings on cable legislation he has scheduled in March. His comment on the report was generally low key, and preserved his options, in assert-

ing that he does not necessarily agree with every recommendation. But he also said that the commission "has overregulated cable to the extent that it has suppressed the promise of this new technology," and added: "I believe that the regulatory process must concern itself more with the public interest and less with the private interests of competing industries."

Representative John Murphy (D-N.Y.), second in seniority on the subcommittee only to the chairman, also issued a generally moderate statement: The advantages cable television can bring can be realized only if Congress provides the FCC with guidance on how the balance between cable development and broadcast protection should be maintained.

But the emotions the issue can generate were evident in a second statement the congressman issued, one in response to NAB's. That statement, Representative Murphy said, "is simply the sound of the nation's broadcasters stewing in their own juices. They have created a situation where a small cabal of network PR men and advertising flacks decide what is marketable—at \$60,000 a commercial minute—and, with few exceptions, place such



violence, dementia, triviality and plain poor taste programing before 200 million Americans on the most powerful and pervasive influence on the mind of man ... all in the name of 'the public interest.'"

Such rhetoric aside, some observers see the report as evidence that a "consensus" is developing around a new approach to cable television regulation, one that would substantially de-regulate cable, but impose on it marketplace burdens it has been spared—specifically, copyright liability.

The members of White House regulatory reform group, charged with the responsibility for spearheading President Ford's policy of peeling off the layers of regulation that have accumulated on American business, were among those particularly interested in the subcommittee staff report. The group is drafting an administration bill on cable television, and Lynn May, a member, indicated the report would not cause the regulatory group any problems. "The report looks good," he said. "The issues are the same ones we looked at, and the conclusions are among the options we discussed. We are going in the same direction [as the subcommittee staff], but we have not had a final call on this."

A number of the issues raised and conclusions reached are not new. Henry Goldberg, who as general counsel of the Office of Telecommunications Policy had a drafting role in the report of the Cabinet Committee on Cable Television issued two years ago, noted a number of similarities between the two reports. Among others, they include the requirement that cable operators be separated from program origination and that the commission be prohibited from regulating the programing on leased channels. The Cabinet Committee, too, offered the basic recommendation that detailed federal regulation be sharply reduced.

The Cabinet Committee report was aimed, among other things, at stimulating debate. It did generate a spate of comments, and OTP prepared draft legislation based on elements in it. Nothing came of the statements, and OTP's bill was sidetracked.

But Mr. Goldberg, who is now in practice, recalled that the Committee for Economic Development, an establishmentarian organization of business and professional people, issued a report last year calling for diversity and change in broadcasting and cable television—a report that urged a change in policy from one of scarcity to one of "abundance of electronic channels and voices" (BROADCASTING, April 7, 1975). "There is a developing consensus on the issues on which the future of cable is to be debated," Mr. Goldberg said.

And OTP was quick to note that the subcommittee staff report was similar in many respects to legislative and policy recommendations it had made to the administration. It expressed the hope that the report "is indicative of the development of a national consensus on cable which will facilitate the integration of the cable industry into the nation's telecommunications system."

The FCC has not yet commented for-

10 key recommendations for cable policy

The House Communications Subcommittee's staff report on cable regulation provided its own checklist of actions it felt should be taken to carry out the principles set down in its report.

1. The Communications Act of 1934 should be amended specifically to encompass cable television, and call for its promotion and regulation as an important facet of the "rapid, efficient, nationwide" communications system.
2. The Congress should enact a Rural Telecommunications Act to promote service by cable and translators in rural areas.
3. Copyright legislation now being considered by the Congress should provide for a shift from the current statutory fee schedule to a per-channel charge for distant signals only. This will ensure that the copyright owner is fairly compensated for the use of his product. With regard to restricting the growth of cable to protect local over-the-air television stations, we recommend the abolition of all general limitations on cable's carriage of distant signals. Where the commission finds after an evidentiary hearing that unrestricted cable

development would result in overall diminution of service it should adopt the narrowest possible restrictions on cable that would prevent this result.

4. The commission is appropriately concerned about pay cable's ability to siphon films and sports telecasts from over-the-air broadcasting. It has the jurisdiction to act in the public interest when such a situation arises and should be alert to do so. However, the FCC's present pay cable rules exceed the prevention of potential siphoning, are overly protective of the broadcast industry, and should be rescinded. The commission should not adopt any rules in their place, but rather should monitor to insure that no siphoning occurs. We believe that the commission (or the Congress) can act promptly enough should the danger present itself.

5. The market structure concept (i.e., the government policy should foster an industry structure which increases reliance on market forces and reduces the need for close government supervision to ferret out abuse) requires the earliest feasible adoption of the separa-

mally on the report. Chairman Richard E. Wiley would say only that there are some points with which he agrees—he said he has been moving "toward de-regulation"—and some with which he does not—as in the proposed removal of all restrictions on pay cable. He also rejects the charge that the commission is "protectionist." "We look to see whether the public interest is served" in adopting cable regulations, he said.

One member of the commission for whom the report may not go far enough is Commissioner Glen O. Robinson. He said that, although he had not had time to study the report closely, "its general drift is what I've been saying for a long time." He noted he opposed the antisiphoning rules the commission adopted, has objected to its certification requirements and feels it does too much dictating to local authorities.

However, the commission's views on cable regulation are now of less moment. For

the subcommittee staff report is important not only for what it says but for the fact it indicates that a congressional subcommittee with legislative jurisdiction in the area is interested in developing cable legislation.

Some commission officials feel the subcommittee staff's criticism of the commission's actions in attempting to deal with cable come with ill grace. Congress has avoided the cable issue since 1958, when legislation authorizing the FCC to regulate the infant industry was considered and rejected. As a result, the commission has felt constrained by events to assert jurisdiction over cable and to provide its own guidance in regulating the industry. "Where was Congress in 1966 and 1972, when the commission was establishing basic cable policy?" Commissioner Robinson asked rhetorically last week. (Some commission officials noted that a principal actor in the creation and development of commission cable policy was an author of the staff re-



tions principle—that cable operation should provide channel facilities but not itself be involved in programming or other operations over these channels. Such a policy should be set forth in legislation directing the FCC to implement it at the earliest feasible time consistent with the public interest (taking into account the programming efforts by others than the cable entrepreneurs; the extent of penetration, etc.) and requiring cessation of programming operations by the cable entrepreneurs at a date no later than 10 years after enactment of the legislation.

6. The same market structure concept supports the FCC's policy barring network ownership of cable systems or co-located cable-broadcast television or cable-telephone company ownership. The commission should, however, require divestiture in the cable-broadcast television situation as it did in the case of co-located cable-telephone company crossownership. And, to further the same market structure policy, the commission should ban co-located newspaper-cable crossownership rules under certain circumstances.

7. The federal government (FCC) should regulate national or interstate matters such as carriage of broadcast signals, provision of ac-

cess channel capacity, access channels presenting television programming of a nature akin to broadcasting (e.g., local access, leased access (pay); origination), and minimum technical requirements so as to assure interconnection. Further, with some exceptions, the FCC has correctly opted for a period of maximum experimentation for the access channels free of unnecessary regulation; therefore, it has soundly preempted this area from local regulation. The state/local entity should, however, also retain authority to act as to technical requirements. Privacy is a further area calling for federal action; the FCC should be required to submit a report on its study of the problem and suggested legislation, if any.

8. Unless crossing state lines, the other services offered by cable (e.g., non-video services) should be left solely to state/local regulation. These are interstate functions, and no more should be regulated by the FCC than the similar intrastate functions of a carrier like AT&T.

9. While the federal government should not dictate the form of the state regulatory mechanism, significant advantages are offered by the creation of state cable commissions. However, the FCC should not act to specify or

supervise how a state/local authority discharges its regulatory functions (e.g., the public process to afford due process; the construction schedule; the rates charged subscribers and the rate procedure; the process to handle complaints; the franchise fees). This entire FCC regulatory scheme should be abandoned. While the federal government is not an appropriate substitute for effective state/local regulation and should not attempt to back-stop or control that regulatory process, a limited federal role may be necessary to deal with the pole attachment impasse. We recommend that the regulation of charges for pole attachment or conduit space be left to state regulation. The FCC is incapable of properly taking into account local or regional aspects of this problem. The FCC should be empowered to act, however, if a state declines jurisdiction.

10. The FCC is engaging in unnecessary and duplicative regulation. The Commission has imposed a certificating (licensing) process for cable that serves no useful purpose. It can and should be replaced by rules, enforced by cease-and-desist orders and forfeitures. Congress should therefore enact legislation giving the commission appropriate authority to impose such forfeitures.

port, Henry Geller, who in 1966 was FCC general counsel and in 1972 was a special assistant to Chairman Dean Burch.)

(Chairman Wiley last week said Mr. Geller is "the very same fellow who was the primary architect not only of that tough blackout rule and the 1968 cable 'freeze' but, indeed, of the commission's entire 1972 cable rules.")

The commission's jurisdiction over cable, as upheld by the Supreme Court, is limited, theoretically, at least, to the degree such regulation is "ancillary" to the commission's responsibility for regulating broadcasting in the public interest. There are those who feel the commission has stretched the meaning of "ancillary."

At a minimum, legislation would be expected to provide the FCC with a clear charter for regulating cable television. But it would also be a fit subject for examination as to whether Congress, in its turn, kept the public interest uppermost in mind, or tried to accommodate the con-

flicting demands of the broadcasting and cable industries. The statements issued last week were a foretaste of what the House Communications Subcommittee can expect.

The NAB said it saw the report "as an effort by three members of the House Communications Subcommittee staff to replace the great system of over-the-air broadcasting in the United States with a wired nation which would cost over \$200 billion in construction costs alone."

The report should be recognized for what it is, NAB added—"the first report emanating from Congress to propose removing sports and movies from over-the-air television, and requiring direct payment by the public for this very same programming. To argue that this is in the best interest of the public is ridiculous." It also said that calling the FCC "protectionist" is to ignore "the relaxation of cable rules" in recent years.

ABC and NBC, in separate statements, also stressed the danger they feel the proposals contained in the report pose for the existing system of television. That system "should not be undercut by a subsidized wire service at tremendous additional cost which would serve only the small minority who can afford it and will have access to it," ABC said. "The staff report reflects essentially an elitist approach to broadcast service," the NBC statement said, adding, "It departs from the basic philosophy on communications in this country which has fostered the development of a free broadcast system without equal and which would add cable as a supplement to that service."

CBS was more cautious in its reaction: "On the surface the report would seem to be a one-sided view of a complicated question. We will of course study it closely and conscientiously."

For the cable television industry, the report contained a different, more heartening message.

Robert Stengel, vice president for public affairs for the National Cable Television Association, said, "Over-all, we're very pleased with it. Clearly, we agree with [the report's] recommendations concerning the easing of signal carriage restrictions and arbitrary pay cable restrictions." The important thing about the report is its view that cable should be treated as a unique medium, not as a supplemental service, he added. Mr. Stengel said there were certain recommendations which the industry would not agree with, but generally the report is regarded as a "strong positive statement about the need for CATV de-regulation."

(Reporters seeking NCTA's comment on Wednesday were referred to Mr. Stengel by NCTA President Robert Schmidt. He said he had not yet read the 110-page document that had been issued on Monday afternoon.)

Monroe M. Rifkin, president of American Television & Communications Corp., said he was "obviously delighted" that the subcommittee staff had concluded that "the needs of the American television audience are more important than protecting entrenched interests in the broadcasting industry." But he also said that more than simply additional programming is at stake. For if cable industry is allowed to grow to its full potential, he said, "its particular ability to provide two-way communications services into the home could open up a completely new medium of communications in this country."

And Russell Karp, president of Teleprompter Corp. "emphatically endorsed" positions taken by the subcommittee staff on copyright. "The recommendations [on copyright] of the subcommittee staff exactly parallel Teleprompter's own proposals," he said. (Teleprompter had advanced a copyright formula that would exclude local signals and assess liability on distant signals to approximate marketplace factors.) Teleprompter is "en-

Behind it all. The authors of the cable study (l to r): Karen Possner, Harry M. (Chip) Shooshan, Andrew Margeson and Henry Geller. Miss Possner and Mr. Geller are outside consultants to the subcommittee; their contracts ended with the publication of the report, but Miss Possner has now been hired as a member of the subcommittee staff. She has a PhD in communications from the University of Iowa, is a former research associate for the Rand Corp. and assistant to former FCC Commissioner Nicholas Johnson. Mr. Geller, now with the Aspen Institute on Communications and Society, in Washington, is former FCC general counsel and special assistant to then-FCC Chairman Dean Burch. Mr. Shooshan is chief counsel of the subcommittee and former administrative assistant to Chairman Torbert Macdonald (D-Mass.). Mr. Margeson is a staff economist for the subcommittee. He also served under Mr. Johnson at the FCC.

couraged" and will continue to advance its copyright scheme, he said.

Not everybody was as pleased. Richard Brown, general counsel for the Community Antenna Television Association—a group ardently opposed to copyright payment—found cause for dissatisfaction with the report. Although it would permit cable systems to carry an unlimited number of distant signals, the "clinker," he said, is that operators would be required to pay copyright.

CATA has written a letter to Representative Robert Kastenmeier (D-Wis.), chairman of the subcommittee that is marking up the copyright bill, requesting that markup on cable issues be delayed for 30 days to give the CATV industry time to digest the Communications Subcommittee's cable report.

MPAA's Jack Valenti did not like the section of the report dealing with copyright either, but for different reasons. He sees no merit, for instance, in the recommendation that cable systems pay copyright only for distant signals (copyrighted material carried on local signals is also property, he said, and its

owners should be paid) or that the proposed copyright royalty tribunal establish a per-channel rather than an over-all copyright scheme (he feels per-channel charges can be rigged to disadvantage copyright owners).

Basically, he said, "We're fearful of a constant diminishing of the copyright fee. He noted that the Senate Judiciary Committee approved a copyright bill containing fees half as large as originally proposed; and copyright owners had considered those original fees too small.

And, indicating the frustration the copyright issue has caused him, he said, "Cable interests have never kept their word about anything. We think that's unfair."

But, in subcommittee hearings, he will support the cable's industry's position in favor of lifting restrictions on pay cable. For that would be in the interests of the motion picture film producers.

As will also be true of the other points to be argued by the various industries involved, the subcommittee, and ultimately Congress, will have the job of deciding whether it is also in the public's interest.

unlimited distant-signal importation by cable systems. Nevertheless the likely effect of cable on UHF is small, "compared with the revenue increase that will result from complete UHF penetration, elimination of the UHF handicap and other long-run growth factors," the report said. The FCC should not place the burden of proof on the developing cable industry to demonstrate it will not threaten established broadcasters, the report stated. Cable should be unrestricted except where a clear threat to the public interest can be proved.

On pay cable, the report suggested that film producers and sports entrepreneurs—both of which have stated they would not withdraw their product from conventional TV—be taken on faith. "There is everything to gain and nothing to lose by testing these assurances," stated the report, and the present pay cable rules should be "rescinded" and nothing adopted in their place. The FCC should instead "monitor" to insure no siphoning occurs, said the report. If pay cable rules are adopted, the report recommended, they should be limited strictly to prevent siphoning and formed to constitute the "least governmental intrusion in the marketplace."

The report also recommended that Congress enact a Rural Telecommunications Act to promote cable and translator service to rural areas. "One of the more troublesome aspects of the growth of cable television," noted the report, "is the possibility that cable will destroy the viability of broadcast services in markets below the top 100 without providing an adequate replacement." To correct such a "dilemma," the report urged adoption of a program similar to the Rural Electrification Act of 1934 enabling the federal government to make low-cost loans available to cable and translator companies willing to provide service to unserved areas. Translators are included in the program's scheme, explained the report, because cable operators cannot economically serve sparsely populated areas (fewer than 30 to 40 households per cable mile). The Office of Telecommunications in the Department of Health, Education and Welfare should administer the program, said the report.

In the staff's view, private cable companies would be eligible for the rural cable subsidies and could repay the government out of subscriber fees. Translators, however, present "the problem of how a private entrepreneur would be compensated for providing the service," the report conceded. It is suggested that local governments pay the cost of translators.

Not all of the report's recommendations are in line with cable industry views, however. The report said the FCC should regulate national or interstate matters such as the carriage of broadcast signals, the provisions for access-channel capacity (including local access, leased channels and program origination) and minimum technical requirements to assure interconnection. Otherwise, unless a service crosses state lines, regulation should come from local and state agencies. And while the report did not suggest the FCC dictate the

And, as for the report itself . . .

Highlights of the study released last week by the staff of House Communications Subcommittee

The House Subcommittee on Communications staff released its report on cable television last week, charging the FCC with following a "protectionist policy" favoring broadcasters and recommending legislation that would regulate cable on its own right and not as an ancillary to the development of over-the-air television.

The staff's 110-page report recommended giving almost carte blanche to cable for carrying signals and programming—the abolition of all general limitations on distant-signal carriage, the elimination of the present pay-cable antisiphoning rules and, except for simultaneous nonduplication, the end of program exclusivity provisions.

Although the report generally favored positions consistent with the cable industry's views—and in direct conflict with those of broadcasters—there were some important exceptions. The report recommended a confined federal role in regulation. State or local governments would retain jurisdiction over rates and franchises, for example—a suggestion running counter to the views of many in the cable industry. Furthermore, the report recommended the "earliest feasible adoption" of the "separations principle" giving cable operators a common-carrier status to provide channels that others would use.

The report also recommended cable be left free from paying copyright payments on local signals and that a copyright tribunal establish a per-channel copyright payment for distant signals that "approximates a marketplace resolution." It is hard to justify copyright payments for local sig-

nals, said the report, as it would be to assess antenna manufacturers or makers of TV sets a copyright fee.

Specifically, the report recommended that the Communications Act be amended to encompass cable television. Copyright legislation, now pending before Congress, should provide for a shift from the current statutory fee schedule to a per-channel charge for distant signals only, stated the report. In that way copyright owners would be compensated for use of their product, and there would be no need to maintain the present FCC exclusivity rules, the report added. The exception would be simultaneous nonduplication restrictions, since duplication does not increase the diversity of programming and it is "not unreasonable to protect local broadcasters to that extent."

Since the cable operator would be paying copyright fees on distant signals, the report recommended, CATV operators should have the option to substitute their own commercials, to carry imported commercials or delete commercials entirely.

The report charged that present FCC rules restricting distant-signal carriage "create an explicit policy restraining commerce in every television market on behalf of all broadcasters, not just the marginal stations." The FCC should be prohibited from adopting such across the board restrictions, said the report. Where a "clear threat to basic service can be demonstrated," stated the report, "then the FCC should act with flexibility to protect the local broadcaster."

The report said independent television stations in the larger markets and affiliated and independent stations in smaller markets—particularly UHF stations in both cases—are most likely to suffer from

form of nonfederal regulatory mechanisms, it favored the creation of state cable commissions.

Cable construction schedules, franchise arrangements, subscriber rates, complaint procedures and certification should be left entirely to local and state review. Similarly, pole-attachment problems should be dealt with at the state level, urged the report, unless a state refuses jurisdiction in which case the FCC should act. The federal government "cannot and should not" be a substitute or appeals court for ineffective state and local regulation, stated the report, any more than it can back up regulation of intrastate or local common carriers.

The report suggested that state public utility commissions—which currently regulate cable in eight states—are inclined to be overly protective of existing industries (such as telephone and power companies) that might conflict with cable's interest. States should be encouraged to create statewide cable commissions that would allow cable to be treated as a distinct type of service, said the report.

The report also recommended that cable operators be separated from programming functions as soon as "feasible." A market structure with a reduced need for close government supervision—as the report envisions for cable—requires the "earliest feasible adoption of the separations principle," noted the report, which would allow cable operators to provide channel facilities but not get involved in programming or what goes over the channels.

Legislation should be passed to direct the FCC to pursue this course, said the report, or require the "cessation" of programming by cable operators no later than 10 years after enactment of such legislation.

The report, the product of six months work by the subcommittee's staff and two consultants (Henry Geller and Karen Possner) also dealt with fairness requirements, local cable origination and crossownership. It recommended the elimination of fairness and equal time requirements for all nonbroadcast cable operations.

The report supported present FCC

policies that require limited capacity for origination, as long as the cable system has the financial base to support it, until common-carrier status is achieved.

The report also supported the FCC's policy of barring network ownership of cable systems or co-located cable and television broadcast ownerships. The FCC should also require divestiture of all common ownerships of cable and television broadcast stations, said the report, as it did in cable-telephone crossownerships. Furthermore, the commission should ban co-located newspaper-cable crossownerships.

One on one: Cable report pits Congress against FCC in contest over cable regulation

**Communications Subcommittee
staff study makes it clear who
will be the combatants as shoutout
over CATV heads for high noon**

The House Communications Subcommittee staff's cable study sets the stage for what surely will become a battle of wits and wills between Congress and the FCC. The history of cable TV regulation, the study says, is riddled with errors in judgment, philosophy and procedure—nearly all of them committed by the FCC. The commission will be given time to reply when the subcommittee holds hearings some time in March. At that time, the Office of Telecommunications, also criticized in the report, will be heard too.

The 110-page report says the chain of errors began with the commission's original blueprint for television, devised in 1952. In that allocation plan the FCC set a goal of 2,000 television stations to serve 1,300 communities with primarily local programming. In fact, there are now fewer than 900 television stations offering primarily national programming. The commission made two errors here, the study says: it underestimated the size of the population base necessary to support a station (which brought hardship especially to rural areas that cannot support multiple broadcast outlets) and it "erroneously" intermixed UHF and VHF channels in the same market. "The consequence," it says, "has been an artificial scarcity even in major markets, which have an adequate base to support additional television signals."

Cable television could correct both flaws, the report said—by carrying signals to sparsely populated areas and increasing the choices in major markets—yet the FCC held cable down until 1972 under the guise of protecting struggling major market UHF stations, the report asserts.

The pattern that emerges, the report charges, is of the FCC acting continuously

to protect the private interests of commercial television, rather than the public interest. The commission's 1972 cable rules, it says, are based on an industry compromise, the 1971 consensus agreement, rather than the commission's evaluation of the public interest, and it says the same about the FCC's pay cable rules adopted last year.

(In another part of the report, the staff charges that OTP's role as broker of the 1971 consensus agreement resulted in "illegal government action.")

The study also suggests that Congress should consider whether the commercial TV part of the electromagnetic spectrum is being used efficiently, and announces that the subcommittee plans to contract an engineering study to examine the FCC's frequency allocations.

The staff report levels more charges at the FCC in a bluntly worded letter of transmittal from Chief Counsel Harry M. (Chip) Shooshan to Subcommittee Chairman Torbert Macdonald (D-Mass.). The letter says, for example, that the Broadcast and Cable Bureaus at the FCC are "shills" for the industries whose names they bear, and deliberately so. It says the FCC's assumption is that a partisan clash between bureaus will draw out the strongest possible positions on controversial issues. "We reject that suggestion," the letter says. "The results of the present arrangement have been inadequate coordination and poor policy formulation."

The letter asserted that FCC Chairman Richard Wiley encourages the bureaus to compete so that he may "virtually control" FCC policymaking.

Chairman Wiley replied to those charges in a letter to Representative Macdonald last week. Of the Broadcast and Cable Bureaus, he said, "I believe that they are dedicated to serving the public interest and not some narrow industry interest." To the second charge, he said, "I do not think I need dignify the transmittal letter's allegations that I have exploited the weaknesses of our staff to control all policy formulation at the FCC."

Chairman Wiley also denied the transmittal letter's accusation that the commission was "unwilling" to provide the subcommittee staff with information from its own files.

The letter has strong criticism, too, for OTP, although it tends to excuse OTP as being the victim of an ambivalent administration that has allowed the office to go without a permanent director for more than a year.

The letter complains that neither the FCC nor OTP has complied with the subcommittee's request for legislative proposals on cable regulation. It recognizes that the task of drafting a proposal has passed from OTP (which has already written a draft) to a White House Domestic Council group dealing with de-regulation. But still, the letter says, it has been two years since a Cabinet Committee on Cable Communications has submitted a report to the President. "Even with the shift in administrations, we feel that this repre-

Next. Members of the National Cable Television Association board at their meeting in Los Angeles this week will get a first-hand account of the House Communications Subcommittee staff report on cable television. Harry M. (Chip) Shooshan III, the subcommittee's chief counsel and one of the authors of the report, will be on hand to discuss it. The report is bound to figure also in the en banc meeting the commission has scheduled for Feb. 17. National Association of Broadcasters representatives—as many as 100 television station executives are expected to attend—will have one hour with the commission. And Jack Valenti, president of the Motion Picture Association of America, which has its own concerns about cable television, will have a half hour.

sents an inordinate delay," the letter says.

Chairman Wiley, in his reply to the accusations made against the commission, said he wants to cooperate with the subcommittee on improving cable regulation. "My only regret is that the chief counsel [Mr. Shooshan] deemed it necessary to initiate this important dialogue with a letter of such negative and, in my opinion, inaccurate import."

Three other cable issues occupy official attention

The FCC's new rule requiring cable television systems with more than 3,500 subscribers to have the capability to originate programming, in the eyes of some government agencies, is turning affected systems into broadcasters. And that could cost the systems financial assistance.

The Commerce Department's Economic Development Administration issued a bulletin last week declaring that it considers systems affected by the rule to be "broadcasting firms," and therefore barred by law from obtaining assistance.

That ruling may not disturb the cable industry, since EDA officials cannot recall EDA providing any assistance to cable systems. However, the Small Business Administration, which is also barred by law from aiding broadcasters, has made loans to cable systems that were exclusively passive operations.

EDA's announcement, and concern that SBA would issue a similar one, prompted the FCC's Cable Bureau chief, David Kinley, to attempt to head off implementation of EDA's policy statement. He wrote EDA, saying its ruling "raises certain inconsistencies with the commission's policies regarding the development of cable television." He asked that the ruling be rescinded or its effectiveness deferred until commission and EDA representatives could "resolve the apparent conflicts."

The commission last week dealt with two other matters affecting cable, but resolved neither.

Action on a draft notice of inquiry into cable subscriber rates was deferred for one week after some members expressed concern that the notice might be regarded as a first step into commission regulation of subscriber rates. The Cable Television Bureau will rewrite the item in an attempt to make it clear the commission is not interested in that kind of activity.

The other item involved a proposed order permitting cable television systems to carry so-called specialty stations without their counting against the systems' allowed quota of imports. The item was withdrawn after the commissioners were unable to agree on whether WGPR-TV Detroit (ch. 62), the first black-owned station in the continental U.S., should be added to the list of 13 considered specialty stations.

In Brief

■ Supreme Court has struck down **statutory ceilings on political campaign spending** as violation of First Amendment guarantee of freedom of speech. At same time, it held—in 227-page opinion issued Friday (Jan. 30)—that limitations of contributions and requirement that they be disclosed are proper. ■ Representative Robert Kastenmeier (D-Wis.), chairman of House Judiciary subcommittee now considering copyright legislation, has signed on as co-sponsor of **resolution opposing siphoning of over-air TV programs by pay cable**. Measure (H.Res. 998) was introduced by Charles Thone (R-Neb.) last year (BROADCASTING, Oct. 20, 1975). ■ **President Ford** visited with 186 members of Radio Television News Directors Association at White House Friday, talked to them informally and answered their questions, climaxing five-hour briefing. (Last year, similar event was attended by 161 broadcasters, perhaps one-fourth executives rather than newsmen.) Preceding East Room conference-reception, news editors were briefed by James T. Lynn, assistant to President for management and budget; Alan Greenspan, chairman, Council of Economic Advisers; Eric Zausner, deputy director of Federal Energy Administration; William P. Clements Jr., deputy secretary of defense; James Cavanaugh, deputy assistant to President for domestic affairs, and Charles Robinson, under secretary of state for economic affairs. ■ **AT&T charges** borne by radio stations and networks would rise 3% under tariffs filed with FCC last week. Rates, effective Feb. 12, mean increase of between \$600,000 and \$700,000 for audio service customers, with about third of that charged to four major networks. ■ On similar subject, news organizations that cover **Republican National Convention** in Kansas City in August will pay 300% more in telephone charges than they did in Miami four years ago, according to Southwestern Bell, company providing service. ■ Senate Commerce Committee has scheduled vote this week on **bill to extend daylight savings** from present six months to eight, from first Sunday in March to second Sunday in November. During year-round DST experiment two years ago, FCC granted presunrise authority to some daytime radio stations that stood to lose revenue. FCC would have same authority under new bill. ■ **Fred Silverman**, president of ABC Entertainment, told Georgia broadcasters that two-hour-and-longer made-for-TV movies are attracting important creative talents who would not have been interested in medium in years past. At Athens, Ga., radio-TV institute, he reiterated new-faces theme, claiming that of "45 pilot projects in development [at ABC], only half a dozen involve 'recycled' talent." At same event, **Elmer Lower**, ABC vice president for corporate affairs, talked about News Election Service, calling it "greatest advance in election tabulations in the 20th century." ■ CBS O&O's have renewed Sandy Frank Syndication's **Treasure Hunt** for fourth year, NBC O&O's Frank's **Name That Tune** for fourth year. ■ House voted 246-to-24 last week to bar public release of Intelligence Committee's **report on Central Intelligence Agency activities** unless it first receives presidential approval. Report contains section on CIA use of press in foreign operations (story page 33). Committee Chairman Otis Pike (D-N.Y.) would rather kill report altogether than allow it to be censored by administration. He will put that question to vote of committee this week. ■ Author **Martin Mayer** has been commissioned by CBS Inc. to research and "do a piece of writing" on growth and development of CBS News. Sources deny his job is to produce "answer" to recent books and articles on company (Robert Metz book, David Haberstam series in *Atlantic* magazine). ■ FCC has asked U.S. Court of Appeals in Washington to **enjoin Gray Communications** from prosecuting crossownership suit it brought against commission in U.S. Court for Middle District of Georgia. Unusual action followed district court's denial of FCC motion to dismiss suit. Gray, which owns WALB-TV Albany, Ga., and newspaper there, sued FCC after being named in rulemaking as among those required to break up crossownership holdings by 1980. FCC contends Washington court has exclusive jurisdiction in such matters. ■ ABC-TV, which took over Kentucky Derby coverage from CBS-TV last May, **has acquired rights to Preakness** as well, under five-year contract that will terminate 20-year Preakness-CBS association in May 1977. Sources at CBS-TV, left with only Belmont stakes in horse-racing's Triple Crown, said network had been losing money on Preakness rights payments exceeding \$250,000 per year, upped offer by almost 25% this time but said ABC more than doubled CBS's bid—which would put ABC's in \$600,000 range. ■ **John J. Manion Jr.**, CBS Inc. VP and controller, named to new post of VP, development, with responsibilities for acquisitions, personnel and planning departments. **John W. Klermaier**, VP, corporate responsibility, to whom personnel and planning formerly reported, will concentrate full time on responsibility and philanthropic activities. **Gene F. Jankowski**, finance and planning VP for CBS TV Stations Division, succeeds Mr. Manion as CBS Inc. VP and controller.

Seller's market now in sight for stations?

Cheaper money, better revenues seen as biggest stimulators as more stations change hands

Station trading is picking up, with the improvement in the general economy, after a decline that started in 1974 and ran well into 1975. The outlook for 1976 is considered good by brokers.

Just about the same number of stations changed hands in 1975 as in 1974, but at a gross dollar value nearly \$50 million under that of the year before. Still, the \$259-million trading made 1975 the fourth biggest dollar-volume year in station trading history. (For details see tables, page 26).

Expensive financing was the principal reason given for the slowdown. "The high money rate kept buyers away in the early part of the year," said Howard E. Stark, New York broker. Most stations that were sold in 1975, he said, could have fetched bigger prices if kept off the market until money supplies loosened.

"The banks dried up in mid-1974," Ted Hepburn of R.C. Crisler & Co., Cincinnati, observed, "or they offered money at absurd rates of up to 15% to 17%."

"A lot of deals fell apart for lack of financing," said Jack Feldman of Hogan-Feldman, Encino, Calif. "The ones that did go through were soft. Prices were low." One that fell through was Starr Broadcasting Group's announced purchase of Columbia Pictures' WVUE(TV) New Orleans for \$12.5 million. Starr blamed economic uncertainties.

Not all brokers dealt in lower figures last year, James W. Blackburn Sr., of the Washington-based Blackburn & Co., said trades were made at "real good prices." Inflation, he said, sent figures up.

The increasing demand for FM stations was said to be a factor in keeping prices up. FM's took an upsurge three years ago, according to Ray Hamilton of Hamilton-Landis & Associates, Washington, and are holding at high levels.

"FM's are achieving full competition with AM's in many markets," said John Grandy of Western Business Brokers, San Luis Obispo, Calif. "And the prices for them are fully competitive too."

George Moore of Dallas said all radio prices strengthened in 1975 over those of 1974, probably because Texas radio, where he does large parts of his business, improved its revenues last year.

Richard Kozacko of the Keith W. Horton Co., Elmira, N.Y., said buyers in 1975 were discriminating, "more concerned with station performance" than with future possibilities. He detected a lessening of interest in metropolitan daytimers.

Who are the buyers in today's market?

Messrs. Hamilton, Moore and Richard A. Shaheen, who is based in Chicago, agreed that they were mostly broadcasters, enlarging their station portfolios or trading up in properties or markets.

As 1975 ended, the FCC waived its rules to approve the \$28.5-million purchase of Washington Star Communications Inc. by Texas banker Joe L. Allbritton. Mr. Allbritton winds up with the *Washington Star* (the financially troubled paper he is seeking to save) and six broadcast properties. In granting the purchase, however, the commission gave Mr. Allbritton three years to sell those stations that come into conflict with the commission's crossownership rules. Stations to be sold are WMAL-AM-FM-TV Washington and either WLVA(AM) or WLVA-TV Lynchburg, Va. WSCI also owns WCIV(TV) Charleston, S.C.

The largest amount of money generated in trades approved by the FCC last year was the \$47,350,000 Avco Broadcasting Corp. realized from the sale of five of its holdings:

- WLWI(TV) Indianapolis was sold for \$17,650,000 to VideoIndiana Inc., a wholly owned subsidiary of Dispatch Printing of Columbus, Ohio (Edgar T. Wolfe family), which publishes the *Columbus Dispatch* and owns WBNS-AM-FM-TV there.

- WLWC(TV) Columbus, Ohio, went to the Outlet Co. for \$16.1 million. The sale gave Outlet its fourth VHF station in a top-50 market—a situation that required Outlet to make a "compelling public interest showing" to the FCC of benefits that would offset any loss of diversity of ownership. Outlet, based in Providence, R.I., owns WDBO-AM-FM-TV Orlando, Fla.; WJAR-AM-TV Providence; KSAT-TV San Antonio, Tex., and 80% of WNYS-TV Syracuse, N.Y.

- United Television Inc. paid \$9.3 million for KMOL-TV (formerly WOAI-TV) San Antonio, Tex. United is a subsidiary of Twentieth Century-Fox Film Corp. which owns KMSP-TV Minneapolis-St. Paul.

In another deal United paid \$11 million for KCPX-TV Salt Lake City, sold by Screen Gems Stations Inc., a subsidiary of Columbia Pictures Industries, licensee of



New owner. Shown at closing of the \$1,465,000 deal for WAAB(AM)-WAAF(FM) in Worcester, Mass. (see "Changing Hands") are (l to r) Robert L. Williams, president of WEZN(FM) Bridgeport, Conn., and the buyer; Richard A. Ferguson, WEZN vice president and general manager; George Gray, owner of the stations, and Steven A. Marx of WEZN.

three AM's, two FM's, and three TV's and part owner of another TV.

- WWDC-AM-FM Washington became the first broadcast holdings for Capitol Broadcasting which bought the two for \$3.6 million. Its principals, brothers Morton, Stanley and Howard Bender, are members of family that controls Blake Construction, one of Washington's largest building concerns.

- Clear Channel Communications Inc. bought WOAI(AM) San Antonio for \$1.5 million. Clear Channel's principals are San Antonio businessmen L. Lowry Mays and B.J. McCombs who also own KEEZ(FM) San Antonio and KXXO(AM)-KMOD(FM) Tulsa, Okla.

All that trading leaves Avco still looking for buyers for WLW(AM) Cincinnati, and WRTH(AM) Wood River, Ill., and waiting for FCC approval of the sale of WLWD(TV) Dayton, Ohio, to Grinnell College for \$12.9 million. (Avco's sale of WLWT(TV) to Multimedia for \$16.3 million was approved by the FCC two weeks ago [BROADCASTING, Jan. 26].)

The largest single-station deal of the year saw the Oklahoma Publishing Company's WKY-TV Oklahoma City go to the Evening News Association, Detroit, for \$22,697,000. Oklahoma has two AM's, five TV's and two newspapers and is owned by the Edward L. Gaylord family. The acquisition is the fourth TV for Evening News which is controlled by the descendants of the late James E. Scripps and owns WWJ-AM-FM-TV Detroit; WALA-TV Mobile, Ala.; and KOLD-TV Tucson, Ariz., in addition to publishing the *Detroit News* and the *Palm Springs (Calif.) Desert Sun*.

Another newspaper publisher to purchase a broadcast property was the Hobby family of Houston (*Houston Post*) which bought WLAC-TV Nashville from the American General Insurance Co. (50%) and Thomas B. Baker Jr. and A.G. Beaman (25% each) for \$18,750,000. The Hobbys own KPRC-TV Houston. American General, traded on the New York Stock Exchange, retains 100% ownership of WLAC-AM-FM Nashville.

Harte-Hanks Newspapers Inc., publicly traded owner of 46 newspapers (including 21 dailies), and KENS-TV San Antonio, Tex., paid \$11,041,217 for WTLV(TV) Jacksonville, Fla., from Television 12. The seller was composed of 74 stockholders including Wometco Enterprises, group owner, Frank Pellegrin, former partner in H-R Representatives, and former Florida Governor Farris Bryant.

Another multistation transaction involved KEEL(AM)-KMBQ(FM) Shreveport, La.; KAAV(AM) Little Rock, Ark., and WAKY(AM) Louisville, Ky. Publicly held LIN Broadcasting sold the stations for \$9.3 million to Multimedia Inc., the Greenville, S.C.-based group owner that is the licensee of WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXII(TV) Winston-Salem, N.C., is acquiring WLWT(TV) Cincinnati (see above) and publishes daily newspapers in Greenville, Montgomery, Ala.,

A 22-year record of station trading

Dollar volume of transactions approved by FCC

Number of stations changing hands

	Total	Radio only	Combined Radio-TV†	TV only		Radio only	Combined Radio-TV†	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760	1954	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	1955	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	1956	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	1957	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	1958	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	1959	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	1960	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	1961	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	1962	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	1963	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	1964	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	1965	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	1966	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	1967	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	1968	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	1969	343	5	32
1970	203,785,442	86,292,899	1,038,465	87,454,078	1970	268	3	19
1971	393,547,924	125,501,514	750,000	267,296,410	1971	270	1	27
1972	268,330,537	114,424,673	0	156,905,864	1972	239	0	37
1973	227,568,701	160,933,557	2,812,444*	66,635,144	1973	352	2*	25
1974	307,781,474	168,998,012	19,800,000***	118,983,462	1974	369	5***	24
1975	259,485,961	131,065,860	0	128,420,101	1975	363	0	22
Total	\$3,753,066,961	\$1,642,834,037	\$660,019,883	\$1,413,325,485	Total	6,205	238	591

Note: Dollar volume figures represent total considerations reported to all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

*Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971.

***Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

**Note: In computing the number of stations traded, an AM-FM facility, or an AM-only or FM-only was counted as one radio unit.

†Includes single properties consisting of radio and TV stations.

Asheville, N.C., and Clarksville, Tenn.

The price tag on wow-TV in Omaha was \$9,158,500. The Meredith Corp. sold it to Chronicle Broadcasting Co. which changed its call to wow(TV). Chronicle (N.H. deYoung family trust) owns KRON-TV San Francisco and is a subsidiary of the Chronicle Publishing Co. which owns the *San Francisco Chronicle*. The sale leaves publicly traded Meredith with wow(AM)-KEZO(FM) Omaha; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WNEM-TV Bay City-Flint-Saginaw, Mich.; KPHO-TV Phoenix; WGST(AM) Atlanta, and WHEN-AM-TV Syracuse, N.Y., in addition to *Better Homes and Gardens*, *Successful Farming* and consumer book publishing and printing plants.

Other million-dollar-plus sales that were approved by the commission in 1975 follow.

Combined Communications Corp. purchased KIIS(AM) Los Angeles from Forty Six Beacon Corp. (John E. Palmer, majority stockholder) for \$4,809,996 cash plus \$294,400 in notes and liabilities and 15,000 shares of CCC common stock worth approximately \$138,750 for a total of about \$5,240,000. Phoenix-based CCC had a busy year, also buying KEZL(FM) San Diego from PSA Broadcasting for \$850,000 in addition to its \$55-million purchase of the *Cincinnati Enquirer*.

Illiana Telecasting Corp., owned by a voting trust of Booth Newspapers Inc., publisher of eight Michigan daily and Sunday newspapers and *Parade* magazine, sold WTWO(TV) Terre Haute, Ind., to Fabri

Development Corp. for \$4,650,000. The seller of the channel 2 NBC affiliate owns six AM's, six FM's and cable systems in Michigan and Virginia. The buyer is owned by Malcolm Glazer, a Rochester, N.Y., businessman with interests in banking, shopping centers and mobile-home parks.

A \$3.6-million transaction transferred WCKY(AM) Cincinnati from Post-Newsweek Stations to Truth Publishing Co. Post-Newsweek, a subsidiary of the Washington Post Co., is licensee of four TV's, and an AM. The parent company owns the *Washington Post*, *Newsweek* magazine, *Art News*, a 50% interest in the Los Angeles Times-Washington Post News Service and a 30% interest in the Paris-based *International Herald Tribune*. The buyer is owned by John F. Dille Jr. and Walter R. Beardsley who own the *Elkhart* (Ind.) *Truth*, have interests in radio properties in Indiana and Michigan and in 1975 sold WSJV(TV) Elkhart to Quincy Newspapers Inc. for \$3.2 million. F.M. Lindsay Jr. is chairman and Thomas A. Oakley, president of Quincy Newspapers, which publishes daily *Quincy* (Ill.) *Herald-Whig*, has 88% interest in WGEM-AM-TV Quincy and owns 100% of WGEM-FM.

Alexander M. Tanger sold KRBE(FM) Houston for \$2.5 million to Lake Huron Broadcasting Corp., owned by William J. Edwards and Howard H. Wolfe who also own KENR(AM) Houston and WKNX(AM) Saginaw, Mich.

KCOR(AM)-KQXT(FM) San Antonio,

Tex., was sold by Inter-American Radio Inc. to Tichenor Media System for \$2.4 million. Tichenor is owned by McHenry Tichenor, J.C. Looney and Rodgers Kelley who have various interests in KGBT-AM-TV and KELT(FM) Harlingen, KUNO(AM) Corpus Christi and WACO(AM)-KHOO(FM) Waco, all Texas; KIFM(AM) Phoenix and WGMA(AM) Hollywood, Fla.

PSA Broadcasting Inc. (principally owned by the airline of the same name) has sold all of its broadcast properties. The largest deal was the \$2-million sale of KLVE(FM) Los Angeles to K-LOVE Radio Broadcasting Inc. The buyer is owned by Adolfo Liberman and sons Julio, Elias and Jose. Jose Liberman also owns 65% of XEGM(AM) Tijuana, Mexico, and Adolfo and Elias Liberman are partners in a company that transmits programing across the border to that station. PSA also sold KEZR(FM) San Jose, Calif., to Olen Hayes and Ines Castillo for \$750,000; KEZL(FM) San Diego to Combined Communications Corp. for \$850,000, and KEZS(FM) Sacramento, Calif., to a subsidiary of ASI Communications Inc. for \$700,000.

Southern Broadcasting Co. added to its portfolio of five AM's, six FM's and one TV with the purchase of KFWD(FM) Fort Worth from KFWD Texas General Partnership for \$1.8 million. Principals in the seller were John S. Tyler, Estelle Marsh Watlinton and her sons, Tom, Stanley and Michael Marsh. The Marsh brothers and their sister, Estelle Marsh, own KVII-TV Amarillo, Tex., and recently bought, subject to FCC approval, KELP-TV El Paso and

its satellite, KAVE-TV Carlsbad, N.M., for \$3,075,000 from John B. Walton Jr.

WFUN(AM) South Miami, Fla., was sold by Robert Rounsaville to Sudbrink Broadcasting Inc. for \$1.3 million. Mr. Rounsaville owns five AM's and three FM's in Ohio, Tennessee and Florida. Principal in the buyer is Robert (Woody) Sudbrink, who with his wife controls WLYF(FM) Miami, WLAK(FM) Chicago, WLIF(FM) Baltimore, WPCH(FM) Atlanta, WEZW(FM) Wauwatosa (Wis.)-Milwaukee and WWEZ(FM) Cincinnati. Sudbrinks have purchased WIN(AM) Atlanta from Georgia Network Inc. for about \$600,000 in sale approved last week (see "Changing Hands").

In San Francisco, KEST(AM) was purchased for \$1,187,252 by Marvin Kosofsky, his sister and brother-in-law, Miriam and Howard Warshaw, and Lawrence and Carol Brandon. Messrs. Kosofsky, Warshaw and Brandon own WYLO(AM) Jackson, Wis.; WARO(AM) Canonsburg, Pa.; KUXL(AM) Golden Valley, Minn.; Universal Broadcasting Corp., a New York-based station rep and management consulting firm, and have interests in WTAE(AM) Mineola, N.Y. The sellers, Mr. and Mrs. John Malloy, Delmor A. Courtney and Alan P. Schultz, have no other broadcast interests.

Fifty-two stockholders of Mid-America Broadcasting Inc. sold 99.3% of KUHI-TV Joplin, Mo., to the Kansas State Network Inc. for \$1,111,732. KSN is owned by G.M. Brown and Charles L. Brown families and also owns KARD-FM-TV Wichita, KCKT-TV Great Bend and KGLD(TV) Garden City, all Kansas; and KOMC(TV) McCook, Neb.-Oberlin, Kan., and has interests in nine cable systems in Kansas, Nebraska and Oklahoma.

A \$1.1-million price plus an option to buy real estate for \$150,000 were the terms for KCOH(AM) Houston, sold by the Robert C. Meeker estate to Dr. John B. Coleman and Michael P. Petrizzo. Dr. Coleman directs and has an interest in Greater Houston CATV while Mr. Petrizzo is general manager of KCOH.

With the \$1-million sale of WBAY-AM-FM Green Bay, Wis., the Norbertine Fathers of the Roman Catholic Church (which operates St. Norbert College) finished the divestiture of its broadcast properties. Midwest Communications bought the AM-FM operation. Midwest's principal is Dues E. Wright who also owns WRIG(AM)-WDEZ(FM) Wausau, Wis. The Norbertine Fathers also sold WBAY-TV Green Bay to Nationwide Communications Inc. in 1974 for \$5,737,121 and WHBY(AM) Appleton, Wis., to Dubuque, Iowa-based newspaper publisher and group owner, Telegraph Herald Inc., for \$655,000 in April 1975.

Charles Shuffett and C.H. Hulse Jr. sold their only broadcast properties, WNBS(AM)-WAAW(FM) Murray, Ky., for \$1 million to Mr. and Mrs. Tipton C. Wilcox, Birmingham, Mich., real estate owners; their son, Glenn C. Wilcox, associate professor of communications at Murray State University and real estate broker, and their daughter, Fransuelle Wilcox Cole.

Optimism is in the air for 1976. "People

are more enthusiastic about the economy; they have more confidence," said Richard Shaheen. The interest in trading is helped along by the lower interest rates and greater availability of money.

"1976 might show sales returning to the level of 1973-74", said William L. Walker of Larson/Walker & Co., Washington. "The year should bring higher prices, especially for TV," predicts Howard Stark. John Grandy says the improvement in the economy is giving stations more business which, in turn, will cause the prices to rise. George Moore expects "more cash deals this year, especially in larger deals, since the interest rate is down."

Here are some major trades already negotiated but which are awaiting FCC approval.

Columbia Pictures International has sold WAPA-TV San Juan, P.R., to Dale Moore, Montana-based group owner, and John Price, Utah builder and real estate developer, for \$11 million.

Pulitzer Publishing has purchased KETV(TV) Omaha for \$9,453,000 from Peter Kiewit Sons Inc., publisher of *Omaha World Herald*. The sale will give St. Louis-based Pulitzer its third TV.

Bartell Media's WADO(AM) New York has been sold to three Bartell executives, George Wilson, Nelson Lavergne and Robert Smith.

Gerock H. Swanson's Swanco Broadcasting paid \$4,107,500 for KFJZ(AM)-KWXI(FM) Fort Worth and the Texas State Network. Communications Properties Inc., Austin, Tex.-based group owner, is the seller.

WAPT(TV) Jackson, Miss., was sold by the American Public Life Insurance Co. to a group of business and professional men for \$3.5 million.

Buckley Broadcasting sold its WIBG(AM) Philadelphia to Fairbanks Broadcasting for approximately \$3 million.

WRBT(TV) Baton Rouge (Rush Broadcasting Corp.) went for \$2.95 million to Baton Rouge attorneys, Jules B. LeBlanc and Cyril E. Vetter.

Chronicle Broadcasting's KRON-FM San Francisco went to Bonneville Broadcasting for \$2.8 million.

The *Boston Globe* is buying WFAS(AM)-wwyd(FM) White Plains, N.Y., from Courtland Broadcasting for \$2.4 million.

Miami-based Sonderling Broadcasting bought WRVR(FM) New York from Riverside Church for \$2.3 million.

Cox Broadcasting has purchased KOST(FM) Los Angeles for \$2.2 million from McLendon Pacific Corp.

KOAX(FM) Dallas was sold by Able Communications to Penton Broadcasting for \$1.7 million.

Moore for Hastings. Representative W. Henson Moore, a first-term Republican from Baton Rouge, joined the House Commerce Committee last week. He replaces James F. Hastings (R-N.Y.), who resigned his seat in the House Jan. 20.

Radio group splits as marriage is dissolved

Merv Griffin, TV talk show host, program producer and station owner, has transferred four of his seven radio stations to his wife, Mrs. Julann Griffin, as part of a pending divorce settlement. The transfers are subject to FCC approval.

The stations are WENE(AM) and WMRV(FM) Endicott, N.Y., WMID(AM) Atlantic City, N.J., and WGRF(FM) Pleasantville, N.J.

W. Donald Roberts Jr., owner of two radio stations in Michigan and two in Wisconsin, who is Mrs. Griffin's brother-in-law, will become president and chief executive officer of Mrs. Griffin's stations. She will be board chairman. Mr. Roberts said he contemplated no personnel changes at any of her stations.

Mr. Roberts's stations are WJMS(AM) and WIMI(FM) Ironwood, Mich., and WJMT-AM-FM Merrill, Wis.

Stephen B. Labunski, executive vice president of Merv Griffin Group Radio, and Mr. Roberts, who is president of Heath Communications, announced the transfers in a joint announcement.

Mr. Labunski will continue as head of the remaining Merv Griffin stations: WPOP(AM) Hartford, Conn.; WICF(FM) Waterbury, Conn., and WBAX(AM) Wilkes-Barre, Pa. Mr. Labunski said the Merv Griffin Group would undertake an expansion program in the near future.

Changing Hands

Announced

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

■ WAAB(AM)-WAAF(FM) Worcester, Mass.: Sold by George Gray to Robert L. Williams Broadcasting Co. for \$1,465,000. Principals in buyer are Robert L. Williams and Richard A. Ferguson who also own WEZN(FM) Bridgeport, Conn. Mr. Gray has sold, subject to FCC approval, WAAL(FM) Binghamton, N.Y., to Alastair B. Martin for \$231,039 and WGCY(FM) New Bedford, Mass., to Edmund Dinis for \$418,000. WAAB is full time on 1440 khz with 5 kw. WAAF is on 107.3 mhz with 16.5 kw and antenna 780 feet above average terrain. Broker: Cecil L. Richards Inc.

■ WLVN(AM)-WSEI(FM) Olney, Ill.: Sold by PBS Inc. to Eugene McPherson for \$352,000. Principals in seller are Donald G. Jones, Harold Hoefker, George Ferry and Ken Cordon. PBS is also licensee of WCTW(AM)-WMDH(FM) New Castle, Ind.; WTIM(AM)-WEEF(FM) Taylorville, Ill.; KROS(AM)-KSAT(FM) Clinton, Iowa; KWEB-AM-FM Rochester, Minn., and KFIZ(AM) Fond du Lac, Wis. Mr. McPherson was formerly vice president and general manager of WLWI(TV) Indianapolis. WLVN(AM) is 250 w daytimer on 740 khz. WSEI is on 92.9 mhz with 50 kw and antenna 290 feet

above average terrain. Broker: Richard A. Shaheen Inc.

■ WADS(AM) Ansonia, Conn.: Sold by Valley Broadcasting co. (Arthur Schpero) to Jerome Dawson for \$160,000. Mr. Schpero has no other broadcast interests. Mr. Dawson has interests, with his son, Kenneth, in WKND(AM) Windsor and WXLN(FM) Willimantic, both Connecticut. WADS is 500 w daytimer on 690 khz. Broker: Chapman Associates.

■ KCIN(AM) Victorville, Calif.: Sold by Top Dial Broadcasters to Roger P. Brandt for \$130,000. Principal in seller is Clif Paxson who has no other broadcast interests. Buyer has sold, subject to FCC approval, KDZA-AM-FM Pueblo, Colo., to Michael Galer for \$410,000 (BROADCASTING, June 30, 1975). KCIN is 500 w daytimer on 1590 khz. Broker: John Grandy/Western Business Brokers.

■ Other sales reported at the FCC last week include: WHAN(AM) Haines City, Fla.; KDRG(AM) Deer Lodge, Mont.; WCGR(AM)-WFLC(FM) Canandaigua, N.Y. (see page 49).

Approved

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

■ WIIN(AM) Atlanta: Sold by Georgia Network Inc. to Sudbrink Broadcasting Inc. of Georgia for \$25,000 plus assumption of \$575,000 in liabilities. Principals in

seller are Donald C. Kennedy, who has interest in permittee of WATL-TV Atlanta, and Lawrence Melear who has no other broadcast interests. Seller was granted waiver of FCC's three-year-holding rule due to financial problems. Principals in buyer are Robert (Woody) Sudbrink and wife, Margareta. In effort to upgrade its AM service in area, Sudbrink is acquiring WIIN and disposing of nearby WAVO(AM) Decatur, Ga. (see below). Mr. Sudbrink and his wife control WLYF(FM) Miami, WLAK(FM) Chicago, WLIF(FM) Baltimore, WFUN(AM) South Miami, Fla., WPCN(FM) Atlanta, WEZW(FM) Wauwatosa-Milwaukee and WVEZ(FM) Cincinnati. WIIN is 5 kw daytimer on 970 khz.

■ WAVO(AM) Decatur, Ga.: Donated by Sudbrink Broadcasting Inc. of Georgia (Robert Sudbrink) to Bible Broadcasting. Gift is subject to appraisal of station at value in excess of \$500,000 and assumption of up to \$225,000 in liabilities. Mr. Sudbrink is principal in corporation that purchased WIIN(AM) Atlanta (see above). Bible is nonstock, charitable organization directed by brothers Keith and Lowell Davey and wives. It also owns WHPE-AM-FM High Point, N.C., and WYFI(FM) Norfolk, Va. WAVO is 1 kw daytimer on 1420 khz.

■ Other sales approved by the FCC last week include: WDGM(FM) Leesburg, Fla.; WKGA(AM) Atlanta; WGAF(AM) Valdosta, Ga.; WAYX-AM-FM Waycross, Ga.; KGMQ(FM) Honolulu; WEHH-FM Elmira,

N.Y.; WFRC(AM) Reidsville, N.C.; WOHN(AM) Herndon, Va.; KVAC(AM) Forks, Wash. (see page 50).

FCC says Cowles renewal is no precedent

Commission rejects Justice's petition against KCCI(TV) but warns other licensees facing challenge not to routinely expect the same

The FCC has disposed of the first of nine petitions to deny that the Department of Justice has filed against renewal applications of companies it feels exercise a concentration of control of media in a market. The commission's decision was to dismiss the petition and renew the license. But the action was not one that other licensees facing Justice challengers can look to as precedent.

The station involved is Cowles Communications Inc.'s KCCI(TV) Des Moines, Iowa. The commission renewed the license after noting that Justice had not opposed a Cowles motion to dismiss its petition. What's more, the commission said the department had failed to show how voting trusts set up to avoid the concentration problem had failed to do so.

The department's petition, filed on Jan. 2, 1974, was directed against Cowles's then-owned KRNT-AM-FM Des Moines, as well as the television station. It contended that Gardner Cowles had a concentration of control of media through his role as shareholder, director and officer in both the Des Moines Register and Tribune Co., publisher of the only two daily newspapers in the city, and CCI, licensee of the three broadcasting stations.

Since the filing of the petition, Cowles holdings have diminished. The FCC in July 1974 approved the transfer of the radio stations to Stauffer Publications Inc. And since the department had said its petition concerning those stations should be dismissed if the assignment were consummated, the commission ordered the agreed dismissal.

The commission's action regarding the television station resulted from steps Mr. Cowles and the companies involved had taken to insulate themselves from concentration of control charges. On July 11, 1973, Mr. Cowles resigned as director and officer of the newspaper company, and placed his shares and those of his immediate family in that company in a voting trust. At the same time, all CCI shares held by the newspaper company—9%—were also placed in a voting trust. CCI said the trusts prevented Mr. Cowles's control of the newspaper company, as well as the newspaper company's control of CCI.

Justice had contended that the trusts were an inadequate defense against the



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possibility of concentration of control of the media, since the voting trustees are related by blood or marriage. But the commission said that was not a sufficient basis on which to attack the trusts. To do that, it said, the department "must show with specificity how these particular relationships negate the voting trusts' customary purpose." And the department, it added, "has not met this burden."

Commission officials last week pointed out that the presence of the voting trust issue distinguishes the CCI case from the others brought by Justice. In those, the antitrust issues raised by the department will have to be met.

The commission, in its CCI decision, indicated the order was not to be considered precedent in connection with its implementation of the crossownership rules it adopted last January. Since the proceeding does not involve those rules, the commission said, "We need not reach the question of whether a voting trust would be of use to a licensee in an egregiously concentrated" market who now faces an order to break up its holdings by 1980. The commission said it had not contemplated the use of voting trusts to satisfy those divestiture requirements.

The commission's action does not remove all doubts concerning Cowles' hold on the station's license. The renewal was made conditional on the outcome of the comparative hearing case in which Cowles' license for WESH-TV Daytona Beach, Fla., is at stake. Among the issues in that proceeding, in which a local group, Central Florida Enterprises Inc., is challenging Cowles for its license, is one involving an alleged unauthorized studio move by the Cowles station.

Media Briefs

Challenge denied. FCC has renewed license of Southern Broadcasting Co.'s WGHP-TV High Point, N.C., and denied competing application of Furniture City Television Inc. Commission upheld 1974 ruling by judge which found Furniture City's ascertainment and community leader and general public surveys defective.

Money back. Christian Broadcasting Co. request for refund of \$40,000 grant fee paid in conjunction with transfer of control of KDTV(TV) Dallas has been granted by FCC. Christian contended transfer involved no consideration on which to base fee.

Fair warning. Centrum Corp., licensee of KAWA(AM) Waco, Tex., (now KWIK) has been admonished by FCC for inadequate supervision of program staff who ignored complaints of contest winners who did not receive prizes. Since action did not appear to be deliberate, commission would not deny pending application for assignment of license to Jamar Media Inc.

Code struck down. Supreme Court has declared unconstitutional New York State's fair-campaign code. Code, which prohibited misrepresenting candidates'

qualifications and attacking race, sex, religion or ethnic background, was found to violate freedom of speech.

99 in Florida to be checked out on EEO practices

FCC cuts back to that number on heels of NAACP petition that had sought action against all stations in state

The Florida branch of the National Association for the Advancement of Colored People failed to trigger an FCC inquiry into the equal employment opportunity programs of all 334 stations in that state. But the "petition to deny" it directed against all of those stations (BROADCASTING, Jan. 12) has resulted in special scrutiny of 99.

The FCC last week said the petition, which requested a full investigation to prevent "continuing employment discrimination" by stations in the state and hearings in "egregious" cases, was procedurally defective as a petition to deny. For one thing, it was neither signed nor supported by affidavit by a Florida resident.

The commission also said the petition was unspecific when viewed as an informal

objection against all of the stations, since it identified only 137 in any manner and submitted employment profiles in connection with only 99 of them. The 99 were stations whose EEO records the petitioner contended fell below a "zone of reasonableness."

Accordingly, the commission said it would treat the petition as an informal objection against the 99, and it will conduct an examination of their EEO programs.

For some stations, commission officials said, that would mean only a review of material already filed. "We can resolve some of the basis of the statistics available," one staffer said. But some stations will find themselves receiving letters from the staff requesting further information. Ultimately, renewal hearings or conditioned renewals in some cases are possible.

What is possible, also, is the kind of statewide inquiry the state branch of the NAACP requested. The commission, in dismissing the petition against all stations except the 99, said that action was without prejudice to any statewide investigation that might be ordered in the future. And a staff member said the examination now under way could indicate such a wide-ranging inquiry was needed.

The commission acted on a vote of 6-to-1, with Commissioner Benjamin L. Hooks the lone dissenter. He felt the commission gave "too cursory" a look at the petition.

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The gang's all here. The board of the National Radio Broadcasters Association, meeting in New York, decided to continue as its top priority the radio-only license renewal bill in Congress. It also voted to increase the number of its regions from nine to 15, to conduct eight regional and 20 local workshops for sales, promotion and management and to have special membership dues for radio station groups. It chose the Palmer House, Chicago, as the site for its 1977 convention and Boston for 1978. This year's convention will be Sept. 19-20 in San Francisco.

The members of the board (clockwise from left foreground): Thurman Worthington, WKEX(FM) Norfolk, Va. (with hand on table); Robert Ardrey, WIOF(FM) Waterbury, Conn.; Lew Latto, WAKX-AM-FM Duluth, Minn.; Eric Hauenstein, KDKB-AM-FM Mesa, Ariz.; Roger Davison, WJBO(AM)-WFMF(FM)

Baton Rouge, La.; George Kravis, KFMJ(AM)-KRAV(FM) Tulsa, Okla.; Loring Fisher, Bonneville Broadcast Consultants, Tenafly, N.J.; Jack Gennaro, WEHR(AM)-WWRW(FM) Wisconsin Rapids, Wis.; Thomas Schattenfield of the Washington law firm, Arent, Fox, Kintner, Plotkin & Kahn, NRBA general counsel; James Connor, WWSH(FM) Philadelphia; Abe Voron, NRBA executive director; Robert Herpe, WPLR(FM) New Haven, Conn., NRBA chairman; James Gabbert, KIQM(AM)-KIQI(FM) San Francisco, NRBA president; Elena Saldan, NRBA administrative director and secretary to the board; Bernard Mann, WGLD-FM High Point, N.C.; Steven Trivers, WQLR(FM) Kalamazoo, Mich., vice president East; Ted Dorf, WGAY-AM-FM Silver Spring, Md.; Carl Venters, WPTF(AM)-WODR(FM) Raleigh, N.C.; Kenneth Mellgren, WJIB(FM) Boston.

FCC closes file on WMCA-Rosenthal

Commission elects not to pursue personal-attack case that was bounced back by appeals court; question now is how order should be treated in future

The FCC has decided to put behind it the effort to pin a personal-attack rule violation on WMCA(AM) New York, and go on to other things. The commission last week accepted the recommendation of its General Counsel's office not to appeal the case, which had been remanded by the U.S. Court of Appeals in Washington (BROADCASTING, Jan. 19). Instead, the Broadcast Bureau will prepare an item disclosing the commission's attention to drop the case and to rescind the letter of admonition the commission had written to the station.

However, still to be decided is whether the commission will use the order disposing of the case as a means for announcing a decision to apply the personal-attack rule in the future as it attempted to do in the WMCA case. The staff was not prepared to agree on a recommendation in the matter.

There is general agreement within the commission that the court's decision leaves the rule, and the fairness doctrine, from which it grew, intact. The facts, officials said, set the case apart from the general run of personal-attack cases.

Bob Grant, a call-in show host, had referred to Representative Benjamin S. Rosenthal in March 1973 as a "coward". However, the charge was aired about two hours after the discussion of the controversial issue of public importance involved—the meat boycott then in

progress—had occurred.

The station argued that it had not violated the rule in failing to notify the Democratic congressman of the attack and offering him time to respond since the rule applies to attacks made "during" the discussion of such issues. Furthermore, it noted that the attack was made in connection with the congressman's refusal to discuss the meat boycott with Mr. Grant on the air, not with the congressman's position on the issue.

The court said that the station's arguments were not insubstantial. And the commission, it added, violated its own rule in making its judgment as to whether an attack occurred instead of judging "the objective reasonableness of the licensee's determination."

In sending the case back to the commission to consider the matter under "the proper standard," the court made it clear it doubted that, because of the "novel" time-lapse aspect, the commission could find the station had been unreasonable. The commission last week took the hint.

However, the final footnote in the opinion indicates to some commission lawyers that the commission could apply the rule in the future as it attempted to do in the WMCA case if it issues appropriate notice. The footnote declares that the court does not say the commission is prohibited from interpreting the rule as it did, only that it is on "shaky ground" if it finds the station's actions unreasonable before it has announced the new interpretation.

Accordingly, the General Counsel's office said the commission, if it decided it was "appropriate," could announce that, in the future, an attack "related to" as well as "during" a controversial issue of public importance would come under the rule. The Broadcast Bureau, however, was uncertain whether such a "clarification," as

staffers called it, should be given in connection with the WMCA case.

The issue is expected to be debated before the commission when the Broadcast Bureau's draft order disposing of the case is presented for consideration.

Eger says the TV set can do so much more

Today's television set lives up to only a fraction of its potential. And if broadcasters, manufacturers and suppliers make a concerted effort, multichannel sound, captioning for the hearing impaired and other related services via TV wouldn't be far off. That message came last week from John Eger, acting director of the Office of Telecommunications Policy, as he released a Denver Research Institute (University of Denver) study on unused signal capacity.

The report, "Ancillary Signals for Television: Innovations and Implications" was prepared at OTP's request and carries the claim of "the first comprehensive study of the state of the art of ancillary television signals..." The report, along with a letter from Mr. Eger, was sent to V.J. Adduci, president of the Electronic Industries Association, and to FCC Chairman Richard E. Wiley, who was encouraged to consider an inquiry into such signal allocations as well as continued action on such services.

The report cites substantial marketplace demand for ancillary services—estimating that 10% to 25% of television-set buyers would pay an additional \$50 to \$100 for stereo sound, and anticipating sizable audiences for captioning and multilingual

capacities with costs of perhaps \$100 or less per service.

The report envisions within the next five to 10 years, commercial application of program-related services such as stock market quotations.

It also estimates the additional equipment costs broadcast stations would pay to provide such services: \$10,000 to \$20,000 for multichannel sound; a minimum of \$3,000 to caption transmission, and \$60,000 to \$120,000 for ancillary information service.

RKO counters charges of bribery, misconduct

Licensee of WNAC-TV Boston says challengers for frequency made allegations, but gave no facts

Claiming that the charges of bribery and corruption leveled against its parent, General Tire & Rubber, are unfounded and not backed up with facts, RKO General (licensee of WNAC-TV Boston) has requested that the FCC deny a request by Community Broadcasting of Boston to reopen the record in the station's renewal proceedings (BROADCASTING, Dec. 15, 1975; Jan. 19, 26).

Community, one of two applicants seeking RKO's channel 7 spot, accused GT&E of siphoning profits from a Chilean subsidiary, Industria Nacional de Neumaticos (INSA), as well as taking rebates from suppliers and overcharging subsidiaries for material and equipment.

In its request for denial, RKO countered Community's claims by saying that Community "has not supported the allegations with affidavits of persons with personal knowledge of the facts." The GT&E overseas payments, RKO said, were not shown by "any factual or legal foundation" to be bribes. It added that "there is no indication that any foreign authority has brought charges of any kind against GT&E." In addition it said, there are "no U.S. laws prohibiting the activities alleged to be illegal or improper."

The alleged misconduct by GT&E, RKO claimed, does not automatically make RKO unfit to continue as a licensee. The matter should be judged on the basis of "the actual performance of RKO and WNAC-TV over a period of years," it said.

NBC and its WNBC get a tip of the hat

Wiley, broadcasters, other dignitaries laud pioneer station, network at annual Mike award.

NBC's WNBC(AM) New York received the Broadcast Pioneers, Golden Mike Award and the station, NBC and broadcasters in general received verbal bouquets at the award presentation dinner in New York last Tuesday (Jan. 27).

The award is presented annually to a

pioneer station "for distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programming and management." The presentation to WNBC also coincided with NBC's 50th anniversary year.

FCC Chairman Richard E. Wiley presented copies of the original licenses for WNBC's predecessor, WEAJ New York, issued to AT&T as founder of the station and dated May 12, 1923, and for WNBC itself as issued to NBC on Nov. 13, 1926, upon NBC's acquisition of the station from AT&T.

Mr. Wiley said broadcasters could take justifiable pride in the story of broadcasting, as exemplified by the development of network radio in general and NBC in particular. Taking note of the 50th-anniversary timing, he wished broadcasters at least another 50 years of "good health and good service."

Tributes also came from Robert W. Ferguson of WTRF-TV Wheeling, W. Va., president of Broadcasters Foundation and chairman of the NBC-TV Affiliates Board of Delegates, who presented the Mike Award to Herbert S. Schlosser, NBC president, and from New Jersey Governor Brendan Byrne and New York Mayor Abraham D. Beame. Harold R. Krelstein, chairman of the Plough stations and president of Broadcast Pioneers, presided.



Celebrants. Perry Bascomb (c), vice president and general manager of WNBC, with Herbert Schlosser (l) NBC president and chief operating officer, and New York Mayor Abe Beame.

Eger's Pacific plan

The U.S. is calling on the nations of the Pacific to join with it in creating a Pacific Telecommunications Conference to deal with a wide range of issues. The proposal was announced by John Eger, acting director of the Office of Telecommunications Policy, in a speech to the Electronic Industries Association in Boca Raton, Fla.

The proposal, he said, is for a multilateral, multilevel conference that would consider matters ranging from facilities—planning questions to "computer communications and privacy, direct broadcast by satellite, trade, technology and other issues of mutual and joint concern."

He said the forum he was proposing was needed, since existing international institutions were not designed to deal with the full range of telecommunications issues and provide little opportunity for industry leaders to talk to their foreign counterparts.

Group W settles on AP Radio and ABC Radio

News services will step in where reduced Washington bureau left off

Group W has signed up with AP Radio and ABC Radio for news service for the seven Group W radio stations. The announcement last week of the affiliation followed months of jockeying among the major radio news services to land the Group W outlets, that began when Group W cut back severely on its Washington news bureau operations (BROADCASTING, Oct. 20, 1975).

While dollar figures in the transaction are not being disclosed (one source said the amounts are "not overwhelming"), the long-range benefits to be derived from serving Group W's major stations in major markets—most particularly including New York and Los Angeles—are substantial. AP Radio said the only concession to Group W was the standard group discount; otherwise the cooperative deals in "equitables."

Roy Steinfort, AP assistant general manager in charge of broadcast activities, said "We are pleased that such a prestigious news-oriented group as Westinghouse, after an intensive survey of all alternative news sources, selected AP Radio, on the basis of quality, to serve five of its stations."

Donald H. McGannon, chairman and president of Group W, said, "In adding the world-wide news capabilities and communications facilities of ABC and AP Radio to our Group W News operations, we believe we have taken a significant and essential step in broadcast news. This step expands the number of news sources and materials we can bring to the diverse audiences we serve, while enabling Group W's news operation to focus more heavily on the meaning of the news to the communities in which Group W radio stations serve."

President of the Group W Radio Station Group, Richard Harris, said "The Group W news bureau (in Washington) will continue under the excellent direction of Sid Davis. The new affiliations with AP Radio and ABC Radio will not enable the bureau to provide specialized coverage of the significant news events in the capitol, and the corps of Group W news specialists, analysts, and commentators will continue to provide the perspective that is so necessary in understanding the complexities of today's news."

AP Radio will provide coverage for all-news WINS(AM) New York; all-news KFWB(AM) Los Angeles; WBZ(AM) Boston; KDKA(AM) Pittsburgh and WOWO(AM) Fort Wayne, Ind.

The new affiliates of ABC's American Information Radio Network is all-news

KYW(AM) Philadelphia, effective in 60 days. WRCP(AM), owned by Rust Craft Broadcasting of Pennsylvania, is currently the ABC Information station there. The new affiliate of ABC's Entertainment Radio Network is WIND(AM) Chicago, effective in 90 days, succeeding WAIT(AM) as the ABC Entertainment outlet in Chicago.

Av Westin and ABC go separate ways

Evening news, documentary chief departs, apparently over policy; Skinner in charge of nightly show, Sanders will head 'Closeup' unit

A seven-year ascendancy in the ranks of ABC News came to an abrupt halt last week when Av Westin, 46, executive producer of the *ABC News with Harry Reasoner*, was asked to resign. The parties to that decision were reluctant to speak for the record, but an editorial policy struggle appeared at work, with Mr. Westin the loser to Steve Skinner, 35, who has been senior producer of ABC's evening news since June 1975. The decision to part company was made by William Sheehan, president of ABC News, and announced in a one-sentence press release after a meeting with Mr. Westin last Monday (Jan. 26).

Mr. Westin has been a rising star in broadcast journalism since 1957, when he was the first recipient of the CBS Foundation Fellowship and subsequently became a principal news executive of that network. He joined the ill-fated Public Broadcasting Laboratory in 1967—an assignment he later called the one dark period in his career ("The network evening news: showcase of electronic journalism," *BROADCASTING* Jan. 5)—and then went to ABC in 1969. Mr. Westin was credited with building that half-hour into both a critical and audience contender with its rivals on CBS and NBC before he was promoted to head the

Closeup documentary unit in 1973. He again became executive in charge of the evening news last February, although Mr. Skinner has exercised increasing responsibility for day-to-day operations.

It was "a professional disagreement with Bill," according to Mr. Westin, that resulted in his being asked to resign. He and Mr. Sheehan agreed not to discuss specifics "in a public match," but Mr. Sheehan said there was a "difference over operating procedures," not ideology. Mr. Westin emphasized there is "no acrimony; we'll probably have lunch together."

Privately, Mr. Westin was known to be critical of Mr. Skinner's relative inexperience and for a pattern of "tabloid" journalism he saw increasingly in evidence on that broadcast. He was also critical of budget cutbacks in the *Closeup* area, and made his "great regret" known publicly at the time (*BROADCASTING*, Nov. 10). Observers noted a similarity between Mr. Westin's departure and that 10 years earlier—almost to the day—of Fred Friendly from the presidency of CBS News. The difference, of course, was that Mr. Westin was not yet a news division president, although many expected him to reach that level, and that the decision to end it all was the company's, not the newsman's.

Mr. Sheehan told *BROADCASTING* he considers it unfortunate that Mr. Skinner, just getting started at the network news level, was caught in the crossfire of the Westin departure. He was part of the reason for the final disagreement, but not all of it, Mr. Sheehan said. "It was in some ways like the MacArthur-Truman confrontation," he said. "The collision course developed over a long time."

Mr. Skinner began his broadcast news career in 1966 at KTLA-TV Los Angeles, moving subsequently to WFIL-TV Philadelphia and WABC-TV New York. It was there that he achieved national recognition for the "eyewitness news" concept which many come to call "happy talk." He moved to ABC's KGO-TV San Francisco as news director in 1973, and from there was chosen to take over the senior producer role on the *Reasoner* news under Mr.

Westin. He was named executive producer last week, after the latter's resignation. At the same time, Robert E. Frye, producer for the ABC News segments of *Good Morning, America*, out of Washington, was named producer of the evening news, and Robert R. Roy, a writer-editor in New York, was named editorial producer on the *Reasoner* news staff.

The other half of Mr. Westin's responsibilities will be taken over by Marlene Sanders, a staff producer now named vice president-director of documentaries. She becomes the company's third woman officer (with Pam Dickson, vice president-talent for comedy and drama, ABC Entertainment, Hollywood, and Grace Johnsen, vice president-broadcast standards and practices, New York). Mr. Westin had surrendered his own vice president's stripes when he assumed his most recent position, a move that was said to be voluntary and accompanied by a salary hike to an estimated \$100,000.

Mr. Westin's future plans are undetermined. "I have a lot of friends throughout the industry and in the academic world as well," he said, and feels he has "a few years left before going off to teach" in some distant future. Meanwhile, he means to continue using his skills in the news, public affairs and broadcasting fields.

Ford advisers consider, then reject possibility of Ford-Reagan debate

Hartmann floats it to UPI, Mead and others shoot the idea down

For a while last week, it seemed that a televised debate between President Ford and Ronald Reagan was in the offing. But before the idea was fleshed out, White House aides were knocking it down.

The idea originated in the White House, with Presidential Counselor Robert Hartmann. He told UPI that he might recommend to the President that he debate his chief opponent for the Republican presi-



Sheehan

Westin

Skinner

Sanders

dential nomination; he noted that Mr. Ford had always debated opponents in running for re-election to his House seat in Michigan.

The Reagan camp was quick to pick up on the idea. Former New Hampshire Governor Hugh Gregg, chief of Mr. Reagan's campaign in the New Hampshire presidential primary Feb. 24, said his candidate would debate the President "anytime, anywhere—in the White House if necessary."

But about the time Mr. Gregg was making those remarks, the President's television adviser, Bob Mead, was saying, "I don't think you'll see debates." He said that he and other White House advisers had discussed the matter that morning—after reading the UPI dispatch quoting Mr. Hartmann—and that the consensus was that Mr. Ford should not debate.

Mr. Mead said he and others opposed to Mr. Ford's participation in a debate cited two reasons.

One is that it is not necessary for Mr. Ford to engage in a debate to make his views known. A debate "is really a test of who is the best showman," Mr. Mead said, "and in that connection, it's degrading to the office of the Presidency."

The second, Mr. Mead says, is that a debate would confront Mr. Ford with a dilemma in matters affecting national security. For although he is well informed on such matters, Mr. Mead said, the President would have to "pick and choose his words carefully," to avoid discussing sensitive matters.

Mr. Mead feels the same kind of dilemma could have led to the "downfall" of Richard Nixon when, as Vice President, he debated Senator John Kennedy. Whether it did nor not, Presidents seeking re-election since then have not been interested in debating their opponents.

Westmoreland critical of TV role in Vietnam

General William C. Westmoreland, who was Vietnam field commander from 1964 to 1968, finds time in his newly published book, "A Soldier Reports" (Doubleday), to comment on the media coverage of the first "television war." And, not surprisingly, his view of that coverage differs from that of members of the media who have applauded it for persuading Americans to form a consensus for withdrawal from the war.

General Westmoreland says that television's "unique requirements contributed to a distorted view of the war," for television emphasized the dramatic, the brutal and the destruction, and paid scant attention to pacification, civic action and other positive aspects of America's role.

And, he questions if the media did indeed force a withdrawal, as the *New York Times's* James Reston, for one, has suggested, was the process right? "Newsmen," General Westmoreland says, "are supposed to report events, not influence or participate in them."

Tinker, tailor, newsman, spy?

Although Jaffe tale of link between CIA and journalists is generally discredited, House unit releases report saying there was some cooperation with intelligence agency by some news organizations, and Colby has a similar story to tell

The pot continued to boil last week—albeit at a slower and less certain rate—over accusations that U.S. journalists have cooperated with the country's intelligence agencies. But the previous week's star witness, former CBS and ABC newsman Sam Jaffe, who had caused suspicions to be raised about prominent colleagues (BROADCASTING, Jan. 26), was himself discredited by at least one official spokesman, and there was a growing sentiment among those who knew anything on the subject that they would not tell.

On Friday (Jan. 30), the House Intelligence Committee was to release its official report saying that 15 news organizations (radio and television among them) had cooperated with the Central Intelligence Agency in providing cover for CIA agents. Further, the report said that five agents in that group were posing for organizations "of major general news im-

port." The report did not, however, name either individuals or organizations.

William E. Colby, who stepped down last week as head of the CIA, admitted that he had been the unnamed source of a November 1973 story in the *Washington Star* reporting that about three dozen American journalists abroad, including five full-time correspondents, were on the CIA payroll. In November 1975, he told the House Intelligence Committee in open session that there remains a "small number" of American freelance reporters and stringers abroad (both print and broadcast) who are paid by the CIA. He said the CIA does not employ any staff members of regular U.S. general circulation journals (he included broadcast media), and added that the agency tries to be careful not to influence any stories that reach the domestic audience. Mr. Colby, however, also will not name names.

Senator Frank Church (D-Idaho) said he would press for the naming of names wherever his committee finds that news organizations infiltrated by the CIA had disseminated news to this country. A staff spokesman for the Senate committee said last week, however, that Mr. Church would first have to have the approval of the other members of the committee before doing that. The Senate committee will issue a written report the end of February.

The CIA has resisted providing names, arguing that to do so would endanger the lives of the individuals, hold them up to

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Deciding on a 2nd season for SPACE: 1999 was the easiest decision we've ever made.

- **SCI-FI IS HOT**, and audiences for both sci-fi and **SPACE: 1999** are growing bigger every day.
 - **HOLLYWOOD KNOWS IT**—The major motion picture studios are currently producing 16 major sci-fi films at a cost in excess of \$100,000,000.
 - **AUDIENCES KNOW IT**—**SPACE: 1999** proves it with winning ratings, not only in significant U.S. markets, but throughout the world.
 - **FANS KNOW IT**—To date we've received 256,607 fan letters. **SPACE: 1999** fan clubs are springing up all over the world.
 - **MERCHANDISERS KNOW IT**—We have so far licensed no less than 171 different items for merchandising.
 - **THE PRESS KNOWS IT**—**SPACE: 1999** has captured more space in every conceivable media than any other series in television history.
 - **THE DEMOGRAPHICS PROVE IT**—Of all prime time access shows, **SPACE: 1999** is #1 among men and women 18-49 per 100 households delivered.*
- SPACE: 1999** is the sci-fi series of the 1970's, the only new sci-fi series being telecast.
- OUR DECISION WAS EASY.**

*November 1975 Arbitron, Inc. audience survey estimates, subject to the limitations of the technique and procedures used.

TIME

TELEVISION

Starting **MARTIN LANDAU** and **BARBARA BAIN**

Cleveland Plain Dealer

Success of space shows is not fiction

SPACE: 1999

TV-Radio

Philadelphia Inquirer

'Space: 1999' Of A Needed Alternative To Cops 'n' Robberies

By LEE WINFRE

Chicago Tribune

'Space: 1999' is a 1976 smash for Landau, Bain

ESCAPE INTO A WORLD BEYOND BELIEF

A Syndicate

last—a new saga for sci-fi fans

Chicago Tribune

Effects spectacular

By FRANCIS BILLYARD

SPACE: 1999 is a 1976 smash for Landau, Bain

Within 24 hours renewals poured in from stations plus 68 countries around the world

A 2ND YEAR!



Chicago Sun Times
An explosion
of fine sci-fi

Los Angeles Times
Von Braun Commends
New SPACE: 1999 Series

Television
The Houston Post
Space: 1999 satisfies a national need

San Antonio Light
'Space: 1999' Ahead
Unique in TV History

OK, 'Star Trek' fans — this time it's 'Space: 1999'

Newsweek

Evening Dispatch
1999' Far Out Television

Fort Lauderdale News and Sun Sentinel
SPACE: 1999
Bain, Landau Highlight Thrilling Space Series

TV GUIDE
New Faces
of 1999

Tampa Tribune & Tampa Times
'Space 1999' Leaves
'Star Trek' Behind

Rochester Democrat
and Chronicle
Space: '99 packed
with excitement

El Paso Times
'Space 1999' May Be Best Ever

The New York Times
TV VIEW
JOHN LEONARD

So, Who Picked
'Bronk' Over
'Space 1999'?

The Detroit Free Press
'Space: 1999' Is Slick Sci-Fi

Harrisburg Patriot News
Science Fiction at Its Plushiest

The Pittsburgh Press
Floating
Through
Space
In Style

Newsday
Out of this world,
but oh, so real

The Washington Post
A Lavish Blast-Off Into 'Space: 1999'

By LEE WOFFEY
Kable News Wire
A new kind of artificial moon has been
invented for the *Space: 1999* television
series. Although it's an imitation, it costs
\$1 million to make.

It is a TV vision when many new series
are being a way better than *Star Trek*.
"Space: 1999" has a more realistic
approach to space exploration.

It is a TV vision when many new series
are being a way better than *Star Trek*.
"Space: 1999" has a more realistic
approach to space exploration.

On Sept. 13 1998 a series of three major
explosions will rip the moon out of Earth's
orbit, sending 211 men and women hurtling
helplessly into space.

A material is flown to
the moon by the
Montana Alpha
space station.

Space was filmed at Pinewood Studios
near London, with all the special effects
done in another studio about 10
miles away. Landau said the series
shows the most realistic approach to
space exploration.

It's unusual that the most expensive
restoration done at all time is the
restoration of the *Space: 1999* series.
Landau said the series shows the
most realistic approach to space
exploration.

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most realistic approach to space
exploration.

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most realistic approach to space
exploration.

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most realistic approach to space
exploration.

representing 42.7% of total U.S. TV homes,
including Canada's CBC Network.

The New York Times
Lavish Visual Effects
in 'Space: 1999' Series

Philadelphia Evening Bulletin
Space 1999 Lives Up to Advance Billing

Toledo Blade Union
1999' Great Sci-Fi Fare

San Diego Evening Trib
JOSEPH THESKEN
'Space: 1999'
to fill TV bill
for sci-fi fans

Providence Sunday Journal
So far 'Space: 1999'
is best 'newcomer'

San Diego Union
But Trip Isn't Over Yet
Space: 1999 May Put TV
Into New Historical Orbit

By JOHN J. O'CONNOR
With the new season
eral level of mediocrity
vision executives have
to worry about, but
they are nervously prepa
to contend with "Sp
1999," a science-fiction s
produced in Britain. "Sp
1999" is not a network s
being syndicated sta

The
Miami News
New space
series off
to solid
start

Associated Press
NEW YORK — "Space: 1999" is
a new syndicated TV series about
an international group of earnings
adrift in space. Next September

Long Beach
Press-Telegram
Landau and
Bain out of
this world
in new
TV series

By BOB MARTIN
TV Radio Editor
It was the week of the Apollo-Soyuz
space mission, and Martin Landau and
Barbara Bain were just getting their feet
firmly planted on the good earth of
Beverly Hills after spending 20 months in
outer space themselves.
Well, not exactly.
They hadn't really been shooting
around in space, at all. But the two stars
had been in London for 20 months shoot
ing a science-fiction series, "Space:
1999," that will bring them back to televi
sion on a regular basis for the first time
since — when they left the popular
series after three

Dallas Morning N
'Space: 1999'
well-made show

By JOAN HANAUER
NEW YORK — These science-fiction fans
who have been lamenting
the loss of "Star Trek"
may find solace in "Space:
1999."
While the networks have
been busy imitating them
series and each other when
a new situation comedy
with detective stories and
series drama, independent
television syndication has
produced a \$15 million ser
ies of 24 one-hour epis
des.

Wichita Eagle/
Wichita Beacon
'Space'
Welcome
Series

Well, I finally got a look at the premiere episode
of "Space: 1999," which will be on NBC on Thurs
day. I like it. I like it. I like it. I like it. I like it.
There is a colony of Earth people on the moon. For
a couple of very important things are going on. For
backside of the moon is being used as an atomic
dump. Suddenly, people in the colony are dying.
Symptoms of radiation poisoning, but no evidence
of radiation leaks can be found.
Second, a body from outer space. Meta. Is it
coming to the moon, and Earth plane is launch
ing to take a close look at Meta.

AND LOOK AT ALL THAT'S NEW!

NEW Producer-Story Editor Fred Freiberger — one of the world's most gifted sci-fi producer-writers, formerly of Star Trek.

NEW New incredible sci-fi characters of the most exciting, enchanting and fabulous dimensions.

NEW 24 brand new hours of extraordinary, fast-paced space fantasies — rich in suspense, humor, action, imagination and running the full gamut of human emotion.

NEW Second year budget increased to \$300,000 per episode for a record of \$7,200,000. The most expensive series in the history of television.

NEW An even greater multi-media advertising, promotion, publicity campaign committed for the second season.



Come see us at the NATPE Studio Suite,
23rd floor, Fairmont Hotel Tower

'Space 1999': Syndicated Pioneer

Memphis Commercial Appeal
Space: 1999 Outdistancing Rival

Boston Sun Chronicle
Space Science Series Could Grab Top Honors

Cincinnati Post
Reader praises 'Space 1999'

Nashville Tennessean
'Space: 1999' Relief for 'Trek' Fan

Hartford Coura
"Space 1999"
Flying High
Knight Newswire

"Space: 1999" probably wo
make science-fiction fans forget
of television's few classics. "St
Trek." But launched into the mid
of an unusually dull new TV seas
"Space" may make a very hap
landing.
I think most of the other new
shows you've been hearing abo
lately. "Space" is not a presen
tion of one of the three major ne
works. CBS didn't create it, NBC
doesn't own it, ABC didn't buy it.
Instead, "Space" was made i
England by the Independent Tele
ion Corp. (ITV) and sold one b
ne to the

Boston Globe
Space: 1999'
new odyssey
for Star
Trek cult

The "Star Trek" cult,
waiting impatiently for
the return of its beloved
space vehicle Enterprise,
which seems to be taking
eons, will have a new ce
lestial adventure to rally
around this season in
"Space: 1999," also conc
erned with an interplane
tary odyssey.

Of course, there are
major differences. Th
"Star Trek" jaunt was
made in a time 1000 year
further along, with al
kinds of sophisticate
gadgets aiding its inter
planetary odyssey.

San Antonio
Evening New
'Space
1999'
success

By DAN LEWIS
If the networks can't l
"Space 1999," at least one
them hopes to lure it ont
regular prime-time sit
tion, but it can't be du
before next fall.
One of the most succes
ful independent succes
through syndication ha
been mounted by Sir Le
Grade's British-based Ind
pendent Television Corpor
ation with "Space 1999," a
futuristic space series st
arring the old "Mission
Impossible" mavericks.

FCC officially pulls the plug on IDC experiment

Commission says firm no longer is attempting to perfect system for encoding commercials and it failed to meet deadline last year for compliance with agency rules

The FCC and IDC Services Inc. have given up on IDC's idea for incorporating identification material in a television picture. The commission last week deleted the rule that made such use of the television screen possible, an action that came after the company failed to meet a Nov. 20, 1975, deadline for bringing its program-identification system into compliance with the rule. In fact, IDC no longer operates a program-identification service.

The commission adopted the rule in 1970, in response to a petition by IDC (then International Digisonics Corp.). It permitted the insertion of material in each corner of a television picture, at the beginning and end of a program segment, that would identify the program. The rule was designed to control the placement of the material in such a manner that it would not be visible to the viewer.

IDC used the rule as a basis for attempting to sell an electronic monitoring service to advertisers who wanted an independent verification of the times their commercials were broadcast over particular stations.

IDC, however, was never able to iron the bugs out of the system, which involved the use of unattended monitors in major television markets and central computers. And the commission last week said six years of experience has proven little but the fruitlessness of continuing to rely on the system as a means of providing automatic identification of television programs. The commission said that the IDC system frequently transmitted patterns that occupied more of the picture area than the rule permitted.

Five years ago, IDC asked the commission to amend the rule to permit an increase in the area of the picture used for the identification system. But on Oct. 31, 1973, the commission not only refused to amend the rule; it gave IDC two years to make the equipment modifications necessary to bring the system into compliance with the rule. The commission said it would delete the rule if the deadline was not met.

The commission last week observed that the deadline had passed without IDC bringing its system into compliance; indeed, it noted that the Chicago-based company, whose major occupation (through a subsidiary, Talents and Residuals) serves, in effect as advertising agencies' paymaster for actors and actresses who appear in commercials, no

ridicule if they are still active in journalism and make them useless as information sources if they are still in intelligence. House sources say privately that if the committee were to publish names, individuals' careers could be destroyed.

Mr. Jaffee's naming of names two weeks ago was greeted with a storm of denials and angry counterattacks. Among the names he aired were some of the most powerful in broadcast journalism: CBS's Walter Cronkite, NBC's John Chancellor and ABC's William Sheehan. According to Mr. Jaffee, their names were on a Nixon White House list of journalists who had cooperated with the CIA. The CIA was supposed to have compiled the list, but a CIA spokesman said last week that no such thing ever existed, and neither the House nor Senate Intelligence Committees has been able to locate one.

Mr. Chancellor and Mr. Cronkite delivered their denials of collusion with the CIA on their own news shows on Friday, Jan. 23. And last week CBS circulated a quote given it by A. Searle Field, staff director of the House Intelligence Committee. It said: "Jaffee's allegations about newsmen have been made in interviews with our staff. We have carefully checked them—including going over CIA files—and have concluded they are without foundation . . . We have also concluded that Jaffee is not a credible witness."

The expansiveness of Mr. Jaffee's allegations involving others cast doubt in the minds of many on the credibility of his own story. He has personally been connected with the Federal Bureau of Investigation, the CIA and the Russian intelligence agency, the KGB. The first two connections were made by Mr. Jaffee himself. He said that he was an unpaid informer for the FBI during the years he worked for CBS, 1955-61, and to a lesser extent while he worked for ABC, 1961-69. He said he told the FBI about his conversations with Russians (he covered the U.N. for CBS and was for a while Moscow correspondent for ABC), but that his reporting had not been influenced or affected. No one has disputed that account.

The CIA connection was brief. He said that after he applied but before he actually received his first job on the overnight shift at CBS in 1955, he was approached at his home in California by a CIA agent and told that he was going to be given a job in CBS's Moscow office if he would agree to do some assignments for the CIA. He refused, he said, and that was the extent of his contact with the CIA. He got the night shift job stateside.

It was a Russian, Yuri Nosenki, who accused Mr. Jaffee of being an agent for the KGB. Mr. Nosenko, a member of the Soviet disarmament delegation in Geneva, defected to the United States in 1964 and made that statement to both the FBI and CIA. Mr. Jaffee said the agencies told him. Mr. Jaffee said the charge is not true and that he has a letter from Mr. Colby saying the CIA agrees with him. Mr. Jaffee has

more to tell. He said, for example, that when he went to Moscow for CBS to cover the trial of Francis Gary Powers, the American U-2 pilot whose airplane was shot down over the Soviet Union in 1959, he found he alone among American correspondents was seated on the first floor of the courtroom near the defendant's dock. He said, too, that he alone was given a room on the same floor of the hotel where Mr. Powers's wife stayed.

While in Moscow for ABC, Mr. Jaffee said he was paid from an account in his own name in New York. On returning, he said he was told ABC had no record of ever having placed money in that account. ABC said last week there was no such account.

What these last two events signify is not known, although Mr. Jaffee has his own suspicions about secretive acts by U.S. intelligence agencies and possible involvement by the networks.

Mr. Jaffee has told this and more to staff members of the Senate and House Intelligence Committees. Without being specific, one House source said Mr. Jaffee's recitation has not been found to be a gross misstatement. And Representative Ronald Dellums (D-Calif.), a member of the House committee, was expected to issue his own statement last week supplemental to the committee's report suggesting that Mr. Jaffee's case be given further scrutiny.

CBS News programing to be micropublished

CBS News and Microfilming Corp. of America, a subsidiary of *The New York Times*, together will make available to the public microfilm/microfiche transcripts of all CBS News daily television news broadcasts and documentaries, beginning in late spring. A quarterly CBS News index and annual compilations in book form of the network's news coverage by subject will also be published by Microfilming.

Richard Salant, CBS News president, said the records will "serve as an extremely useful complement to the National Archives video-tape service, which permits users at 16 locations and members of the Inter-Library Loan System to view CBS News broadcasts." Material to be micropublished begins with 1975 and includes excerpts from the *CBS Evening News with Walter Cronkite*; weekend editions anchored by Dan Rather and Bob Schieffer; *CBS Morning News with Hughes Rudd and Bruce Morton*; *CBS MIDDAY News with Douglas Edwards*; *CBS Sunday Night News with Morton Dean*; *CBS Reports*; *60 Minutes* and CBS News specials.

CBS's suit against Vanderbilt University, Nashville, filed in December 1973 for allegedly unauthorized taping, collecting and distributing CBS News broadcasts, is still pending in Nashville with no trial date set.

longer operates a program-identification service.

In deleting the rule, the commission sought to limit any inconvenience that action would cause those still using recorded commercial announcements containing the identification signal. It said it would permit the use of such material until Jan. 31, 1978.

WCVB-TV says new law forces it to sell what it prefers to give away free

Boston station changes policy after Ronald Reagan campaigners insist on buying election spots

Boston Broadcasters Inc., licensee of WCVB-TV Boston, has abandoned its policy against accepting paid political advertising in the face of the new federal election law and the campaign plans of Ronald Reagan.

The new law requires the FCC to take punitive action against broadcasters who fail to "allow reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcasting station by a legally qualified candidate for federal office on behalf of his candidacy." BBI felt its policy of making free time available for political campaigns it considered of significance to the area was responsive to that provision. But the Reagan organization wanted to buy its own, and cited the law in support of its demand.

BBI's attorney, Benito Gaguine, in reporting the change in policy to the FCC last week, said discussions with the commission's staff led him to conclude that Mr. Reagan's representative's interpretation of the law would be adopted by the commission. Furthermore, he said, since the equal-time law would require the station to afford equal access to approximately 14 candidates entered in the New Hampshire and Massachusetts primaries, plus an unknown additional number of write-in candidates, BBI decided it could meet its obligations under the law only by permitting the use of spot announcements by candidates.

Co-op comes out of the closet

RAB executive tells retailers that half of all big companies will spend shared funds on radio

George Walthius, Midwest vice president of the Radio Advertising Bureau, predicted that by the end of this year at least half of all "significant" retailers in the U.S. will be taking advantage of the radio co-op advertising allowances offered by manufacturers.

He said more and more retailers are trying radio co-op and learning that it "greatly extends the life and impact of newspaper advertising because of relative

Mutual on tour. C. Edward Little, president, and Gary J. Worth, executive vice president, Mutual Broadcasting systems, Washington, begin seven weeks of luncheon advertising presentations in 22 major cities today (Feb. 2). They will be joined in each city by Mutual's regional vice presidents and sales executives who service agencies and clients in their respective markets.

cost-efficiency and reach among consumers who don't read or remember newspaper ads."

Mr. Walthius said stations are selling co-op harder than ever, using sales tools and incentives provided by RAB in its current drive to build radio co-op to a magnitude representing 30% of radio's total volume by 1980.

He made his observations in a speech prepared for delivery Jan. 31 to the 1976 Retail Advertising Conference in Chicago.

TVB adds seven seminars

Demand has been so heavy that the Television Bureau of Advertising has scheduled seven new sales training seminars in addition to the five originally planned. The schedule:

Feb. 10-12, junior sales personnel, Washington; Feb. 17-19, sales managers, Washington; March 8-10, general managers, Washington; April 5-7, sales managers, San Francisco; May 17-19, senior sales personnel, Washington; June 7-9, sales managers, Washington; July 12-14, junior sales personnel, San Francisco; Aug. 16-18, junior sales personnel, Washington; Aug. 23-25, sales managers, Washington; Sept. 27-29, sales managers, San Francisco; Oct. 18-20, general managers, Washington, and Oct. 25-27, senior sales personnel, Washington.

Initial response strong for IBFM liability proviso

A total of 57 TV and radio stations have thus far adopted the new contract clause proposed by the Institute of Broadcasting Financial Management to resolve the question of liability for payment for broadcast advertising, according to IBFM.

The announcement said the stations included those of Metromedia—the first to adopt the clause—and also group owners Corinthian, Cox, Kaiser and Meredith, as well as individually owned KPLR-TV St. Louis, WTIC-AM-FM Hartford, Conn., and WWWE(AM)-WWWM(FM) Cleveland.

The clause, is outlined and explained in a 28-page booklet (BROADCASTING, Jan. 5). In essence, it makes the agency liable for payment, assigning liability to the advertiser only for bills not yet paid or if the advertiser knew that its agency was seriously delinquent in its accounts but paid the agency anyway.

ABC makes it two in a row

It tops CBS and NBC again with big numbers from 'Bionic Woman,' old shows in new time periods, name movies and 'Donnie & Marie'

ABC-TV, bolstered by good sampling for more of its second-season shows, beat out CBS for the second prime-time week in a row and closed its season-to-date gap on NBC.

For the 20th week alone (Jan. 19-25), ABC harvested a 21.0 rating to slip past CBS (20.9 rating), with NBC limping in a distant third (16.8 rating). The season-to-date figures read CBS, 19.7 rating; NBC, 18.2 rating; and ABC, 18.0 rating.

ABC may have stumbled onto the big hit of the second season in *The Bionic Woman* (Wednesday, 8-9 p.m., NYT), which chalked up more huge numbers in its second week on the air (29.7 rating, 44 share on Jan. 21). Other good omens of ABC's second-season: the *Welcome Back, Kotter* sitcom, in its new time period (Thursday, 8-8:30 p.m.), racked up a 23.3 rating and 35 share on Jan. 22; and the premiere of *Donnie and Marie* (Friday, 8-9 p.m.), a variety series, frontloaded a star-checked guest roster on Jan. 23 and ended up with a 23.2 rating and 36 share.

Not so promising omens of ABC's second-season: *The Barney Miller* sitcom, in its new time period (Thursday, 8:30-9 p.m.), squandered six share points of the *Kotter* lead-in on Jan. 22 to finish with a shaky 20.3 rating and 29 share; the *On the Rocks* comedy, in its new time period (Monday, 8-8:30 p.m.), declined precipitously for the third week in a row, plummeting to a well-below-par 14.4 rating and 21 share on Jan. 26; and *Almost Anything Goes*, which made its debut on Saturday, Jan. 24 (8-9 p.m.), got a 16.6 rating and 27 share, better than the show it replaced (*Saturday Night Live With Howard Cosell*) but, according to industry sources, not good enough to insure its survival beyond the summer.

NBC engineered the first cancellations of the second season when it announced last week that *The Cop and the Kid* (Thursday, 8-8:30 p.m.) and *Grady* (Thursday, 8:30-9 p.m.) would bow out as of March 11 to make way for *The Mac Davis Show*, a variety hour that failed its initial test against *The Waltons* last year. Gary Smith and Sandy Gallin are Mr. Davis's new executive producers.

NBC programmers were cheered by *Ellery Queen's* 23.4 rating and 35 share on Jan. 25, but industry sources pointed out that ABC's high-rated *The Six Million Dollar Man* was on hiatus that night for a sluggish Bicentennial special, and CBS's Sonny and Cher were also a week away from their return to series duty as a reunited team, their place being taken on Jan. 25 by an equally sluggish family-oriented drama. The discouraging news for NBC in the

20th week was the continued anemic performance of two of its holdover dramas, *Movin' On* (a 17.0 rating and 24 share on Jan. 20) and *Petrocelli* (a 13.0 rating and 23 share on Jan. 21).

CBS's new *Popi* sitcom (Tuesday, 8:30-9 p.m.) managed only a 14.8 rating and 21 share in its second-season debut on Jan. 20. But three other second-season stratagems of CBS's continued to pay dividends: *M*A*S*H* (Tuesday, 9-9:30 p.m.), which scored a 26.4 rating and 38 share on Jan. 20; the new *One Day at a Time* sitcom (Tuesday, 9:30-10 p.m.), which hit a 23.6 rating and 34 share on Jan. 20; and *60 Minutes* (Sunday, 7-8 p.m.), which pulled down a 19.2 rating and 31 share on Jan. 25.

Meanwhile, ABC's gains during the last two weeks were helped no end by the big numbers racked up by theatrical movies. Robert Redford's "Jeremiah Johnson" piled up the points on Jan. 18 (BROADCASTING, Jan. 26) and, on Jan. 23, Barbra Streisand and Ryan O'Neal in "What's Up, Doc?" (9-11 p.m.) rolled to a 27.5 rating and 44 share, making it the third highest-rated theatrical movie of the year, behind "Jeremiah Johnson" and ABC's telecast last September of "Serpico," with Al Pacino.

Plaintiffs dispute efforts to have family viewing suit thrown out of court

Hollywood people challenging programing concept defend basis for their case; FCC, NAB, networks object to ACT, NCCB effort to join in

The Hollywood writers, producers and actors who have gone to court in an effort to block implementation of the family viewing concept had their turn in court last week to oppose the motions to dismiss their suits filed by the defendants—the three major networks, the National Association of Broadcasters and the FCC. It was the broadcasters' and the commission's contention that the suit was procedurally defective—that if there was a cause of action against them, which they disputed, it should be brought in the U.S. Court of Appeals in the form of an appeal from a commission action (BROADCASTING, Jan. 19).

But the Hollywood artists saw it differently. Their response, in U.S. District Court in Los Angeles, says that "the unprecedented joint venture" involving the FCC, individual commissioners, the networks and the NAB to develop and implement a ban on broadcasting during the first two hours of prime time of "entertainment programing inappropriate for viewing by a general family audience" does not involve a specific agency action from which an appeal can be taken.

Rather, it says, the case concerns "the continuing, pervasive, extra-legal involve-



Baker's dozen. Thirteen who made "a significant contribution towards upgrading children's television" were honored last Wednesday (Jan. 28) in Boston by Action for Children's Television. Peggy Charren, ACT president, presented the fourth annual awards. At the ceremony:

Front row (l-r)—Andrew Ferguson, Children's Television Workshop; Peggy Charren; Donald McGannon, Westinghouse Broadcasting; Robert Keeshan, Robert Keeshan and Associates.

Back row (l-r)—Martin Tahse, Martin Tahse Productions; Jerry Golod, CBS; George Heinemann, NBC; Marshall Efron and Betty Olsen, CBS; Aaron Cohen, NBC; Cheryl Bibbs, WGBH-TV Boston; Edwin Cohen, Agency for Instructional Television; Gus Bailey, Taft Broadcasting; Kenneth Kaminski, Post-Newsweek Stations; Aida Barrera, KLRN-TV Austin, Tex.; Ray Hubbard, Post-Newsweek; Vivian Horner, CTW; Jim Osborne, WXYZ-TV Detroit; George Moynihan, Westinghouse; Jeanne Findletter and Barry Hurd, WXYZ-TV.

Awards were for CBS-TV's *The CBS Children's Film Festival*; CBS News's *Marshall Efron's Illustrated, Simplified and Painless Sunday School*; CTW's *The Electric Company*; Robert Keeshan Associates' *Captain Kangaroo*; KRLN-TV's *Carrascolendas*; NBC-TV's *Go—U.S.A.*; Post-Newsweek's *The Reading Show*; Taft Broadcasting's *Max B. Nimble*; Martin Tahse Productions, *Kukla, Fran & Ollie*; Westinghouse's *Call It Macaroni*; WGBH-TV's *The Spider's Web*; WXYZ-TV's *Hot Fudge*, and a special award to the Agency for Instructional Television for development of informative programs.

ment of the government and private defendants in actions taken behind closed doors—without any regular agency proceedings—to conceive, promote, foster and induce the adoption and implementation" of the ban on certain "constitutionally protected ideas."

And, the response says, the complaints need not exhaust normal remedies in cases of government action "that never received a jurisdictionally proper consideration by the FCC in the first instance." "Such extra-legal activities of government," the response adds, "may be challenged in the District Court."

The networks and the NAB, in one pleading, and the FCC, in another, also had something to say to the court last week. They opposed the joint motion of the National Citizens Committee for Broadcasting and Action for Children's Television to participate in the case as friends of the court on the side of the complainants. NCCB and ACT said that although they are concerned about some of the same issues as those raised by the plaintiffs—they say the family viewing concept "has resulted in a form of negative content regulation that has long been deplored by both organizations"—they will also "bring a unique 'consumer' perspective to the proceeding" that will be helpful to the court.

The FCC, in its opposition, said partici-

pation as a friend of the court should not be granted a party that has played a role in the underlying controversy and wishes "to vindicate rights" which it claims are its own. And the commission notes that the motion says NCCB's efforts to "include the public in this policy were rebuffed" and that groups like ACT and NCCB "were deliberately excluded from the formulation of the family viewing hour policy."

Family viewing no sop to Senator Allen; he wants tough FCC policy

While the FCC is pressured on one side to keep its hands off television programing, it continues to suffer attacks from another side on its reluctance to take forthright steps to clean up TV violence. Senator James Allen (D-Ala.) sided with the latter group in a speech in the Senate in which he scored the commission for retreating "into the security of its laissez-faire posture."

"Clearly," Senator Allen said, "the FCC, which has the general authority to direct broadcasting as the public convenience, interest and necessity requires, is unwilling to recognize the dimensions and



Unexpected guest. First Lady Betty Ford (center) surprised Pearl Bailey and the WRC-TV Washington studio audience when she appeared on a special hour-long tribute to Miss Bailey, who had retired from show business to join the U.S. delegation to the United Nations. Others joining Mrs. Ford on Jim Peck's (l) extended *Take It From Here* program included NBC *Today* host Barbara Walters and Washington Mayor Walter Washington.

impact of television violence, and thus, is unlikely to institute reasonable guidelines or controls." He called the FCC's attempts to persuade the networks to reduce violence to date, "timid."

And he called the industry's self-imposed family viewing period "a feeble response." "Instead of attacking the real problem by showing less violence and less sex on the nation's television screens, the networks are simply juggling their schedules to delay scenes of violence or sex until 9 p.m."

Mr. Allen concluded that unless the FCC and the industry take positive steps soon, Congress will be forced to take action.

Roper says PTV viewers don't differ much from the norm

CPB-commissioned study sees similar traits; main difference concerns interests in current events

A Roper Report survey commissioned by the Corporation for Public Broadcasting claims that the demographic characteristics of the public television viewer "parallel" those of the total population "fairly closely." The strongest distinguishing characteristic of PTV viewers found in the November 1975 study was the degree of their interest and involvement in current events.

Although the age distribution of those watching public television does not differ from the total population, the report noted that there was a tendency among PTV viewers to have a "somewhat higher proportion of families with young children, college education and incomes over \$15,000."

Along occupational lines, PTV viewers

match the total population rather closely. Blue-collar workers, however, make up a lesser percentage of the audience than their respective numbers in the over-all population.

PTV viewers are "slightly more liberal" in their political persuasion than the total population, the report pointed out. Females constitute a substantial majority of the PTV audience, larger than their proportional share of the total population. The report attributed that finding to the possibility that large numbers of mothers watch public television with their children.

The proportion of PTV viewers is "significantly lower" in the South than any other region, the report noted. While 90% of the U.S. population is white, 93% of the PTV audience is white. Conversely, blacks who represent 8% of the population, are reported as making up only 6% of the public television audience. A majority of PTV viewers (59%) have a high school education or less.

Program Briefs

Greening the screen. Ninety-minute Irish Bicentennial special, featuring Peter O'Toole, is being distributed by The Syndication Works, which reports negotiations with more than 100 stations in 75 markets. TV program was taped last month at Carnegie Hall and also includes such names as The Clancy Brothers, Siobhan McKenna, Donal McCann and Eamon Kelly. *The Syndication Works, 645 North Michigan Avenue, Chicago 60611; (312) 266-8774.*

Six in three. *Get Smart*, half-hour, color, comedy-adventure series distributed by National Telefilm Associates, Los Angeles, was sold in three new markets and renewed in three markets in three weeks. New stations are KPLR-TV St. Louis, WTCG-TV Atlanta and WGPR-TV Detroit. Renewing are WSNS(TV) Chicago; KAIT-TV

Jonesboro, Ark. and XETV(TV) Tijuana, Mexico-San Diego.

Westward ho. Corporation for Public Broadcasting has granted research and program development grant to David Dortort for future public television series on American West. Mr. Dortort was creator and executive producer of *Bonanza* and *High Chaparral*, two commercial network series set in old west.

AIM's other case. Accuracy in Media, conservatively oriented media watchdog, has asked U.S. Supreme Court to overrule FCC in case involving statutory requirement that public broadcasting programs meeting achieve "objectivity and balance." Commission, according to complaint brought by AIM, said that it lacked authority to enforce provision.

Award winners. Public Broadcasting Service has acquired 17 television specials including two 1975 International Emmy Award winning programs—*The Evacuees* and *Marek*—for total of \$270,000. Programs will be televised between March 7 and March 21, during PBS's second annual fund-raising campaign. Show titles include *I Regret Nothing*, *Keep America Singing*; *The Magnificent Adventure*; *A Tribute to Johann Strauss*; *Benito*

A raise. ABC-TV and NBC-TV business-affairs sources confirmed last week that their networks would be boosting payments to the producers of their prime-time series for next fall by about 10% across the board. CBS-TV sources said that it would be misleading for the network to point to a specific blanket percentage figure. But they added that CBS has completed all its negotiations with producers of projects aimed at the 1976-77 season and "we met each financial problem as it came up and reached what we think are equitable adjustments." Coming on top of the networks' monetary increase to producers last year, one NBC source said that "we're now paying a fair price to our suppliers—we realize how important it is to keep them viable and healthy." With inflation driving up prices, some industry sources say the average 60-minute filmed episode for the 1976-77 season will cost about \$300,000, compared to the \$260,000 or so it cost last year.

Just right. Worldvision Enterprises Inc. has placed *The Doris Day Show* into domestic syndication for showing on TV stations in the fall of this year. The series consists of 128 half-hour episodes. It was carried on CBS-TV from 1968 through 1973. Kevin O'Sullivan, president of Worldvision, noted that "with the advent of the National Association of Broadcasters code changes affecting family viewing, *The Doris Day Show* is the perfect series for early evening and family-hour time periods."

Mussolini, My Husband; It's Hard To Be a Penguin; The Good Old Days of Radio; The Ragtime Years; Dear Love; Birth Without Violence; Pygmies; Mel Torme in Concert with Woody Herman; TVTV at the Superbowl; 84 Charring Road; and one Laurel and Hardy silent series.

New in Sarasota. Production House, all service film company, has opened at 1900 Main Street, Suite 215, Sarasota, Fla. 33577. Firm offers film service covering documentary, sales and training, TV commercials and audio visual programs.

Keystone history. Co-owned WLYH-TV Lancaster, Pa., and WTAJ-TV Altoona, Pa., are using vignettes to usher in Bicentennial. WLYH-TV offers 30-second commercial sponsored spots highlighting historic locations in central Pennsylvania. Series featuring more than 100 locations was produced by electronic news gathering. WTAJ-TV airs its own *Bicentennial Minutes* thrice weekly. Several hundred *Minutes* were researched, written and recorded by local citizens.

Two for one. Merger in which Visualscope Inc., New York, film producer, program buyer and consultant, would acquire 65% of stock of Teletape Corp., New York production and production services company, has been approved by companies' boards, subject to additional approvals and conditions. Sources said no money would change hands in transaction, and that Teletape would be surviving corporation. Teletape is headed by Chairman Hazard E. Reeves Sr., Visualscope by President Marvin H. Green Jr.

Lutheran listening. *Joy*, 30-minute radio program featuring choral music, scripture readings and comment, is offered free by International Lutheran Laymen's League, St. Louis, for use by easy listening and good music stations. Twenty stations have agreed to carry program on public service basis.

Struck out by Angola

ABC-TV's planned telecasts of March 20-21 baseball games between U.S. and Cuban stars games has been victimized by the Angolan situation. The State Department canceled the exhibition series set for Havana because of Cuba's military involvement in Angola opposing pro-Western forces.

ABC Sports had agreed to pay \$165,000 to televise the games, which were planned by two independent producers, Barry Jagoda, New York, formerly with CBS News, and Richard Cohen, Dallas. The producers are standing by, as are the Cuban and American ball players; ABC is reportedly still holding the date and, according to Mr. Jagoda, everyone hopes that "an early political resolution will lead to a successful game."

Cable's perils, frustrations back home cited by state groups

Mindful that regulatory problems respect no borders, associations exchange views on present rules that contradict and proposals that could be contagious in future

Regulation at the state level was a prime concern of presidents of state and regional cable associations as they met Jan. 28-30 at the three-day National Cable Television Association session in Crystal City, Va., adjacent to Washington.

Wally Briscoe, NCTA senior vice president, said the meeting of cable leaders was not a policy-making forum. However, he viewed it as an opportunity to review problems in individual states that often become precedents for action in surrounding states.

According to Anthony Cerrache, president of the New York State Cable Television Association, that state "is just looking for requirements to make the cable business difficult." New York is one of three states with an independent cable TV commission. Mr. Cerrache claimed the commission's technical standards for pole line clearances and construction are "unreasonable" since the telephone and utility companies have standards of their own.

The New York State Commission on Cable Television is also studying a plan to require CATV systems to be grounded at each home's connection point. However, Mr. Cerrache pointed out that cable lines are grounded at the pole tap and that systems have been operating for 20 years without evidence of any hazard. The net result of so much state interference, Mr. Cerrache said, may cause multiple system operators to avoid New York as a place for opening new systems.

Similar sentiments were voiced by Chuck Trautner, president of the Minnesota Cable Television Association—which also must contend with an independent state regulatory body. The FCC requires CATV operators to provide public access channels if systems have more than 3,500 subscribers, he explained, but Minnesota requires access channels regardless. The small independent operator is caught in the middle, Mr. Trautner said.

Many regional cable associations were formed initially to combat problems that cross state boundaries. Pole-attachment problems are a prime example. They gave rise to the Rocky Mountain Regional Cable TV Association and an ad hoc southwestern states association that has since disbanded.

Regulatory actions in one state often influence other areas, at least in offering pre-

cedents. In Minnesota and New York, cable operators face the possibility of a five-year franchise renewal. (The FCC grants a certificate of compliance for a 15-year period.) Cable operators feel that their investment for reconstruction and replacement requires the stability of a longer renewal period.

The New England and New York associations have embarked on a one year trial merger that, if successful, will lead to the creation of a Northeastern association (BROADCASTING, Jan. 26).

Pennsylvania has the most CATV systems. There is no statewide authority over cable TV, however. There are some half dozen bills in the state legislature that would put CATV under the public utility commission—as it is in many states—but Robert Stout Jr., Pennsylvania Community Television Association president, claimed the industry could not live with that system. The rate base applied to utilities is impractical for cable operations, he said, where the capital depreciation of equipment by utilities is much higher.

Two key issues facing California cable operators are pole rates and a new formula for property tax assessment. Pole problems beset almost all cable systems across the country. The tax issue (BROADCASTING, Dec. 1, 1975) could have a broad effect on the industry if other states follow California's example and opt for an income-based property tax for CATV systems.

Not all issues are local or regional however. Copyright discussions have been present at almost every cable gathering for years and it drew some attention last week. Especially from Mr. Stout, who is emphatic that operators in Pennsylvania will maintain "right down the line" their position which excludes all local signals from royalty payments. Mr. Stout does not see a workable alternative in the Teleprompter copyright proposal (BROADCASTING, Nov. 3, 1975 et seq.), which would eliminate copyright payments for local and all network signals.

Wiley's quid (fines) pro quo (re-regulation) for cable industry

He says If commission can weed out few 'rotten apples' in CATV with power of forfeiture it seeks, then it could also move ahead with plans to simplify certification

Cable television operators may not like the idea of the FCC being given authority to fine them, as it does broadcasters. But such authority would actually be in their best interest—or so said FCC Chairman Richard E. Wiley last week in remarks to the state and regional presidents' meeting of the National Cable Television Association (see story, this page). He said a mechanism for enforcing cable rules more effective than cease-and-desist proceedings is a necessary prerequisite to a cable

"re-regulation" step he said he would like to take—one involving the certification process.

Chairman Wiley has said privately that he would like to simplify the task of completing applications for certificates of compliance—to require "only name, rank and serial number." But before any changes can be made, he said last week, the commission needs forfeiture authority—the kind it has in the broadcasting, common carrier, and safety and special radio fields.

The commission has asked for legislation that would authorize it to impose fines of up to \$2,000 for a single violation of its cable rules and up to \$20,000 for multiple offenses (BROADCASTING, Jan. 26). "I urge you to support this legislation," the chairman said last week—"or at least not to actively oppose it."

He noted that in his address to the National Cable Television Association convention in New Orleans last year, he called for "a new ethic in cable," as he had in broadcasting. A principal ingredient of that new ethic, he said, "is compliance with commission regulations." And while most cable television operators do comply, he said, "there are a few bad apples in every barrel—and to the extent that we can separate them out through forfeiture, we will benefit not only the barrel but all the other good apples in it."

He said there was a "trade-off" involved—"a significant re-regulatory step for the entire industry" and "expanded sanctions against the relatively few cable systems who willfully or repeatedly violate the commission's regulations." He called the trade-off "right, fair and very much in the public interest."

Chairman Wiley aired the forfeiture issue in the context of a broader discussion of the re-regulatory actions the commission has taken in cable since he became chairman two years ago. He ticked off 17 actions, either taken or pending, in seeking to refute a cable industry trade publication's statement that he is a "stand-pat" chairman.

Viacom sets up in-house unit for pay programs

Service will start this summer on company's systems in California; deal is made with United Artists

Viacom International Inc. has established a new unit to acquire programming for pay cable subscribers, including motion pictures, special events and sports.

Douglas Dittrick, president of the Communications Division of Viacom, said the new pay cable service will begin around July in California on Viacom systems in Dublin, Pleasanton, and Livermore, covering 22,000 subscribers. Eventually Viacom plans to offer the service to virtually all of the company's West Coast customers in the San Francisco Bay Area and in Seattle.

The programming will be primarily feature

films at the outset, according to Lawrence B. Hilford, executive vice president of Viacom International. The company has been negotiating with all major film production firms, he said, and has made an agreement with United Artists. He would not reveal details at this time.

Subscribers will pay a flat monthly fee in the area of \$9 to \$10, according to Mr. Dittrick. They will be supplied with a device to decode a scrambled pay signal.

Viacom's pay cable service in Suffolk County on Long Island has a contract with Home Box Office that has "a few more years to run," Mr. Dittrick said. He indicated Viacom's service also will be made available to West Coast cable systems not owned by Viacom. He reported that an agreement has been made to provide the pay cable service to the systems owned by The Times Mirror Co. in southern California, which serve approximately 45,000 families.

To help implement its new pay TV service, Viacom has appointed Jeffrey C. Reiss as vice president of the unit, responsible for the acquisition of programming, and scheduling, and providing marketing and promotional support. Mr. Reiss comes to Viacom from ABC Entertainment in New York, where he was director of feature films.

Schmidt restates cable's problems

NCTA president denounces tactics of broadcasters, restates position on copyright, deregulation

Robert Schmidt, president of the National Cable Television Association, charged broadcasters with creating a "public outrage" with "heavy-handed and blatant attempts to throttle" cable television legislation and prevent competition from pay cable.

Mr. Schmidt's strong words, delivered to a Federal Communications Bar Association luncheon in Washington last week, apparently referred to the controversy over Paul MacAvoy's letter dealing with the impact of unlimited distant signal importation on broadcast stations' viability (BROADCASTING, Dec. 15 and Dec. 22, 1975).

The remainder of Mr. Schmidt's address, which he characterized as a "maiden voyage," was more to underline the chief regulatory concerns the cable industry has repeatedly expressed. On copyright, Mr. Schmidt re-emphasized NCTA's fears over the "sweeping and arbitrary powers of the copyright tribunal" provided for in the present legislation. The NCTA has not opposed the creation of a tribunal per se, but has consistently opposed allowing such a tribunal to review the copyright fee schedule that automatically increases CATV payments each year.

While acknowledging FCC actions to deregulate cable, Mr. Schmidt claimed any benefits of deregulation cannot be realized until the commission resolves the conflicts

caused by multiple levels of regulation in the states and local government.

A leash for MATV

New York leans toward enfranchising requirement; lack of ancillary services, loss of fees are main concerns

Master antenna systems in New York may be headed for franchise trouble. In the eyes of the New York State Commission on Cable Television, MATV systems that bring in signals other than those available off-air (like pay movies) are cable TV systems and, accordingly, must seek franchises. At present, such systems do not hold franchises.

The issue is "heating up," according to state officials, but neither they nor New York City officials—where most MATV systems are operating—have an answer. Alternatives range from issuing temporary franchises to closing down MATV systems that do not have franchises. It is estimated that 60,000-to-70,000 dwelling units in New York City have MATV service, but probably not more than 4,000 are getting pay movies or other services that are not available off-air.

The chief concern of state and city officials is that MATV operations, with premium movie packages, are taking the edge off a potential market for the development of broadband communications systems that could offer a full array of ancillary services. Then too, New York City is not getting franchise fees from MATV operators as it would if cable television systems were operating in those areas.

Cable Briefs

Urban support. National League of Cities adopted resolution, at annual meeting in Miami, urging Congress to enact legislation encouraging cable-television development in cities. Pending cable legislation, league urged FCC to adopt rules and regulations "more conducive" to development of cable in urban areas.

Keynote. Mike Wallace, co-editor of CBS's news program *60 Minutes*, will be keynote speaker at opening of National Cable Television Association's 25th annual convention in Dallas, April 4-7. Other featured speakers include Representative Torbert Macdonald (D-Mass.), Representative John Moss (D-Calif.) and FCC Chairman Richard Wiley.

Sold upstate. Classic Cable Systems Corp., newly formed enterprise by Jerry Greene, former vice president and treasurer at Teleprompter Corp. (BROADCASTING, Oct. 20, 1975), has bought cable systems serving six upstate New York communities from Sullivan Production Inc. for undisclosed price. Involved are communities of Glens Falls, South Glens Falls, Lake George, Whitehall, Ticonderoga and Warrensburg with total of 6,500 subscribers and 12,000 homes passed.

Merrill Lynch is also bullish on television

Growth rate of industry's earnings may double in next 10 years over previous 10, despite rising costs, says analysis by William Suter

Television's pretax profits can grow at a compound rate of 10% to 12% a year over the next five years, according to an analysis being circulated by Merrill Lynch, Pierce, Fenner & Smith.

That outlook, up from 5.9% annually over the past 10 years, is based on an anticipated revenue growth of 8.5% to 9.5% a year and expense increases of 8.3% to 8.8% a year.

The analysis also envisions an expansion in the television industry pretax profit margin from 19.5% in 1974 and an estimated 18.6% in 1975 to more than 20% during the next five years, but does not expect it to reach "the peak margins of 22%-to-23% earned in the mid-1960's."

The analysis was prepared by William P. Suter, well-known specialist in broadcasting securities, who moved to Merrill-Lynch as a vice president late last year from a similar post at Shaw & Co.

The projected increases in both revenues and expenses are somewhat higher than in the past five years, Mr. Suter points out. But he also points out that TV absorbed the loss of cigarette advertising in 1971, which slowed its growth rate for the period. In addition he anticipates a "better environment" for national spot-TV prices, with increases stronger than in the 1969-74 period, when he estimates spot's cost-per-thousand gains amounted to "only some 2% a year."

He expresses the view, too, that broadcast managements have become more sophisticated and cost-conscious in the last five years and "will be able to keep their costs increasing at a slower rate than growth of revenues and to cut back on expense increases in years when revenue growth slows with the economy." It is on that basis that he anticipates an accelerated growth in pretax profits and an expansion in profit margins.

For the period 1964-69 and also 1969-74, the compound growth rate for pretax profits is put at 5.9% a year.

The analysis projects annual increases of 10% to 14% in profits of nonnetwork-owned stations over the next five years as compared with 5% to 6% for those of network O&O's and 10% to 12% for networks themselves.

"Because the O&O's are operating in more mature and competitive markets," the analysis says, "their revenue growth will be slower than that of the rest of the country. The other stations [as a whole] are operating in more rapidly growing markets, and their revenue growth should

be the fastest among the three components. Because local spot revenues are growing more rapidly than other revenue sources, the revenue mix of [nonnetwork-owned stations] is also changing and becoming more stable."

The study said that "earnings growth for individual networks, stations and group broadcasters will obviously be affected by these industry trends." Potential investors were also advised that "each broadcasting company must be assessed on the basis of the markets in which it operates and the ability of its management to maintain or increase its market share and to control costs."

The study concludes that on the whole "broadcasting companies should be considered as investment opportunities, both because of the outlook for greater earnings stability and growth and because of their inherent ability to produce substantial amounts of excess cash flow."

Mr. Suter, like most forecasters, sees 1976 as a year of special promise for broadcasting. He notes that presidential election years are traditionally broadcasting's strongest and the years immediately preceding presidential elections the softest. Despite that precedent and last year's lagging economy, he estimates that the industry as a whole was able to increase its pretax earnings "slightly" in 1975—about 2%, as compared with a 12.9% increase in 1974 and 18.3% in 1973.

"Now it is in a position to put together an impressive five-year record," the analysis continues, "because earnings, especially for television stations—and therefore for group broadcasters—should be up in the presidential election year 1976. The earnings consistency of 1975 has started to erase the industry's cyclical image and to be reflected in higher relative multiples for the broadcasting stocks. We believe this trend will continue in 1976 and later."

to reduce holdings of WPC common stock to comply with federal income tax law. Total of 291,150 shares of WPC class B common stock have been repurchased by company, which in April 1975, announced intention to reacquire up to 300,000 shares.

Money-maker. Baton Broadcasting Inc., Toronto, has reported net income of \$4,753,948 or 69 cents per share for year ended August 31, 1975, compared to \$3,610,719 or 52 cents per share for 1974. Revenues rose to \$37,870,177 from \$36,209,322 reported in 1974. BBI owns CKLW-AM-FM Windsor, CFGO(AM) Ottawa, both Ontario, and CFQC-AM-TV Saskatoon, Sask. Glen-Warren Productions Ltd., is also BBI subsidiary.

Cox ends 1975 on a strong note

TV, radio, rep divisions and Cox Cable all showed gains for year, with good fourth quarter

Cox Broadcasting Corp. reported record net income of \$14,304,000 for the year ended Dec. 31, 1975, up 12% from 1974's \$12,736,000. Operating revenues also reached a new high at \$110,246,000 on a 10% rise from \$100,407,000 in 1974. Earnings per share were \$2.45 in 1975 versus \$2.18 in 1974.

Cox President Clifford M. Kirtland Jr. said broadcasting, which accounts for the majority of Cox revenues and earnings, finished 1975 with surprising strength and showed a gain of 8% in revenues for the year. TV revenues were up 6%, radio revenues up 5%. The broadcasting division also includes TV and radio rep firms.

"The upturn in broadcast ad volume in the 1975 fourth quarter, benefiting both TV and radio, has continued into 1976," Mr. Kirtland said.

Cox Cable Communications, a 56.2%-owned affiliate, had "impressive gains" in both revenues and earnings in 1975, he said. Cox's business publishing activities experienced declines, but auto auction operations were up 12% in revenues and

Financial Briefs

Purchases by Post. Washington Post Co. has bought 177,500 shares of its previously outstanding class B common stock at \$26 per share from Philip L. Graham Fund, private charity. Fund sold its shares

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showed a substantial gain in pre-tax earnings. Cox Data Services achieved higher revenues but a larger operating loss than in 1974, primarily because of costs in converting Cox Data's software to the new minicomputer system for TV that is currently being marketed and installed. Both revenues and pre-tax earnings of the program production division increased, primarily because of two successful theatrical releases. "Walking Tall—Part II" and "The Reincarnation of Peter Proud."

"We enter 1976 with an optimism much greater than we felt a year ago," Mr. Kirtland said. "Broadcasting ad volume is expected to increase, with contributing fac-

tors being the recovery of the economy, presently under way, the presidential election, Bicentennial events and the Olympic games. We expect to complete the purchase of KOST(FM) Los Angeles in 1976. Prospects for most other divisions are bright for the new year, with publishing being the only anticipated weak spot."

In the KOST transaction, Cox is buying the station from McLendon Pacific Corp. for \$2.5 million, subject to FCC approval (BROADCASTING, Sept. 22, 1975).

Record revenues and earnings were reported by Cox Cable Communications for 1975. Net income rose 34% to \$2,849,801, or \$0.80 a share, from \$2,121,324 or \$0.60

a share in 1974. Revenues were up 26% to \$29,307,442 from \$23,233,468 the preceding year.

Cox Cable President Henry W. Harris said the company also made significant progress in developing its subscription movie service as a new source of revenue and profit in 1975. "The company's major system operations and pay TV will make even greater contributions to operating results during the coming year," Mr. Harris said. "The positive trend of 1975 should continue into 1976."

As of Dec. 31, Cox Cable owned and operated 36 CATV systems serving over 386,000 subscribers.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
American TV & Comm.....	6 mo. 12/31/75	19,739,296	+23.3%	1,734,519	+58.4%	.45	15,930,044	1,094,413	.26
Cablecom-General.....	Year 11/30/75	23,570,309	+ 7%	2,717,802	+149.9%	1.06	22,017,960	1,087,521	.42
Dun & Bradstreet.....	Year 12/31/75	552,069,000	+ 9.5%	41,850,000	+ 5.9%	1.58	504,201,000	39,507,000	1.50
Harris Corp.....	6 mo. 12/31/75	243,974,000	+ 6.7%	12,416,000	*	2.05	228,625,000	(8,490,000)	(1.37)
Marvin Josephson.....	6 mo. 12/31/75	13,815,700 ¹	+80%	2,070,700 ¹	+140%	1.06	7,656,000	860,300	.48
3M.....	Year 12/31/75	3,127,000,000	+ 6.5%	261,600,000	-13.3%	2.29	2,936,000,000	301,700,000	2.66
Media General.....	Year 12/31/75	171,462,000	+18.2%	13,760,000	+60.5%	1.95	144,945,000	8,570,000	1.24
Scientific-Atlanta.....	6 mo. 12/31/75	20,375,000	+26.8%	809,000	+57%	.54	16,058,000	515,000	.38
Scripps-Howard Broadcasting.....	Year 12/31/75	36,954,489	+13.8%	8,369,161	+22%	3.23	32,476,968	6,860,010	2.65
Technical Operations.....	3 mo. 12/27/75	22,795,000	-21.9%	46,000	-85.6%	.03	29,215,000	320,000	.24
Tektronix.....	6 mo. 11/15/75	157,068,000	+ 4.7%	11,920,000	+13.6%	1.36	149,993,000	10,492,000	1.22
Tocom.....	6 mo. 12/31/75	1,386,716	-18.9%	169,651	+114.7%	.28	1,708,000	79,000	.12
United Cable TV.....	6 mo. 11/30/75	7,295,000	+32.5%	(2,922,000)	*	(1.56)	5,503,000	(425,000)	(.23)

*Change too great to be meaningful.

¹Includes cost savings resulting from merger with Creative Management Associates Inc. in Dec. 1974.

Fates & Fortunes[®]

Media

Richard L. Beesmyer, VP, affiliate relations, ABC-TV, named to new post of VP, affiliate development. **Robert F. Fountain**, VP/director of affiliate relations, appointed VP, affiliate relations. **Donal L. Flynn**, VP, business affairs, ABC Television, New York, given additional responsibilities and named VP, business affairs and contracts.



Beesmyer



Forman

Sallie H. Forman, coordinator, government

relations office, NBC, Washington, named administrator, government relations, new position.

Ronnie Eldridge, executive producer of *Woman Alive* series on Public Broadcasting Service and one of original founders of Forum Communications, contender for channel occupied by WPIX(TV) New York, elected president of Forum, succeeding **Lawrence K. Grossman**, who resigned following election as president of PBS (BROADCASTING, Jan. 19). Succeeding Mr. Grossman as treasurer/board member, is **Robert Rosencranz**, VP, Oppenheimer & Co., New York.

Dick McKee, general manager, KOB-AM-FM Albuquerque, N.M., becomes president/part owner, Aloha Broadcasting, Hilo, Hawaii. **Lloyd Barhan**, KOB-AM-FM sales manager, named VP/general manager, Aloha's KPUA(AM) Hilo.

Rick Dees, air personality, WMPS(AM) Memphis, given additional duties as national promotions director for licensee, Plough Broadcasting there.



Israel

Dennis R. Israel, director of administration and planning for RCA International, named managing director of Straus Communications Inc., operator of WMCA(AM) New York, effective March 8. President R. Peter Straus said he'll give impetus to company's expansion plans.

Mr. Israel was general manager of WNUS-AM-FM Chicago 1967-69, VP and general manager of Westinghouse Broadcasting's Radio Advertising Representatives 1969-70 and of NBC's WMAQ-AM-FM Chicago 1970-72 before joining RCA's Hertz Rent-a-Car division in 1972.

Stan Cohen, national sales manager, ABC Radio FM Spot Sales, New York, named station manager/general sales manager, NBC-owned WNWS-FM there.

Joseph Provenzano, sales manager, WAMM(AM) Flint, Mich., named station manager, KODE(AM) Joplin, Mo.

Pat Shaughnessy, executive VP, Drake-Chenault Enterprises, and station manager, KIQQ(FM) Los Angeles, promoted to VP/general manager, KIQQ.

Elizabeth W. Stiltz, community services director, WLW(AM)-WLWT(TV) Cincinnati, named communications director, WLWT.

Sharon R. Craig, promotion/publicity director, KING-AM-FM Seattle, named publicity director, KTVU(TV) Oakland, Calif.

Ronald Kempff, general manager, WHIO-AM-FM Dayton, Ohio, and **Jack P. McCarthy**, general manager, WHIO-TV there, named VP's of licensee, Miami Valley Broadcasting Corp. there, subsidiary of Cox Broadcasting. **Gail R. Levin**, Dayton city commissioner, named to newly created post of community relations director, WHIO-TV.

Bob Eolln, commercial photography director, WBNG-TV Binghamton, N.Y., named promotion director.

Bill Heyman, sales manager, KGBT-TV Harlingen, Tex., named station manager.

Paul Mansfield, air personality, noncommercial KUMN(FM) Albuquerque, N.M., named general manager.

Robert E. Miss, associate director, UNC-TV Network (network of University of North Carolina, noncommercial TV's), Chapel Hill, named network director. **Lance W. Ozler**, administrative assistant, named planning/administrative services director. **Mary F. Leaver**, communications relations associate, named audience services director.

New committee chairpersons, Broadcast Promotion Association for 1976: **Gord Hume**, CHYM(AM) Kitchener, Ont., awards; **Lee Pockock**, KSL(AM) Salt Lake City, by-laws and parliamentary; **Mickey Wellman**, WWL-AM-FM-TV New Orleans, college liaison; **Roger Ottenbach**, WEEK-TV Peoria, Ill., education and research; **Al Gordon**, WHC-TV Pittsburgh, employment; **Bob Edell**, Storer Broadcasting, Miami Beach, Fla., finance and audit; **Gail Morrell**, CFCF-TV Montreal, industry relations, Canada; **Harry Honig**, KSD(AM) St. Louis, industry relations, radio; **Roy Lang**, WTLV(TV) Jacksonville, Fla., industry relations, television; **Grace McElveen**, WAFB-TV Baton Rouge, La., member services; **Lynne Grasz**, KOLN-TV Lincoln, Neb./KGIN-TV Grand Island, Neb., membership; **Ron Klayman**, WQAD-TV Moline, Ill., nominating; **Tom Dawson**, CBS Radio, New York, public and trade relations, and **Clarence Martin**, KYTV(TV) Springfield, Mo., publications.

Broadcast Advertising

Marc W. Morgan, account executive, ABC-FM Spot Sales Inc., Chicago, appointed Midwest manager, succeeding **James F. Smith**, earlier appointed national sales manager for company in New York.

William Spell, account executive, Storer Television Sales, New York, named national sales manager of commonly owned WSPD-TV Toledo, Ohio.

Bella D. Manalo, associate research director of J. Walter Thompson, New York, and **John**

H. Dunmar, account supervisor, appointed VP's of JWT.



O'Connor

Richard D. O'Connor, VP/chief operating officer, Campbell-Ewald, Detroit, named president, succeeding **Hugh M. Redhead**, who died in plane crash Sept. 12, 1975 (BROADCASTING, Sept. 22, 1975).

Richard B. White, senior VP and management supervisor, BBDO Inc., New York, named executive VP.

Gregg E. Brumm, corporate assistant treasurer/financial services manager, D'Arcy-MacManus & Masius, St. Louis, named VP.

Jerry C. Roach, art supervisor, Needham, Harper & Steers, Chicago, named creative supervisor, Benton & Bowles there.

Robert P. Donohue, account executive, KTTV(TV) Los Angeles, named national sales manager, WNEW-TV New York. Both are Metromedia stations.

David T. Butts, broadcast media buying director, Lindsey, Bradley & Johnston advertising, Chattanooga, named VP, broadcast media.

JoAnne Adams, salesperson, Katz Radio, San Francisco, named manager, Detroit office.

Peter Triolo, chief administrative officer, Rosenfeld, Sirowitz & Lawson, New York, named VP, marketing, Allscope Services Inc., media services there.

Rob Fisher, research director, WCBS-AM-FM New York, named associate research director, Major Market Radio, station representatives there.

David Lykes, sales manager, KGBT(AM)/station manager, KGBT-TV Harlingen, Tex., named VP of corporate sales for parent, Tichenor Media System there.

Patricia Corrado, with Fern-Hanaway advertising, Providence, R.I., named assistant media buyer, Media Services Inc., media buying/consulting firm there.

Lucille Gionet, senior buyer, McCann-Erickson, New York, named media director, David Singer Associates there.

Dave Dodds, account executive, WHEN-TV Syracuse, N.Y., named sales manager, WBNG-TV Binghamton, N.Y.

John Page Otting, general sales manager, WEBN(FM) Cincinnati, named VP of licensee, Circe Communications there.

Len Tronick, West Coast regional sales manager, Top Market TV representatives, Los Angeles, named local sales manager, KTTV(TV) there.

Danelle L. Durden, research/program planning specialist, Petry Television Inc., New York, named research/sales promotion director, WMAL-TV Washington.

Dennis P. Collins, national sales manager, WHIO-AM-FM Dayton, Ohio, promoted to radio sales manager.

Ronald G. Carter, local account executive, KIRO-AM-FM Seattle, promoted to assistant sales manager.

Programming



Fusco

Joseph Fusco Jr., VP, advertising/promotion/publicity, Independent Television Corp., New York, named executive VP, advertising-public relations, motion picture and television division of ITC.

Harold Coe, production manager, LBJ Productions, Chattanooga, named VP.

Frank Beazley, owner, Newtel Syndication, Bala-Cynwyd, Pa., and former VP, TVN, New York, named marketing director, Alcare Communications, Philadelphia. Mr. Beazley served as sales director, WCAU-TV Philadelphia, for 17 years before joining TVN.



Beazley



Polk

Lee Polk, director of children's programming (East Coast), ABC-TV, New York, named director of film/television, King Features Syndicate, subsidiary of Hearst Corp., New York.

Sandra E. Landau, attorney, Viacom International, New York, appointed associate general counsel.

Don King, director, WCBS-TV New York, named director of *The Mike Douglas Show* for Group W Productions, Philadelphia.

Herbert Miller, Kansas City (Kan.) regional manager, Cinema Centre Films, Bend, Ore.-based film distributor, named executive VP, Kansas City.

Gigi Yellen, air personality, KLEF(FM) Houston, named program director.

Steven L. Fisher, promotion/publicity director, WLWT(TV) Cincinnati, named program manager, WJRT-TV Flint, Mich.

Dan Jackson, with WWLA(FM) La Crosse, Wis., named program director, WIZM(AM) there, succeeding **Paul Kavanaugh**, named music director.

Robert W. Knight, program director, WRoc(AM)-WPXY(FM) Rochester, N.Y., named to same position, WWVA-AM-FM Wheeling, W. Va.

Larry Brook, operations manager, WGBT-TV Harlingen, Tex., promoted to program director.

Hugh R. Fisher, program services director, noncommercial UNC-TV Network (University of North Carolina), Chapel Hill, named program development director. **Bob D. Royster**, operations manager, named program operations director.

Broadcast Journalism

Joseph Assenheim, acting broadcast executive, Associated Press, New York, named national broadcast executive for Western states. **Jim Wessel**, AP broadcast executive, named national broadcast executive for Eastern states. **John Bennitt**, AP broadcast executive, named director of special projects. In other AP personnel changes; **Steve Loeper**, desk supervisor, Los Angeles, named California broadcast supervisor there. **Tom Fenton**, reporter/editor, Albuquerque, named New Mexico broadcast editor, succeeding **Ruth Ann Ragland**, named desk editor, Columbus, Ohio. **Gil Broyles**, Oklahoma reporter/editor, named broadcast editor there.

John Bacevicius Jr., news editor/legislative correspondent, noncommercial WSSR(FM) Springfield, Ill., joins UPI, national broadcast division, Chicago, as writer.

J. Alan Salita, assistant news director, KNXT(TV) Los Angeles, promoted to newly created post of news operations director.

James Thistle, executive producer, news and public affairs, WCVB-TV Boston, promoted to news director.

Fred Caesar, assistant executive news coordinator, KMOX-TV St. Louis, named assistant news director/producer, KSD-TV there.

Arthur Kent Jr., news director, KCPX-TV Salt Lake City, named news manager, WIC-TV Pittsburgh.

Irv Cuevas, reporter/anchor, WSB-TV Atlanta, named producer.

Steve Geimann, news director, WKOP(AM) Binghamton, N.Y., named reporter/anchor/producer, WNB(AM)-WQYT(FM) there.

Alfred Warlick, senior editor/executive news producer, WGHP-TV High Point, N.C., named reporter/anchor, WRCB-TV Chattanooga.

Ann Anderson, producer/anchor/action reporter, WCIA(TV) Champaign, Ill., given additional duties as assignment editor, succeeded as action reporter by **John Slattery**, general assignment reporter.

Doug White, news director, WHEB(AM) Portsmouth, N.H., named news editor/anchor, WHLO(AM) Akron, Ohio.

Pat Weinstein, general assignment reporter, KOCO-TV Oklahoma City, named to same position, WLWT(TV) Cincinnati.

Judith C. Fertig, reporter, WKNE(AM) Keene, N.H., named to same position, WKXL-AM-FM Concord, N.H.

Jessie Graham, cameraman/reporter, WKRC-TV Cincinnati, named to same position, WALA-TV Mobile, Ala.

Virginia Bachelier, co-anchor, WSYR-TV Syracuse, N.Y., named reporter/public affairs staffer, noncommercial WXXI-FM-TV Rochester, N.Y.

Cable

Peter Hanson, marketing director, Cannondale Corp., Stamford, Conn. sports-equipment manufacturer, named treasurer, Home Box Office, New York.



Miller

ton, named VP, cable relations, Turner Communications Corp., Atlanta.

Wallace D. Miller, Northwest district manager, Teleprompter, New York, named general manager, Theta Cable, Los Angeles system jointly owned by Teleprompter and Hughes Aircraft.

Donald M. Andersson, VP, planning and statistical services, National Cable Television Association, Washington, D.C., named VP, cable

Equipment & Engineering

Harry B. Proudman, assistant VP, video products division, Sony Corp. of America, New York, named national account manager, Cramer Electronics, North Haven, Conn.

Richard Putman, with General Electric, New York, named instrumentation optics manager, Angenieux Corp. of America, Ronkonkoma, N.Y.

Donald F. Smith, broadcast products sales manager, Telemation, Salt Lake City, named national sales manager, Commercial Electronics Inc., Mountain View, Calif.

Robert Way, technical operations supervisor, KTVU(TV) Oakland, Calif., named assistant chief engineer.

Pete Comandini, assistant director, Image Transform Inc., North Hollywood, Calif., named technical sales director.

Charles F. Riley, president, Tele-Color Productions, Alexandria, Va., named first chairman, Society of Broadcast Engineers, Alexandria chapter.

David L. Hipkins, radio communications system design/development manager, Telcom Inc., Vienna, Va., named deputy manager, engineering/technical operations, Voice of America, Washington.

Ben W. Agee, general manager, operations, Northwestern Bell Telephone Co., Minneapolis, named president/director, RCA Alaska, Anchorage.

Allied Fields

Gerald H. Matti-son, executive VP/principal, Transcable Inc., West Haverhill, N.Y., named president, Microwave Entertainment Network and subsidiary, Marquee Entertainment Network, Washington. He is former VP of marketing and manufacturing, Coral Inc., P.R., and VP, Vikoa Inc., New York.

James M. Ritter, executive producer, WCBS-TV New York, named senior news analyst, TelCom Associates there.

Ronald B. Wilkes, involved with development of Broadcast Industry Automation System (BIAS) for Data Communications Corp., Memphis, named manager, DCC systems and programming.

Frank A. Astrologes, president, Oak Industries, Crystal Lake, Ill., named chairman/chief financial officer, World Pay Television, Los Angeles, newly formed subsidiary of Oak.

John P. Malcom, assistant speech/radio/television professor, North Carolina State University, Raleigh, named associate director, Telecommunications Center, Ohio State University, Columbus.

John W. Lytle, assistant news director, KTV(TV) Sioux City, Iowa, named assistant professor of journalism-mass communications, South Dakota State University, Brookings.

Nancy K. Dockrey, television department, William Morris Agency, New York, with responsibility for daytime network/syndication, named member of New York regional panel of President's Commission on White House Fellowships.

Louis J. Kalb, account executive, Cox Broadcasting's WIC-TV Pittsburgh, named salesman, Cox Data Services, Atlanta.

Morton H. Wilner, Washington communications lawyer, will receive Alumni Award of Merit of University of Pennsylvania on Founders Day Feb. 17.

Deaths

Wilbur K. Miller, 83, retired judge, U.S. Court of Appeals, Washington, died Jan. 24 of heart ailment in Pompano Beach, Fla. He wrote 1955 opinion overturning FCC multiple ownership rules in Storer Broadcasting case, only to have Supreme Court reverse court and affirm commission. He also dissented from 1968 opinion affirming commission's ruling that cigarette advertising was subject to fairness doctrine. He was considered conservative in his term on bench, which included 19 years of full-time service and nine of limited service as senior circuit judge. He is survived by his wife, Marie.

Frank J. Morris, 56, West Coast manager of the National Association of Broadcasters's Code Authority died Jan. 26 following heart attack in Los Angeles. On NAB code staff since July 1959, Mr. Morris previously was senior editor with CBS Television, 1958-59, and producer and program executive with ABC, 1947-57, both in Hollywood. He is survived by his wife, Mildred, and one son.

George F. Bissell Sr., 71, president, Plattsburgh Broadcasting Corp., Plattsburgh, N.Y., died Jan. 9 at Plattsburgh medical center after brief illness. He formed company, licensee of WEAV(AM)-WGFB(FM), there in 1934. He is survived by his wife, Marie, and son, George Bissell Jr., general manager, WEAV-WGFB.

Paul H. Willis, 65, retired VP of advertising, Carnation Co., died in Los Angeles Jan. 17. He joined Carnation in 1945 and was named VP in 1955. He is survived by his wife, Elizabeth, two daughters and one son.

Miodrag M. Vukovich, 66, staff expert on eastern European affairs, Voice of America, Washington, died after heart attack Jan. 16 at Arlington (Va.) hospital. He joined VOA in 1954. He is survived by his wife, Yvonne.

Richard Vasquez, 45, manager, production art, Chiat/Day advertising, Los Angeles, died after heart attack Jan. 10 in Santa Monica, Calif., hospital. He had headed production art department since agency's founding in 1968.

Elizabeth Wright Evans, 66, host, *Community Workshop*, KING-TV Seattle, died Jan. 8. She is survived by two sons and one daughter.

The Broadcasting Playlist™ Feb 2

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 week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	I Write the Songs (3:39) Barry Manilow—Arista	1	1	1	1
2	2	Love Roller Coaster (2:52) Ohio Players—Mercury	2	6	3	2
7	3	Fox on the Run (3:24) Sweet—Capitol	5	5	2	4
13	4	50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	3	3	5	5
9	5	Love to Love You Baby (3:12) Donna Summer—Oasis	7	2	7	3
6	6	Convoy (3:48) C.W. McCall—MGM	6	4	4	7
4	7	Theme from 'Mahogany' (3:19) Diana Ross—Motown	4	8	8	9
3	8	Saturday Night (2:56) Bay City Rollers—Arista	8	10	9	10
5	9	I Love Music (3:37) O'Jays—Philadelphia Int'l.	11	9	6	8
8	10	Sing a Song (3:26) Earth, Wind & Fire—Columbia	9	7	10	6
12	11	Breaking Up is Hard to Do (2:53) Neil Sedaka—Rocket	10	11	11	11
14	12	Evil Woman (3:15) Electric Light Orchestra—United Artists	15	12	15	13
19	13	Theme from S.W.A.T. (4:07) Rhythm Heritage—ABC	12	15	14	14
15	14	Rock & Roll All Night (3:20) Kiss—Casablanca	19	14	12	12
16	15	Love Machine, Part 1 (2:55) Miracles—Tamla	14	13	17	15
10	16	Walk Away from Love (3:18) David Ruffin—Motown	17	16	13	16
21	17	You Sexy Thing (3:30) Hot Chocolate—Big Tree	13	17	16	18
24	18	Fly Away (2:59) John Denver—RCA	16	19	18	19
11	19	That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records	22	18	20	17
25	20	All By Myself (4:22) Eric Carmen—Arista	20	22	21	22
23	21	Love Hurts (3:03) Nazareth—A&M	21	20	23	21
49	22	Take It to the Limit (3:48) Eagles—Asylum	18	25	22	25
38	23	Fanny (Be Tender with My Love) (3:26) Bee Gees—RSO	27	37	19	20
33	24	Dream Weaver (3:15) Gary Wright—Warner Bros.	23	23	26	28
17	25	Fly Rob'n Fly (3:06) Silver Convention—Midland Int'l.	25	21	29	29
26	26	Times of Your Life (3:19) Paul Anka—United Artists	28	24	31	27
31	27	I Feel Like a Bullet (5:30) Elton John—MCA	29	31	30	30
45	28	Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M	26	29	28	36
28	29	Squeeze Box (2:39) Who—MCA	31	36	27	33
27	30	Over My Head (3:17) Fleetwood Mac—Reprise	39	47	24	23
30	31	Winners & Losers (3:13) Hamilton, Joe Frank & Reynolds—Playboy	24	32	33	37
—	32	December 1963 (3:21) Four Seasons—Warner Bros.	38	48	25	24
40	33	Dream On (3:25) Aerosmith—Columbia	33	27	34	34
18	34	Sky High (2:53) Jigsaw—Chelsea	32	30	35	31
29	35	My Little Town (3:52) Simon & Garfunkel—Columbia	51	26	37	26
37	36	Junk Food Junkie (3:03) Larry Groce—Warner Bros.	34	28	38	32
39	37	Slow Ride (3:45) Foghat—Bearsville	35	40	32	35

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
34	38	Paloma Blanca (3:27) George Baker Selection—Warner Bros.	30	34	36	44
—	39	Sweet Thing (3:18) Rufus featuring Chaka Khan—ABC	40	45	40	48
44	40	Grow Some Funk of Your Own (4:45) Elton John—MCA	42	39	42	41
42	41	Tracks of My Tears (3:12) Linda Ronstadt—Asylum	36	43	46	45
41	42	Wake Up Everybody (3:39) Harold Melvin & the Bluenotes—Phil. Int'l.	44	44	39	47
—	43	Somewhere in the Night (4:0) Helen Reddy—Capitol	40	45	40	48
50	44	White Knight (3:57) Cledus Maggard & the Citizens Band—Mercury	41	46	45	43
32	45	Island Girl (3:48) Elton John—MCA	*	33	49	39
36	46	Nights on Broadway (2:52) Bee Gees—RSO	*	35	*	38
22	47	Feelings (3:27) Morris Albert—ABC	46	42	47	46
35	48	The Way I Want to Touch You (2:35) Captain & Tennille—A&M	37	*	41	*
48	49	Bad Blood (3:12) Neil Sedaka—Rocket	43	*	44	*
—	50	S.O.S. (3:22) Abba—Atlantic	*	41	*	42

Country

5	1	Sometimes (2:52) Bill Anderson & Marylou Turner	3	1	1	5
21	2	Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	4	3	2	1
3	3	This Time I've Hurt Her More Than She Loves Me (2:27) Conway Twitty—MCA	1	9	4	2
19	4	The White Knight (3:57) Cledus Maggard & the Citizens Band—Mercury	2	10	5	4
8	5	Amazing Grace (3:17) Amazing Rhythm Aces—ABC	5	5	3	6
4	6	Let It Shine (2:26) Olivia Newton-John—MGA	8	8	6	9
1	7	Convoy (3:48) C.W. McCall—MGM	10	2	8	7
23	8	Since I Fell For You (3:02) Charlie Rich—Epic	6	6	11	8
6	9	Don't Believe My Heart Can Stand Another You (2:48) Tanya Tucker—MCA	11	4	9	3
2	10	Happiness of Having You (2:16) Charlie Pride—RCA	7	11	7	11
9	11	When the Tingle Becomes a Chill (2:59) Loretta Lynn—MCA	13	7	14	10
10	12	Hank Williams You Wrote My Life (3:06) Moe Bandy—Columbia	12	14	10	13
22	13	Somebody Hold Me (2:52) Narvel Felts—ABC/Dot	9	16	15	14
20	14	Somebody Loves You (2:17) Crystal Gayle—United Artists	14	12	16	15
11	15	Fly Away (2:59) John Denver—RCA	18	13	12	16
25	16	Motels and Memories (3:10) T.G. Shephard—Melodyland	17	15	13	18
—	17	Love Lifted Me (3:38) Kenny Rogers—United Artists	19	18	18	17
15	18	Just in Case (2:57) Ronnie Milsap—RCA	21	21	17	12
16	19	Last Game of the Season (Blind Man in the Bleachers) (3:30) Kenny Starr—Big Tree	20	17	21	19
18	20	Me & Old C.B. (2:47) Dave Dudley—RCA	*	19	19	22
—	21	Feel Again (2:38) Faron Young—Mercury	15	*	20	*
12	22	Country Boy (3:05) Glen Campbell—Capitol	24	20	25	*
—	23	Don't Stop in My World (2:43) Billy Walker—RCA	16	*	22	*
7	24	Overnight Sensation (2:45) Mickey Gilley—Playboy	22	22	24	23
14	25	Easy as Pie (2:58) Billy "Crash" Craddock—ABC/Dot	23	23	*	21

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 was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975).

Broadcasting in Congress. New resolution to permit daily live broadcasts from House floor continues to move along without incident in special House Rules subcommittee on broadcasting. Subcommittee Chairman B.F.

Sisk (D-Calif.) is optimistic about resolution's chances for passage; if all goes according to plan, system could be in operation by July 4, 1976. Resolution by Senator Lee Metcalf (D-Mont.) to do same thing in Senate is pending in Senate Rules Committee, but has received no attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14, 1975). 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, 1975).

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Latest meeting with Canadians on matter resulted in some optimism on commercial-deletion matter, but not on tax law (BROADCASTING, Jan. 19). Next meeting will be in Washington, before end of February.

Children's TV. FCC's policy statement on children's television programming, adopted in 1974 (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, 1975).

Commercials contract. Negotiators for Joint Policy Committee of Association of National Advertisers and American Association of Advertising Agencies have reached tentative agreement with American Federation of Television and Radio Artists and Screen Actors Guild on new three-year contract covering performers appearing in television commercials (BROADCASTING, Dec. 22, 1975). Proposal has been approved by governing board of unions and is to be submitted to membership for ratification by end of this month.

Community ascertainment. FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22, 1975). Rulemaking (Docket 19816) for non-commercial stations has also been issued; comments have been filed (BROADCASTING, Oct. 20, 1975).

Consumer agency. Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is

Senate's term for 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 says 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 concluded hearings on House's measure, H.R. 223, and will begin markup early this session.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownership 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, 1975). 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.

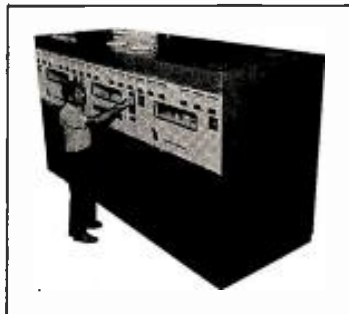
EEO guidelines. FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6, 1975).

Emergency Broadcast System. FCC has declared itself firm on April 15 deadline for implementation of new two-tone EBS set-up. It has rejected petitions by the Louisiana Association of Broadcasters for a one-year extension of effective date and by the National Association of Broadcasters for a six-month extension (BROADCASTING, Jan. 19).


Fairness doctrine bills. Senate Communica-

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tions 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 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). No further hearings have been scheduled on two Senate bills. 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.

Family viewing suit. Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Defendants have filed motions to dismiss in both suits (BROADCASTING, Jan. 19), with hearing on motions scheduled for Feb. 9. Trial date in Writers Guild case is set for April 6.

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, 1975); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13, 1975). 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 (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). 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, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). 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, 1975).

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (BROADCASTING, Jan. 5). Comments are due Feb. 15, replies March 1.

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) 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, 1975). Commission also fined WXPN(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of license abdication of responsibility (BROADCASTING, Dec. 8, 1975).

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

Leapfrogging. FCC has repealed rules that require cable systems to select closest stations in importing distant signals (BROADCASTING, Dec. 22, 1975).

License renewal legislation. More than 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. Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, has promised hearings in 1976. Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22, 1975).

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, National Association of Broadcasters and number of individual broadcasters. 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, 1975) is being opposed by broadcasters and cable operators in U.S. Court

of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10, 1975). 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, 1975); more were held in July (BROADCASTING, July 14, 21, 1975) and last month (BROADCASTING, Dec. 15, 1975).

■ **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, 1975). Group of Brunswick Record officials are scheduled for trial before District Judge Frederick D. Lacey in Newark, N.J. Several others under investigation have pleaded guilty (BROADCASTING, Jan. 26).

'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, 1975). 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, 1975).

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, 1975). 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. U.S. Court of Appeals has overturned FCC order asserting that WMCA(AM) New York violated personal attack rules. Court said commission substituted its judgment for that of licensee, Straus Communications (BROADCASTING, Jan. 19).

Public broadcasting funding. First-ever long-range funding bill for Corporation for



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Public Broadcasting has been signed by President Ford (BROADCASTING, Jan. 5). Bill authorizes expenditure of federal funds for CPB for next five years in amounts increasing from \$88 million in 1976 to \$160 million by 1980. Funds would be matched with private money CPB raises on its own: one federal dollar for every \$2.50 in private contributions. Parallel appropriations were stricken from bill due to objections of House Appropriations Committee, and will be provided for in separate legislation later. Appropriations Committee has said, however, it will appropriate funds for no more than three years.

■ **Ratings.** Nielsen prime-time averages season-to-date (first 20 weeks): CBS 19.7, NBC 18.2, ABC 18.0. Twentieth week alone: ABC 21.0, CBS 20.9, NBC 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, 1975). 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.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3, 1975). Commission's action was also dealt with in oversight

hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17, 1975). 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, 1975). 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. Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975). Conference committee will try again when Congress reconvenes late this month. Experimental law provided that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would 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 upheld by U.S. Court of Appeals in Washington (BROADCASTING, Dec. 22, 1975). Star had asked court to remand case to commission but was turned down (BROADCASTING, Jan. 26).

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

For the Record

As compiled by BROADCASTING, Jan. 19 through Jan. 23 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 applications

■ Topeka, Kan.—Amaturo Group seeks ch. 43 (644-650 mhz); ERP 1150 kw vis., 115 kw aur., HAAT 1118 ft.; ant. height above ground 1118 ft. P.O. address: c/o Joseph C. Amaturo, Box 5333, Ft. Lauderdale, Fla. 33302. Estimated construction cost \$816,679; first-year operating cost \$150,000; revenue none. Legal counsel: Koteen & Burt. Consulting engineer: Steel, Andrus & Adair. Principals: Amaturo Group is owned by Lawrence Enterprises Inc. which is, in turn owned by Douglas Enterprises. Joseph Amaturo, president, owns 20%, et al. Amaturo group is licensee of KQTV(TV) St. Joseph, Mo., KLYX(FM) Clear Lake City, Tex. and KKSS(FM) St. Louis. Joseph Amaturo also has interests in WFTL(AM) Fort Lauderdale, Fla., WESO-AM-FM Southbridge, Mass., WIRE(AM) Indianapolis. Ann. Jan. 16.

TV licenses

Broadcast Bureau granted following license covering new station:

■ KMUV-TV Sacramento, Calif. (BLCT-2453). Action Jan. 9.

AM applications

■ Benton, Ill.—Benton Broadcasting Co. seeks 1530 khz, 2.5 kw-D, DA. P.O. address: Suite 508, Wood Bldg., Benton, Ill. 62812. Estimated construction cost \$17,525; first-year operating cost \$43,400; revenue \$85,000. Format: Top 50 pops. Principals: Carroll L. Owens (49.6%) and Gerald D. Owens (49.6%), two others. Both Owens are attorneys and partners in title company. They also own WQRX(FM) Benton. Ann. Jan. 19.

AM start

■ KOKK Huron, S.D.—Authorized program operation on 1190 khz, 500 w-D. Action Jan. 9.

FM applications

■ Walnut Ridge, Ark.—Lawrence County Broadcasting seeks 106.3 mhz, 3 kw, HAAT 201 ft. P.O. address: c/o Danny J. Coker, Box 30, Walnut Ridge, Ark. 72476. Estimated construction cost \$18,147; first-year operating cost \$15,355; revenue \$18,500. Format: C&W, standard pops. Principals: William H. Cate (40%), William N. Cate (15%), R.O. Norris (20%) and Nora M. Norris (20%), Danny J. Coker (5%). Both Cates (father and son) are part owners of KRLW(AM) Walnut Ridge. Son (William N. Cate) is also majority owner of Arkansas Aero Inc. and KFTW(AM) Fredericktown, Md. Mr. Coker has interests in both stations. Ann. Jan. 21.

■ Lamar, Colo.—KLMR Inc. seeks 93.3 mhz, 100 kw, HAAT 229 ft. P.O. address: c/o Gordon Stafford, Box 890, Lamar, Colo. 81052. Estimated construction cost \$86,611; first-year operating cost \$36,020; revenue \$60,000. Format: easy listening. Principal: KLMR Inc. owns KLMR(AM) Lamar; Dennis Behan is president, Gordon Stafford is general manager. Ann. Jan. 21.

■ Ft. Pierce, Fla.—Henry M. Leshar Jr. seeks 95.5

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mhz, 100 kw, HAAT 443 ft. P.O. address: Box 4, Lexington Court, Whippany, N.J. Estimated construction cost \$19,900 (equipment only). Format: Concert music, inspirational. Principal: Henry M. Leshar is realtor and Florida representative for family interests in orange grove. Mr. Leshar has application pending for AM, also in Ft. Pierce. Ann. Jan. 16.

■ **Monett, Mo.**—Monett Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 270 ft. P.O. address: 1410 River St., Box 503, Carthage, Mo. 64836. Estimated construction cost \$27,000; first-year operating cost \$27,000; revenue \$30,000. Format: MOR variety. Principal: Lloyd C. McKenney is sole owner of Monett which owns KRMO(AM) Monett. Mr. McKenney also has partial interests in KMDO(AM) (25%) Ft. Scott, Kansas, KBHM(AM) (50%) Branson, Mo. and two cablevision companies. Ann. Jan. 21.

■ **Tarkio, Mo.**—Ashdown Broadcasters seeks 93.5 mhz, 3 kw, HAAT 233 ft. P.O. address: Rte. 1, Hwy. 32, Ashdown, Ark. 71822. Estimated construction cost \$22,808; first-year operating cost \$37,050; revenue \$50,000. Format: C&W, contemporary. Principals: Jimmy N. McCollum (30%), Norman W. Peacock (25%), C.N. McCollum (20%), and four others. Jimmy McCollum is VP, general manager with minor interests in KOKO(AM) Warrensburg, Mo. Mr. Peacock is physician. Steve Pearce (5%) is general manager and part owner of KMLA(FM) Ashdown, Ark. Ann. Jan. 19.

■ ***Albany, N.Y.**—State University of New York seeks 90.9 mhz, 10 w, HAAT 111 ft. P.O. address: 99 Washington Ave., Albany, N.Y. 12210. Estimated construction cost \$30,000; first-year operating cost \$25,445; revenue none. Format: Progressive music. Principal: SUNY is a public educational institution. Ann. Jan. 21.

■ ***New York—City College of New York** seeks 88.3 mhz, 2 kw (H), 1.285 kw (V), HAAT 270 ft. P.O. address: c/o Clive Enos, Speech Department, 137th St. and Convent Ave., New York 10031. Estimated construction cost \$60,000; first-year operating cost \$72,700; revenue none. Format: Educational, music variety. Principal: CCNY is four year public college operated by Board of Higher Education of the City of New York. Ann. Jan. 21.

■ **Patterson, N.Y.**—Patterson Communications seeks 105.5 mhz, 3 kw. P.O. address: Prospect Hill Rd., Brewster, N.Y. 10509. Estimated construction cost \$106,578; first year operating cost \$118,568; revenue none. Format: Beautiful music. Principals: Richard Novik (68.75%) and Kenneth Steinberg (31.25%). Mr. Novik is president and 76.2% owner of WPUT(AM) Brewster, N.Y. Mr. Steinberg is program director of WPUT. Ann. Dec. 12.

■ **Amarillo, Tex.**—Tascosa Broadcasting seeks 93.1 mhz, 30.5 kw, HAAT 161 ft. P.O. address: Box 9024, Amarillo, Tex. 79105. Estimated construction cost \$45,270; first-year operating cost \$20,000; revenue \$50,000. Format: Modern C&W. Principals: James D. Shelton (35%), Keith Adams (35%), Ted Y. Lokey (15%), and George Lokey (15%). Mr. Adams is former employee of KGNC-TV-AM-FM Amarillo. Two Lokeys have automotive and land interests. Mr. Shelton works for oil company. Ann. Jan. 22.

■ ***Huntington, W.Va.**—W.Va. Educational Broadcasting Authority seeks 89.9 mhz, 8.1 kw, HAAT 1200 ft. P.O. address: State Bldg., Six, Suite B-424, Charleston, W.Va. 25305. Estimated construction cost \$94,355; first-year operating cost \$4,600; revenue none. Format: Variety. Principal: Authority is specially created by state legislature. Proposed FM would serve as satellite station to *WVPB(FM) Beckley, W.Va. with possible supplemental programming. Ann. Jan. 22.

FM actions

■ ***Ketchikan, Alaska**—Rainbird Community Broadcasting Corp. Broadcast Bureau granted 105.9 mhz, 10 w. P.O. address: Box 17, Ketchikan, Alaska 99901. Estimated construction cost \$18,890; first-year operating cost \$18,200. Principal: Rainbird Community Broadcasting Corp., Thomas M. Shackle, president, is non-profit corporation under Alaska Educational Broadcasting Commission (BPED-2027). Action Jan. 13.

■ ***St. Thomas, V.I.**—Radio Workshop, St. Thomas District, Virgin Islands Council, Boy Scouts of America. Broadcast Bureau granted 88.9 mhz, 10 w, HAAT 30 ft. P.O. address: Box 2175, Vet. Drive, St. Thomas, V.I. 00801. Estimated construction cost \$3,679; first-year operating cost \$1,495. Principal: Henry Richardson, exploring director (BPED-2080). Action Jan. 15.

FM starts

■ **KRHS Bullhead City, Ariz.**—Authorized program

Summary of broadcasting

FCC tabulations as of Dec. 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,432	3	28	4,483	50	4,513
Commercial FM	22,704	0	63	2,787	123	2,890
Educational FM	764	0	40	804	58	862
Total Radio	7,900	3	131	8,034	231	8,265
Commercial TV	700	1	9	710	52	762
VHF	509	1	3	513	9	522
UHF	191	0	6	197	43	240
Educational TV	229	9	14	252	16	268
VHF	90	3	4	97	7	104
UHF	139	6	10	155	9	164
Total TV	929	10	23	962	68	1,030

*Special temporary authorization

**Includes off-air licenses

operation on 98.3 mhz, ERP 1.1 kw, HAAT 460 ft. Action Jan. 9.

■ **WGLY Goulds, Fla.**—Authorized program operation on 98.3 mhz, ERP 1.1 kw, HAAT 460 ft. Action Jan. 9.

■ ***WBCL Fort Wayne, Ind.**—Authorized program operation on 90.3 mhz, ERP 50 kw, HAAT 265 ft. Action Jan. 8.

■ **KCII-FM Washington, Iowa**—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 5.

■ ***KQAL Winona, Minn.**—Authorized program operation on 89.5 mhz, ERP 10 w. Action Jan. 8.

■ **WWLM Canton, Miss.**—Authorized program operation on 101.7 mhz, ERP 2.85 kw, HAAT 30 ft. Action Jan. 7.

■ **WONA-FM Winona, Miss.**—Authorized program operation on 96.7 mhz, ERP 2.5 kw, HAAT 185 ft. Action Jan. 5.

■ ***WDPS Dayton, Ohio**—Authorized program operation on 90.1 mhz, TPO 10 w. Action Jan. 5.

■ **KAMA-FM El Paso**—Authorized program operation on 93.1 mhz, ERP 30 kw, TPO 10 kw, HAAT 1190 ft. Action Dec. 30.

Ownership changes

Applications

■ **KALO(AM) Little Rock, Ark. (1250 khz)**—Seeks assignment of license from Mann Media to Ronald Curtis for \$300,000. Principals in seller are Bernard Mann and Gilbert Gans who also own WGLD-AM-FM High Point, N.C., and recently sold, subject to FCC approval, KEZQ(FM) Little Rock (BROADCASTING, Nov. 24). Mr. Gans has interests in KQAM(AM)-KSAQ(FM) San Antonio, Tex.; KVFM(FM) San Fernando, Calif., and KITT(FM) San Diego. Buyer is principal in KLAZ(FM) Little Rock and owns Ron Curtis and Co., communications executive search firm. Ann. 20.

■ **WHAN(AM) Haines City, Fla. (930 khz, 500 w-D)**—Seeks transfer of control of Radio Central Inc. from John H. Everbach (100% before; 0 after) to Edward F. and Bettie S. Shadburne (0 before; 100% after).

Consideration: \$140,000. Principals: Seller wishes to devote more time to majority interest in WOKB(AM) Winter Garden, Fla. Mr. Shadburne is former officer of WHAS(AM) Louisville, Ky. Mrs. Shadburne is housewife. Ann. Jan. 20.

■ **WOCN(AM) Miami (1450 khz, 1 kw-D, 250 w-N)**—Seeks assignment of license from WOCN Broadcasters to Minority Broadcasters for about \$1.1 million. Principals in seller are Ed Winton and Myer Feldman who own WWBA-AM-FM St. Petersburg and WCGL(AM) Jacksonville, both Fla. Buying group is headed by Manolo Rebozo, Miami city commissioner and contracting firm owner, and Carlos Fernandez, Miami attorney and former municipal judge. Other stockholders are Tomas Garcia Fuste who manages Spanish programming at WKID(TV) Fort Lauderdale, Fla., and Eduardo Cantera, Miami attorney. Ann. Jan. 20.

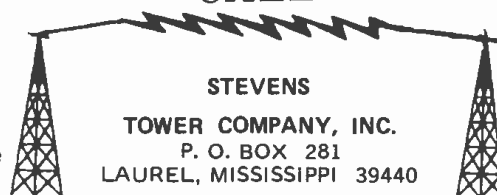
■ **WMLT(AM) Dublin, Ga. (1330 khz, 5 kw-D, 500 w-N)**—Seeks transfer of control of Dublin Broadcasting Co. from W. Newton Morris (65% before; 0 after) and Mrs. George T. Morris (20% before, 0% after) to State Broadcasting Corporation (0% before; 100% after). Consideration: \$300,000. Principals in seller are W. Newton Morris and his mother, Mrs. George T. Morris 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. Ann. Jan. 20.

■ **KGU(AM) Honolulu (760 khz, 10 kw-U)**—Seeks transfer of control of Communications Hawaii from Copley Press (100% before; 0 after) to Sacramento-Hawaii Inc. (0 before; 100% after). Consideration: \$400,000. Principals: Copley Press is selling to concentrate "on other business entities." Buyers include The Sacramento Union Corp. (87.5%) and Donald Metzger (12.5%). Mr. Metzger is presently president and general manager of KGU. Sacramento Union is owned by Global Communications Corp. which is 100% owned by John P. McGoff. Global also owns Sacramento Suburban Newspapers, a television newsgathering company and a printing and publishing company. Ann. Jan. 20.

■ **KESM-AM-FM El Dorado Springs, Mo. (AM: 1580 khz, 500 w-D; FM: 107.1 mhz, 3 kw)**—Seeks assign-

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ment of license from Daryl L. Fredine to Cedar County Broadcasting for \$150,000. Seller is purchasing, subject to FCC approval, WVLR(FM) Sauk City, Wis. Buyer is chief engineer at KCMO(AM) Kansas City, Mo. Ann. Jan. 20.

■ **KDRG(AM) Deer Lodge, Mont.** (1400 khz)—Seeks assignment of license from David R. Fransen, receiver to Deer Lodge Broadcasting for \$65,000. Buyer: David Randle Fransen is sole owner of Deer Lodge and current manager of KDRG and receiver-manager of WMBH(AM) Joplin, Mo. Ann. Jan. 20.

■ **WEBR(AM)-WREZ(FM) Buffalo, N.Y.** (AM: 970 khz, 5 kw-D; FM: 94.5 mhz, 105 kw)—Seeks assignment of license from Queen City Radio Corp. to Western N.Y. Educational Television Association for \$1,950,000. Seller: Queen City, also owner of WCBE Inc., licensee of WREZ, is selling because of losses. Western is non-stock educational corporation, and is licensee of *WNED-TV Buffalo, N.Y. Ann. Jan. 20.

■ **WCGR(AM)-WFLC(FM) Canandaigua, N.Y.** (AM: 1550 khz, 250 w-D; FM: 102.3 mhz, 3 kw)—Seeks transfer of control of Canandaigua Broadcasting Co. from Estate of Westley Kimble (100% before; 0 after) to George, Russell, William, Katherine Kimble (0 before; 100% after). Consideration: \$64,657. Principals: George (43-1/3%), Russell (43-1/3%), William (6-2/3%) and Katherine (6-2/3%) are children of deceased. George and Russell Kimble are president and director, respectively, of Canandaigua Video-Cable TV and employees of WCGR. William Kimble is restaurant manager. Katherine Kimble is student. Marion Kimble Douglas, mother of proposed transferees, sold her 50% ownership of stations, estate transferred remaining 50%. Ann. Jan. 20.

■ **KMFM(FM) San Antonio, Tex.** (96.1 mhz, 60 kw)—Seeks assignment of license from Harry Pennington Jr., deceased, to Rosa Lee Pennington for no consideration. Ms. Pennington was wife of licensee. Ann. Jan. 20.

Actions

■ **WDGM(FM) Leesburg, Fla.** (106.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from

Heard Broadcasting to Magic Box Media for assumption of liabilities up to \$271,000. Seller: Donald G. Manuel, president. Assignor has recently sold WLBE(AM) Leesburg. Buyers: Edward W. Englander, Norma Kaplan and James J. Shipley (33-1/3% each). Mr. Englander is auto dealer, Ms. Kaplan has interest in retail furniture stores and Mr. Shipley is marketing consultant (BALH-2170). Action Jan. 14.

■ **WGKA(AM) Atlanta** (1190 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from GCC Communications of Atlanta Inc. to WGKA Inc. for \$250,000. Sellers: Alexander M. Tanger (100% common stock) and General Cinema Corp. (100% preferred stock) own WFI(FM) Philadelphia, KRBE(FM) Houston, WGCL(FM) Cleveland, WEFM(FM) Chicago and WGZC(FM) Atlanta. General Cinema also has 85% interest in WCIX-TV Miami. Buyer: Eathel Holley (100%) owns WNEA(AM) Newman, Ga. (BAL-8325). Action Jan. 15.

■ **WIIN(AM) Atlanta** (970 khz, 5 kw-D, DA-D)—Broadcast Bureau granted assignment of license from Georgia Network to Sudbrink Broadcasting of Georgia for \$25,000 and assumption of liabilities of \$575,000. Seller: Donald C. Kennedy, president, has interest in permittee of WATL-TV Atlanta. Buyers: Robert W. Sudbrink (55%), Margareta Sudbrink, trustee (37%). The Sudbrinks have controlling interest in WLYF(FM) Miami, WLIF(FM) Baltimore, WWEZ(FM) Cincinnati, WEZW(FM) Wauwatosa, Wis., WLAK(FM) Chicago, and WPCF(FM) Atlanta, both Georgia (BAL-8514). Action Jan. 16.

■ **WAVO(AM) Decatur, Ga.** (1420 khz, 1 kw-DA-D)—Broadcast Bureau granted assignment of license from Sudbrink Broadcasting of Greater Atlanta to Bible Broadcasting Network. No consideration; charitable contribution. Seller: Robert W. Sudbrink (see above listing). Buyer: Bible Broadcasting is nonstock, charitable organization, Lowell Davey, executive director (BAL-8521). Action Jan. 16.

■ **WGAF(AM) Valdosta, Ga.** (910 khz, 5 kw-U, DA-N)—Broadcast Bureau granted transfer of control of Valdosta Broadcasting Co. from Estate of George B. Cook Sr. (64% before; none after) to William Orson Woodall (36% before; 100% after). Consideration: \$170,000. Principal: Mr. Woodall owns 25% of WGRA(AM) Cairo, Ga. Action Jan. 15.

■ **WAYX-AM-FM Waycross, Ga.** (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 102.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Radio Station WAYX to Radio Waycross for \$350,000. Seller: Omnibus Inc., parent of WAYX, Harry W. Farmer, president, is also selling WBLU(AM) Salem, Va. Buyers: William G. Brown, Clinton G. Moor (47% each) et al. Mr. Brown is manager and stockholder and Mr. Moor is operations manager of WACX(AM) Auttall, Ga. They also own engineering firm and 1/3 interest each in WMOG(AM) Brunswick and WTIF(AM) Tifton, both Georgia. While two Radio Waycross principals own majority of stock of two other Georgia AM stations, one of which is located 68 miles from Waycross and the other 52 miles, FCC found each community involved had small population and that diversity of media voices was available in each service area. Action Jan. 20.

■ **KGMQ(FM) Honolulu** (93.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Heftel Broadcasting-Radio to Aloha Broadcasting Co. for \$490,000. Buyers: Dick McKee, general manager of KOB-AM-FM Albuquerque, N.M., and Thomas K. Reed, investor, also bought KPAU(AM) Hilo, Hawaii from Cecil Heftel of Heftel Broadcasting (BALH-2218). Action Jan. 15.

■ **WCFL-TV Chicago**—Broadcast Bureau granted assignment of permit from Chicago Federation of Labor and Industrial Union Council to Christian Communications of Chicagoland for \$850,000. Seller, federation of about 90 labor organizations, also owns WCFL(AM) Chicago. Buyer is nonprofit, nonstock corporation with no other broadcast interests (BAPCT-516). Action Jan. 16.

■ **WFMW-AM-FM Madisonville, Ky.** (AM: 730 khz, 500 w-D; FM: 93.9 mhz, 27.1 kw)—Broadcast Bureau granted transfer of control of Sound Broadcasters from Gladys Kelley, executrix of estate of Elmer L. Kelley Jr. (100% before; none after) to Gladys Kelley (none before; 100% after). No consideration. Transfer of control to Mrs. Kelley, president of Sound Broadcasters, is to complete execution of will of Mr. Kelley (BTC-7872). Action Jan. 15.

■ **WNNR(AM) New Orleans-WXEL(FM) Slidell, La.**—Broadcast Bureau granted assignment of licenses

from Security Broadcasting Inc. to Security Broadcasting of New Orleans Inc. (BAL-8576, BALH-2224, BALST-290). Action Jan. 19.

■ **WEMT(TV) Bangor, Me.**—Broadcast Bureau granted assignment of license from Downeast Television Inc., Debtor-In-Possession to Eastern Maine Broadcasting System Inc. for \$530,000. Seller: Herbert S. Hoffman (28%) owns WUNR(AM) and WBOS(FM) Brookline, Mass. Other principals have no broadcast interests. Buyer: John J. and Gerard R. Pineau (each 50%) own WPNO(AM) Auburn, Me. and WSKW(AM), WTOS-FM, both Skowhegan, Me. Action Jan. 20.

■ **WWTC(AM) Minneapolis**—Broadcast Bureau granted transfer of control of licensee corp. from Richard D. Buckley Jr., Bankers Trust Co., and Martha Ann Buckley Fahnoe, executors of estate of Richard D. Buckley, to Buckley Enterprises Inc. (BTC-7922). Action Jan. 12.

■ **WEHH-FM Elmira, N.Y.** (94.3 mhz, 950 w)—Broadcast Bureau granted assignment of license from Elmira Heights-Horseheads Broadcasting Co. to Condit Communications Corp. for \$210,000. Seller: Frank P. Emmagene Swezey and Anthony P. Saia own WEHH(AM) Elmira. Buyer: Robert D.S. Condit owns WELM(AM) Elmira (BALH-2204). Action Jan. 15.

■ **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 WFMC(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 Jan. 15.

■ **WFRC(AM) Reidsville, N.C.** (1600 khz, 1 kw-DA-N)—Broadcast Bureau granted assignment of license from WFRC Inc. to Travis Broadcasting for \$350,000. Seller: Eugene F. Smith, president, has no other broadcast interests. Buyers: Charles C. (45%) and Jessica Travis (55%). Mr. Travis is salesman for WFRC(AM). Mrs. Travis has interest in restaurant and apartment buildings (BAL-8539). Action Jan. 12.

■ **WLWT(TV) Cincinnati** (ch. 5)—Broadcast Bureau granted assignment of license from Avco Broadcasting Corp. to Channel 5 of Cincinnati Inc. for \$16,300,000. Seller: Avco is in process of selling WLWC(TV) Columbus, WLWD(TV) Dayton, both Ohio and KMOL-TV San Antonio, Tex. Buyer: Multimedia Broadcasting, subsidiary, is licensee of WFBC-AM-FM-TV Greenville, S.C., WBIR-AM-FM-TV Knoxville, Tenn., WMAZ-AM-FM-TV Macon, Ga. and WWNC(AM) Asheville and WXII(TV) Winston-Salem, both North Carolina and has recently bought KAAY(AM) Little Rock, Ark., WAKY(AM) Louisville, Ky. and KEEL(AM)-KMBQ(FM) Shreveport, La. Corporation is publicly traded (BALCT-575, BALRE-2928, BALTP-471, BALTS-398). Action Jan. 16.

■ **WVFC(AM) McConnellsburg, Pa.**—Broadcast Bureau granted assignment of CP from Town Radio to Fulton County Radio. Principals remain the same (BAP-838). Action Jan. 12.

■ **WPAM(AM) Pottsville, Pa.** (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Miners Broadcasting Service to Curran Communications for \$550,000. Seller: Executors of Kenneth F. Maguire estate (63.2%), and John W. Angst (36.8%), own WLSH(AM) Lansford, Pa. Buyer: John J. (50%) and James J. (50%) Curran, both attorneys (BAL-8561). Action Jan. 16.

■ **WWPA(AM) Williamsport, Pa.**—Broadcast Bureau granted involuntary transfer of control of licensee corporation from Woodrow W. Ott to W. William Ott and North Central Bank, administrators of estate of Woodrow W. Ott (BTC-7924). Action Jan. 12.

■ **WSVA-TV Harrisonburg, Va.** (ch. 3)—Broadcast Bureau granted assignment of license from Gilmore Broadcasting Corp. to Shenandoah Valley Television Systems for \$3,150,000 plus \$100,000 covenant not to compete. Seller: James S. Gilmore Jr., licensee of WREX-TV Rockford, Ill., KODE-AM-TV Joplin, Mo., WSWA(AM)-WQPO(FM) Harrisonburg, and WEHT(TV) Evansville, Ind. Buyer: Wholly owned



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subsidiary of Worrell Newspapers, has no other broadcast interests (BALCT-577, BALRE-2934, BALTS-401, BALTI-163). Action Jan. 15.

■ WOHN(AM) Herndon, Va. (1440 khz, 1 kw-D-DA)—Broadcast Bureau granted assignment of license from My Staff Inc. to United Communications Corp. for \$180,000 plus assumption of \$130,000 in liabilities and \$35,000 covenant not to compete. Seller: James F. Beattie owns half of WSSA (AM) Morrow, Ga. and is in process of buying WEXY (FM) Oakland Park, Fla. Buyers: Michael S. Hollis is attorney and Ronald Loewenthal is partner in advertising agency (BAL-8533). Action Jan. 13.

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

Facilities changes

TV application

■ *WITF-TV Hershey, Pa.—Seeks CP to change ERP to 438 kw vis., 43.8 kw aur; change type trans.; increase ant. height; HAAT 1419 ft. Ann. Jan. 12.

TV action

■ KENI-TV Anchorage—Broadcast Bureau granted mod. of CP to decrease aur. ERP to 3.44 kw (BMPCT-7608). Action Jan. 16.

AM applications

■ WHVL Hendersonville, N.C.—Seeks CP to increase daytime power to 5 kw; change type trans. Ann. Jan. 19.

■ KOKL Okmulgee, Okla.—Seeks CP to make changes in ant. system for addition of FM ant. Ann. Jan. 20.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KART Jerome, Idaho (BP-19,934), Jan. 2; KZNG Hot Springs, Ark. (BP-19,720), Jan. 9; WHLS Fort Huron, Mich. (BP-19,538), Jan. 7; WLUX Baton Rouge, La. (BP-19,976), Jan. 2; WPED Crozet, Va. (BP-19,921), Jan. 5.

FM applications

■ WCUM-FM Cumberland, Md.—Seeks CP to install new trans. and ant.; decrease ant. height; change TPO, ERP to 4 kw horiz., 4.095 kw-V; HAAT 1401 ft. H, 1391 ft. V. Ann. Jan. 19.

■ *WRUC Schenectady, N.Y.—Seeks CP to change frequency to 89.5 mhz; install new trans.; install new ant.; increase ant. height; change TPO, ERP to 10 kw; HAAT 840 ft. Ann. Jan. 10.

■ *KTCU-FM Fort Worth, Tex.—Seeks CP to install new trans.; install new ant.; change ERP to 3 kw (H&V) and HAAT 124 ft. (H&V). Ann. Jan. 21.

FM actions

■ WRQN Westbrook, Me.—Broadcast Bureau granted mod. of CP to change main studio location and remote control point to 779 Warren St., Portland (BMPH-14716). Action Jan. 15.

■ *WNUB-FM Northfield, Vt.—CP to change frequency to 89.5 mhz dismissed at request of applicant. Ann. Jan. 19.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WTOS-FM Skowhegan, Me. (BPH-9601), Jan. 9; WHRM Wausau, Wis. (BPED-2102 & Doc. 20178), Jan. 5; WICB Ithaca, N.Y. (BPED-1544), Jan. 8.

In contest

Designated for hearing

■ WAIR(AM) Winston-Salem, N.C., renewal proceeding: Holiday Broadcasting Corporation (Doc. 20688)—FCC designated for hearing Jan. 22. Issues specified against Holiday included a determination whether and to what extent licensee engaged in

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fraudulent billing practices or failed to exercise reasonable diligence to see that its agents and/or employees did not engage in such practices, to determine all the facts and circumstances surrounding the conduct, in the spring of 1974, of a "Key Club Bicycle Promotion" and whether this promotion was conducted in full compliance with FCC policy. Action Jan. 20.

■ WSEZ-FM Winston-Salem, N.C., **renewal proceeding:** Triad Broadcasting Co. (Doc. 20689)—FCC designated for hearing Jan. 22. Issues specified against Triad included a determination whether and to what extent the licensee engaged in fraudulent billing practices or failed to exercise reasonable diligence to see that its agents and/or employees did not engage in such practices. Action Jan. 20.

Procedural ruling

■ Fort Valley, Ga., **FM proceeding:** Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—FCC vacated December 11 order by its chief ALJ and granted request of Apostolic Council of Churches Inc. for change in hearing site. Hearings will be held in Macon, Ga., instead of Washington. Action Jan. 21.

Joint agreement

■ Bennington, Vt., **FM proceeding:** Catamount Broadcasters, Equinox Wireless Co. and Bennington Radio, competing for 94.3 mhz (Doc. 20391-3)—ALJ Reuben Lozner granted joint requests by applicants and approved settlement agreement that application of Catamount is granted; applications of Equinox Wireless Co. and Bennington Radio Inc. are dismissed with prejudice; and determination of reimbursement of Equinox and Bennington Radio is held in abeyance pending hearing and resolution of certain issues added by the Review Board's action of November 20, 1975, which issues are retained in hearing status (Docs. 20391-3). Action Jan. 21.

Initial decision

■ KSWR (AM) Rifle, Colo., **renewal proceeding:** Oil Shale Broadcasting Co. (Doc. 20231)—ALJ Walter C. Miller denied the application for renewal. Judge Miller ruled Oil Shale willfully and repeatedly violated rules and regulations and terms of its license and had broadcast no meritorious programming that would mitigate against such violations. The licensee prearranged, in part, a purportedly bona fide contest of chance with intent to deceive listening public, judge said. He also found Oil Shale deliberately made false entries in its operating log and made "numerous significant misrepresentations to the commission." Action Jan. 22.

Review board decisions

■ Glenwood Springs, Colo., **FM proceeding:** Colorado West Broadcasting and Glenwood Broadcasting (KGLN[AM]), competing for 92.7 mhz (Docs. 19588-9)—Review board granted application of Colorado West Broadcasting Inc. It denied application of Glenwood Broadcasting Inc. for same facilities. Board said it agreed with Judge Harrison's initial decision that Glenwood should be awarded comparative preference for integration of ownership and management, that Colorado West rated a slight comparative demerit for violating Section 1.514 of the rules, and that Glenwood should be assigned a comparative demerit for broadcasting code tone signals in unauthorized point-to-point communications (not designed for reception by the general public) over its station KGLN (AM) Glenwood Springs. Board said to these determinations however, it had added its own conclusion that Colorado West must be awarded a substantial diversification preference. Action Jan. 13.

■ High Point, N.C., **TV renewal proceeding:** Southern Broadcasting Co. (WGHP-TV High Point) and Furniture City Television Company, competing for ch. 8 (Doc. 18906-7)—Commission renewed license of WGHP-TV and denied competing application of Furniture City Television Company for new station on Channel 8. Grant of renewal is without prejudice to whatever action is deemed appropriate on disposition of several anti-trust proceedings against companies in which certain Southern stockholders and directors have decision-making positions. Action Jan. 21.

Fine

■ WTSB (AM) Lumberton, N.C.—Broadcast Bureau ordered to forfeit \$250 for violation of rules by failing

to log appropriate notation that indirect method of determining operating power was being used and daily entries of efficiency factor F with notation as to its derivation. Action Jan. 19.

Other actions

■ KCCI (TV) D3s Moines, Iowa—FCC renewed license of KCCI (TV), licensed to Cowles Communications Inc. (CCI). Grant was made subject to final outcome in case involving license renewal application for WESH-TV Daytona Beach, Fla., licensed to Cowles Florida Broadcasting Inc., a CCI subsidiary. Commission also dismissed petition to deny filed by Department of Justice, contending that Gardner Cowles, chairman of the board of CCI, controlled concentration of broadcast and daily newspaper facilities. Action Jan. 21.

■ WPTR (AM) Albany, N.Y.—FCC renewed license of WPTR, owned by WPTR Inc., for remainder of license term. FCC rejected petition by Tri-City Broadcast Coalition to deny renewal on grounds that WPTR failed to ascertain needs and interests of black and poor people in the community and failed to broadcast matter to meet problems relating to needs of those persons. Tri-City contended failure to broadcast such matter would continue during subsequent license period, and that WPTR also failed to provide equal employment opportunities for blacks. Commission said it found no merit to Tri-City's contentions with respect to WPTR's ascertainment efforts. Tri-City also failed to raise a substantial and material question of fact concerning WPTR's employment policies and practices, commission concluded. Action Jan. 14.

■ WMCA (AM) New York—Commission rescinded its October 1 action granting WMCA short-term license renewal and renewed station's license for regular three-year term expiring June 1, 1978. Straus Communications Inc., licensee of WMCA, requested reconsideration of the October 1 action, which had granted renewal to October 1, 1976. Commission said while it found Straus Communications' arguments for reconsideration unpersuasive, it believed an admonishment, rather than short-term renewal, is appropriate sanction. Ann. Jan. 23.

Rulemaking

Action

■ FCC acted on modifications of its small-market policy, which limits each network company to a single station in a market with four or fewer AM stations, and to two affiliations in a five-station market. Licensees of AM stations KNIE Cheyenne, Wyo. and KEYY Provo, Utah, requested waivers to permit them to affiliate with ABC despite one other ABC AM affiliation in the market. Third request was from Texas State Network (TSN), which sought relief from application of small market policy to its operations. FCC granted permission for one additional AM in Provo and Cheyenne to be affiliated with one of the ABC radio networks, in addition to one AM station in those cities already so affiliated. Commission also modified its July 1975 order that imposed a condition on multiple AM affiliations by TSN with AM stations in the same market. TSN now may have, with its TSN and CNS networks, affiliation with more than one AM and FM station in a market, provided that in any market where TSN is affiliated with more than one AM station, at least one AM or FM station must remain that does not present TSN or CNS programming. Action Jan. 22.

Translators

Applications

■ White Pine Television District No. 1, Lund & Preston, Nev.—Seeks ch. 3 rebroadcasting KLAS-TV Las Vegas and ch. 6 KLVX Las Vegas (BPT-TV-5480-1). Ann. Jan. 19.

Cable

Applications

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

■ Multi-County Cablevision, for Shreve, Ohio (CAC-05958): WLWC, WTVN-TV, WBNS-TV, Columbus, Ohio; WTOL-TV Toledo, Ohio; WSTV-TV Steubenville, Ohio; WTRF-TV Wheeling, W. Va.

■ Tele-View, for Roma, Tex. (CAC-05959): KGNS-TV Laredo, Tex.

■ Utah Cable Television, for Brigham City, Utah (CAC-05960); KWGN-TV Denver; KTXL Sacramento, Calif.; KTVU Oakland, Calif.

■ Empire State Cable TV Co., for Binghamton, N.Y. (CAC-05961): Requests certification of existing operations.

■ Warner Cable of Erwin and Warner Cable of Greenville for Unicoi county, (unincorporated areas) Tenn., Greenville, (town of) Tenn. and Greene County, (unincorporated areas) Tenn. (CAC-05962-4): WRET-TV Charlotte, N.C.

■ Deerfield Cable Systems, Box 15, 128 Mountain Rd., Greenfield, Mass. 01301 for Deerfield, (town of) Mass. (CAC-05990): WRLP Greenfield, Mass.; WCDC Adams, Mass.; WWLP, WHYN-TV, WGBY-TV, Springfield, Mass.; WGBH-TV, WBZ-TV, WSBK-TV, WCVB-TV Boston; WEKW-TV Keene, N.H.; WFSB-TV Hartford, Conn.

■ Bagley City Cable TV, Box M, Bagley, Minn. 56621 for Bagley, Minn. (CAC-05991): KDAL-TV Duluth, Minn.; KXJB-TV Valley City, N.D.; WDAY-TV, KTHI-TV, KFME Fargo, N.Dak.; KBJR-TV Superior, Wisc.; KNMT Walker, Minn.

■ Roanoke Rapids Telecab for Weldon, Gaston, (town of) and Roanoke Rapids, N.C. (CAC-05982-4): Requests certification of existing operations.

■ Telaco, for Front Royal, Va. (CAC-05985): Requests certification of existing operations.

■ Warner Cable of Island Falls/Patten for Island Falls, Me. (CAC-05986): CKCW-TV New Brunswick, Canada.

■ Tower Cable, Newark, Ohio (CAC-05987): WTTV Bloomington, Ind.

■ Berkshire Cable Television Co., for Lenox, Mass. (CAC-05988): WOR-TV, WPIX, New York.

■ Forest Cable TV Co. for Forest, Miss. (CAC-05989): WHTV Meridian, Miss.

■ Warner Cable of Kingsport for Weber City, (town of) Va. (CAC-05979): WRET-TV Charlotte, N.C.

■ Jerold Polinsky c/o Spectrum Communications, 131 W. First St., Duluth, Minn. 55802 for St. Louis Park, Minn. (CAC-05980): WCCO-TV, WTCN-TV, KTMA-TV Minneapolis; KSTP-TV, KMSF-TV, KTCA-TV, KTCL-TV St. Paul; WGN-TV, WGN-TV Chicago; WBWT Winnipeg, Canada; WHA-TV Madison, Wis.

■ Grayson TV Cable Company, 125 E. Main St., Grayson, Ky. for Grayson, Ky. (CAC-05981): WSAZ-TV, WOWK-TV, Huntington, W.Va.; WCHS-TV Charleston, W.Va.; WCPO-TV, WLWT, Cincinnati; WXIX-TV Newport, Ky.; WLEX-TV, WKYT-TV, WTVQ-TV, Lexington, Ky.

■ Warner Cable of Abingdon, Saltville and Kingsport, for Abingdon, (town of), Washington county, (unincorporated areas), Saltville, (town of), Smyth county, (unincorporated areas), all Va.; Sullivan county (unincorporated areas), Hawkins county, (unincorporated areas), Kingsport, Lynn Gardens, Colonial Heights, Sullivan Gardens, Church Hill, (town of), all Tenn.; Scott county, (unincorporated areas) Va. Gate City, (town of) Va., and Mount Carmel, (town of) Tenn. (CAC-05965-78): WRET-TV Charlotte, N.C.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Tele-Media Co. of Adill, Foxburg borough, Perry township, and Hovey township, Pa. (CAC-04242-4); Eastern Telecom Corp./Upper St. Clair Cable TV, Upper St. Clair township, Pa. (CAC-05529); Cable Vision, Alma, Mich. (CAC-05685); TCI Pacifica Corp. Pacifica, Calif. (CAC-05719); Midwest Metro, (town of) Chappell, Neb. (CAC-05763); Fremont Cable Television, Fremont, Calif. (CAC-05790); Community Tele-Communications, Thermopolis, Wyo. (CAC-05796); Warner Cable of Fort Walton Beach, Cinco Bayou, Fla. (CAC-05808); Cablecom-General, Sherman, Tex. (CAC-05820); Glasgow Cablevision, Glasgow, Mont. and Glasgow Air Force Base, Mont. (CAC-05825-6); Petit Jean CTV Co., Danville, Ark. (CAC-05828); Tele-Media Company of Adill, specified unincorporated areas of Hancock county, W. Va. (CAC-05829); Cable TV, Dugger, Ind. (CAC-05830); Grenada Video, Grenada, Miss. (CAC-05833).

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RADIO

HELP WANTED MANAGEMENT

Gospel radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

Radio Station Manager. Full time AM radio in small market desires quality manager interested in long range career and excellent pay. Must have extensive sales experience with management experience also preferable. Good salary with fringe benefits. Location in southeastern U.S. Please send resume to Box A-94, BROADCASTING.

Operations Manager for Texas 50 kw AM. Strong engineering background and first class license required. Send complete resume and salary requirements to Box A-117, BROADCASTING.

Need General Manager long established low dial position Missouri AM. Must be aggressive. Sales and administration ability a must. Would consider present salesmanager who is ready for management. Send qualifications and references to Box A-207, BROADCASTING.

Area station in Midwest has management opportunity for well rounded individual, must have strong sales background with experience in all phases of radio. Must be able to motivate personnel and execute company policies. Write, giving qualifications, background and references to Box A-208, BROADCASTING.

America's fastest growing major market 14 station owner, is offering an excellent opportunity to an exceptional salesmanager to be the general manager of one of their metro market stations. The station is well rated in a very competitive top 100 market, and is an all new physical facility. You must be a heavy hitter on the street, and be presently winning as a salesmanager of another top rated station in an ARB market, with an understanding of modern programming techniques. If you're career dedicated, goal oriented, and can make things move, you'll grow with us. E.O.E. Box P-5, BROADCASTING.

General manager, midwest AM-FM. Must be honest, have sales experience. Send resume and letter outlining your view of small market radio. Box P-34, BROADCASTING.

California daytimer, seeking an experienced salesmanager, who can sell, lead and direct sales staff. Salary, incentives and benefits. Box P-46, BROADCASTING.

Move up to management. Young, aggressive group of broadcasters have turned the market on with product, promotion and ratings. Now we need a hard nose street seller/manager whose efforts will be rewarded with management, stock and income as the corporation expands. Call William Payne or William Bundy, KLEU, Waterloo, IA. EOE.

Care to try the Arctic? KOTZ-AM, a 5 kw educational station in Kotzebue, Alaska needs a station manager. Anticipate adding a tv facility during the coming year. Would look with special favor on a manager also qualified as chief engineer. Salary DOE; liberal vacation, sick leave, and holiday benefits. Send detailed resume and letter of application to: Stan Jones, Kotzebue Broadcasting, Inc., Box 78, Kotzebue, AK 99752. 907-442-3229. Let the Arctic surprise you.

Station Manager, expanding group owner seeks exceptional person with general management goals. Will consider both programming and sales managers with strong administrative ability. Starting salary: \$30,000. Send resume to Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. Confidentiality assured.

HELP WANTED MANAGEMENT CONTINUED

Resident Midwest sales manager. Full-time travel (Mon-Fri.). Salary/sales-override provide opportunity unlimited earnings. Availability background, references, first letter. Community Club awards, PO Box 151, Westport, CT 06880.

Experienced sales or station managers needed due to future split of AM/FM plus new FM. Salary, sales bonus, other benefits. Chain has stations in Illinois, Tennessee, West Virginia. Send resume to Jim Glassman, VP, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please don't phone.

Program Director wanted with experience in Black formats. Position leads to General Manager opportunity with group broadcasters. Must now be Program Director at black-oriented station with at least one year total Program Director experience. Exceptional growth opportunity for right person. Equal Opportunity Employer. Send tape and resume to Ron Curtis & Co., Suite 285-A, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

General Manager and instructor to supervise university noncommercial FM radio station, full-time faculty status, teaching basic radio-television courses and supervising student-operated station, starting September '76. Experience in commercial or public station essential. Ph.D. required. First-class license preferred. Departmental promotion can be expected. Send resume, comments, etc. to Rev. L.J. Flynn, Xavier University, Cincinnati, OH 45207.

HELP WANTED SALES

\$10,000 guarantee is what we are offering to a great salesperson. We are a professional station in a small market in southern Wisconsin. If you want to kiss off the rat race, or become established in a community surrounded by lakes and green forests, we've got your position open. Write Box A-210, BROADCASTING.

Sales executive for newest station of group acquiring properties in growth markets. Excellent opportunity for a strong producer. Salary, commissions, many extras for the right person. E.O.E. Box P-36, BROADCASTING.

Excellent sales position open for experienced salesperson, must be proven salesperson, salary, incentives and benefits. Box P-47, BROADCASTING.

Sales persons, KOSM AM/FM, Ontario, California, Top draw-commissions, excellent fringe benefits, contact Ross Adkines, PO Box 1510, Ontario, CA 91762.

Here's the right opportunity for the right salesperson! Put your sales experience to work in southeastern New Mexico selling AM (Country & Rock) and FM (Beautiful music) in compact three city area. Mild climate. Ski and summer resort areas 90 minutes away. Live the good life in this clean, friendly, sportsminded wholesome community of twelve thousand. Send complete sales track record to Dave Bulton, mgr., KSVP AM/FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Combo account executive/announcer position at No. 1 contemporary country station. Excellent growth opportunities. Send resume, tape, to Betty Mastick, WDXI, Jackson, TN 38301.

Madison, WI. Excellent career opportunity for bright, problem-solving salesperson on the way up, strong on creativity and campaign building. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living. You'll have opportunity for management and equity. WISM, Madison, WI 53701. A Midwest Family Station. EOE.

HELP WANTED SALES CONTINUED

Great Scott Stations looking for salesperson-announcer. Apply at headquarters station, WPAZ. 215-326-4003.

AM Sales Manager. New position with strong central Illinois station. Strong radio sales background and leadership ability essential. Excellent salary and benefits. Send resume to Orv Graham, WSOY, PO Box 2250, Decatur, IL 62526.

Young expanding company needs experienced salespeople. All formats, Kansas, Oklahoma, and Colorado. Bob Freeman, President, American Media, 7397 W. Central, Wichita, KS 67212.

Virginia 5,000 watt looking for broadcasters with program experience ready to move into sales. Good opportunity with fast growing small group. Call Tom Manley at 703-434-1777.

Jingle salespersons, Top commissions, leading producer. Keep your broadcast sales job, still moonlight for us, Box 49, Altamonte Springs, (Metro Orlando), FL 32701.

Ill. AM/FM (near Chicago Metro) currently interviewing creative salespersons with management potential. Must demonstrate good track record. Work established retail plus new territory. Base + commission, benefits, grow with new company purchasing stations. An Equal Opportunity Employer. Call John De Witt, President, Grundy Communications. 815-942-5220.

HELP WANTED ANNOUNCERS

Live in sunny Florida and help us create an exciting MOR-Contemporary format. Need creative announcers; combo-announcer copy writer plus a person to head up our news department. Minorities urged to reply. An Equal Opportunity Employer. Send complete resume along with salary requirement to Box A-188, BROADCASTING.

Morning person! 5 K Country/pop; 1 hr. daily talk; AM & FM. Write Box A-240, BROADCASTING.

Top 50 market, northeast morning person for modern, progressive format must be experienced. Box A-251, BROADCASTING.

Northeast Country Music giant needs one experienced country personality for bright friendly daytime show. In confidence, send resume, income history. EOE, M/F. Box A-252, BROADCASTING.

Wanted: Bright sounding Midwest Top Forty personality. Box P-8, BROADCASTING.

Hartford/Springfield/New Haven. Beautiful music station accepting resumes for staff announcing position. Minimum 3 years experience. Five day week. Good salary and fringe benefits. Box P-31, BROADCASTING.

Midwest college town. Experienced jocks with good voices for Contemp. MOR AM and non-screamer rock FM. EOE. Box P-32, BROADCASTING.

Mature voice, self motivator for Connecticut beautiful music. News studio, top consultant, excellent benefits. No beginners. EOE. Box P-37, BROADCASTING.

Play by Play/Announcer combination needed for leading contemporary station. If you can jock and do PBP football and basketball send tape and resume to KBIM, Box 910, Roswell, NM 88201.

We are growing and will need experienced personnel. Any combination announcers, sales, news, MOR and country music formats. Send resume, full details first letter to KHOM/KTIB, 2306 West Main Street, Houma, LA 70360. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS CONTINUED

Wanted, a one to one communicator for morning drive, an entertaining personality, but one who knows when enough is enough. Good voice and delivery a must. Stable professionals only. Send tape and resume to: KRAV, PO Box 746, Tulsa, OK 74101. An EOE.

Inspired, creative, professional Top 40 morning person. Top flight FM/AM in growing university city. Good bucks. Tapes and resumes to Bob Sherman, WCLG, Morgantown, WV 26505.

Combo announcer/account executive position at No. 1 contemporary country station. Excellent growth opportunities. Send resume, tape to Betty Mastick, WD XI, Jackson, TN 38301.

Announcer who has good commercial delivery and production ability. Must be experienced and have 3rd. Prefer someone from southeast. Send tape and resume or call Billy Powell, WFBC, Greenville, SC. 803-233-4601.

Announcer/Sales/Production person wanted. Possible promotion to P.D. Contemporary/Top 40 station with emphasis on personality, not time & temp. We're on the ocean, between Savannah & Jacksonville. Send a short aircheck, picture and resume to G.M., WGIG & WBSI FM, 801 Mansfield Street, Brunswick, GA 31520. 912-265-3870.

Experienced and knowledgeable announcer with good MOR music knowledge. The more extras, the better. WICY, Malone, NY.

Immediate opening for mature Combo Country-Western DJ and local news. Call 904-732-2010, C.T. Catalano. Equal Opportunity Employer.

Major New York station has an opportunity for a creative entertaining personality. This is a once-in-a-career chance for the right person. Send tape and resume to: Consultant, PO Box 205, Washington Depot, CT 06794. E.O.E. All replies will be kept confidential.

HELP WANTED TECHNICAL

Wanted, experienced C.E. with D.A. background, willing to do approximately twenty hours weekly board shift. Wonderful area in Northern California to work and live in. Reply Box P-7, BROADCASTING.

Transmitter Sales Mgr. Small expanding mfg. of broadcast transmitters seeks person with tech. background and sales exp. in broadcast field. Excellent salary plus incentives. All benefits. Box P-26, BROADCASTING.

Chief Engineer for group owned Midwest AM-FM, two tower directional AM. No combo but need someone who is production oriented and understands sound. State tech qualifications with resume. Box P-42, BROADCASTING.

Wanted experienced chief engineer for top rated stereo FM station in Dallas, Texas. Must have experience in high power FM transmitters and maintenance of Ampex reel to reel tape machines used in music service operation. Contact Bart McLendon, KNU5, AC 214-651-1010. Need is immediate!

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.

Chief Engineer for WBVP/WVK5 Beaver Falls, Pa. Class IV AM, 50 KW Stereo FM. Must have experience in all phases of maintenance, R.F., audio and automation. EOE. Contact Keith Leach, V.P., Engineering, Hall Communications, PO Box 551, Norwich, CT 06360. 203-887-1613.

Chief Engineer, experienced in AM/FM Stereo, automation, directional, FCC rules, profits, strong in preventative maintenance. Excellent benefits including pension plan. Ideal family living and recreation area. Send resume, call or write immediately. Jack R. Gennaro, General Manager, WFHR/WWRW, 220 First Ave. South, Wisconsin Rapids, WI 54494. 715-424-1300.

HELP WANTED NEWS

Medium market station is looking for a full or part-time news person, male or female, experience necessary. Please send resume. We are an Equal Opportunity Employer. Box P-6, BROADCASTING.

Reporter with broadcasting and sales experience wanted at small market station in Western Ski resort. Must be able to dig for and deliver news. Box P-18, BROADCASTING.

Solid Midwest AM/FM looking for news communicator. Must have 3rd endorsed, mature voice. Work with professionals. Excellent fringe benefits, profit sharing etc. E.O.E. Resume, salary requirements to Box P-50, BROADCASTING.

Wanted, a news director who believes that news can entertain as well as inform, not just hard news, but news of human interest and off beat stories. Good voice, delivery and writing ability a must. Stable professionals only. Send tape and resume to: KRAV, PO Box 746, Tulsa, OK 74101. An EOE.

Opening for second newsperson at top rated station in SE Texas. Join operation committed to excellence in news and public affairs. Tapes to Kevin Brennan, News Director, KTRM, PO Box 5425, Beaumont, TX 77702. An Equal Opportunity Employer.

No. 1 contemporary station needs aggressive, innovative newsperson. Send tape, resume: Operations Manager, WKWK, Wheeling, WV 26003.

No. 1 area station needs top newsperson due to vacancy created by promotion of our man to another station in chain. Send resume, tape to Frank Kelley, WMCL, McLeansboro, IL 62859.

Aggressive, competent newsperson to gather, write and deliver the news. Send resume and tape, Tad Diesel, WNNJ, Newton, NJ 07860.

Opening for a good news person. Must gather, write and deliver with authority. Excellent salary and benefits. Send tape, resume to News Director, WSOY, PO Box 2250, Decatur, IL 62526.

Leading East Texas broadcast organization has an opening for a news director, experienced professional to head 3-man news staff. Strong voice. Good delivery. Five figure salary. Texas background desired. Phone Dudley Waller, 214-586-2211.

Only Black programed radio station in Connecticut enlarging news team, experience a necessity, salary negotiable, liberal benefits, send tape and resume to Lou Brown, PO Box 1480, Windsor, CT 06095.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Announcer-Production Whiz: Good voice, bright, creative spot production ability. Some news, information sense. Professionalism and quality a must. New facilities, best staff around. Excellent salary, superior benefits. EOE. Box A-214, BROADCASTING.

Wanted, production ace, good voice and delivery, with a superb ear for good production and a sharp razor blade. Stable professionals only. Send tape and resume to: KRAV, PO Box 746, Tulsa, OK 74101. An EOE.

Production/Swing announcer, WBT, Charlotte, North Carolina, has an opening for an experienced, creative production person-swing announcer. Send tape and resume to Andy Bickel, 1 Julian Price Place, Charlotte, NC 28208.

Program Director wanted with experience in Black formats. Position leads to General Manager opportunity with group broadcaster. Must now be program director at black-oriented station with at least one year total program director experience. Exceptional growth opportunity for right person. Equal Opportunity Employer. Send tape and resume to Ron Curtis & Co., Suite 285-A, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

A Great Spot Cutter that gets off on winning can find stimulation with us. No hassle station in a no hassle market. All we do is research like mad and go for the book. We're a Top Fifty ADI, and Top 100 Metro. Stay for a few months or a few years. The bread is fair, but the cost of living is lowest. E.O.E. Call 304-525-9827 for Dan.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Morning announcer/Program Director opening March 1. CBS affiliate. Attractive New England community. Duties include hosting morning talk show and production. Liberal benefits. Experience required. Send resume, tape. Station Manager, Box 466, Keene, NH 03431.

SITUATIONS WANTED MANAGEMENT

\$\$\$\$\$\$\$ That's the name of the game! FM General Manager seeks opportunity to turn AM/FM operation into real money maker, 18 years all phase radio. Presently showing 26 percent increase over '75. Box A-205, BROADCASTING.

Experienced broadcaster. Sales oriented with knowledge and dedication to broadcast management responsibilities. Self generating, will lead and motivate staff. Excellent references. Will invest substantial cash. Box A-206, BROADCASTING.

GM, GSM. Shirt sleeved mountain climber. Creative! Experienced large and medium stations, markets. Strong personal salesman, manager, leader, executive. Box P-1, BROADCASTING.

Goals oriented management professional. Superb track record at one of the Nation's major, full-service broadcast properties. Same suit, but bigger size. Strictest confidence. Box P-4, BROADCASTING.

Experienced Top 100 GM, GSM, MBA, young proven performer. Southeast preferred. Write for details. Box P-9, BROADCASTING.

SITUATIONS WANTED SALES

Salesman: 1½ years experience. Small market Pennsylvania-Delaware-N.J., local radio. Sell, copy, service. 22 & single. Box P-25, BROADCASTING.

Announcer: Major market sales/production experience. B.S. Communications, college sales director, references, 3rd endorsed. Seek promotional small or medium market station to grow at as full time announcer or combo annncr/production/sales. N.E., but will relocate. Part time considered. Alan Mandel: 617-787-1091.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Basketball play-by-play. One of the best Radio or TV. Box N-223, BROADCASTING.

Two years experience. Hard worker. Have to move now. Write for tapes, resume. Box A-132, BROADCASTING.

Young, experienced announcer-engineer with 1st phone. Willing to go anywhere. Box A-191, BROADCASTING.

Two Major Market (Top 10) air personalities wish to form a morning team in a small or medium East Coast market. MOR, Top 40, or Progressive Rock. So you don't forget, reply before midnite tonight to Box A-223, BROADCASTING.

Young ambitious broadcaster seeking first job on air news, sales. Third endorsed. Box A-233, BROADCASTING.

Personality oriented, T/40, big voice, programing experience, looking for good med. mkt with growth potential. Any format. Box P-11, BROADCASTING.

Experienced, reliable P.D., morning man, plus copy, production, news and FCC 1st. Seeking immediate opening with Northeast medium or better market. Best suited with relaxed "Good/easy" music format, but can work others. Be specific about salary and opening. No small markets, please. Box P-14, BROADCASTING.

First phone looking for first break. Prefer rock. Will relocate anywhere. Box P-16, BROADCASTING.

Experienced first phone announcer with copy and production ability is available for you Northeast operation now. Phone Bob Madle at 717-264-9692 or Box P-23, BROADCASTING.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Denver, Dallas, Albuquerque, Toledo, want more? Can you pay \$12,000 for right man? Then you're good enough for me. Personality, first, country, rock. Box P-24, BROADCASTING.

Experienced, 3 year serious professional seeking contemp. New England/New York State. I'm ready now. Box P-33, BROADCASTING.

Philly's top telephone talker available now. Don't wait!!! Consider all offers over \$12,000. Box P-45, BROADCASTING.

Dependable, experienced, 1st phone D.J. seeking fulltime employment in Southwest. Willing to learn engineering and/or sells. Call Gary 505-327-9476.

Communicator. Innovative, college grad, first phone, 23, experienced in contemporary, MOR, progressive, and free-form. Will relocate. Bryan St. Peters, 2148 Anchor, Anaheim, CA 92802. 714-634-9127.

Charley Donovan, ABC O&O Houston. Seeks Major/Lg. Med. Contemporary. 713-789-1532.

Top 40 jock seeks work within 150 mile radius of Hartford, Ct. Call Pete 1-203-223-4323.

Versatile, experienced announcer. Available now. Music, sports, talk. Neil Rogers 305-961-1398. 351 Cambridge Road, Hollywood, FL 33024.

Young D.J.-Announcer. 3rd endorsed. Know music. Some experience. Call Ken Ditty Collect 415-697-3845. 483 Lincoln Circle, Apt. 7, Millbrae, CA 94030.

DJ-Production. Creative. Do many voices. Year experience. Top 40 or progressive preferred. Tapes. 402-843-5662.

Resourceful communicator, broadcasting B.A., needs any position available. 714-466-7367. 568 Sears, San Diego, CA 92114.

Attention. Let's talk, from news to rock, with first and three years exp. In suburbs of major market, call Steve, 412-322-3254, or write 502 Chester Ave., Pgh, PA 15214.

3rd. DJ, news, experienced, want small market. Nelson Brown, 9660 Becker, Allen Park, MI 48101. 313-386-8899.

Rock jock first, witty, handsome, love to boogie, going to be famous, no bull, I work, love radio as much as sex, don't want a vacation. Just you and some of your money. P.J. Marx, 2155 Union Ave., Havre de Grace, MD 21078. 1-301-939-5008.

DJ experienced tight show good personality. Third. Contemporary format. Call Mike 904-255-6950.

Creative, humorous personality desires contemporary MOR or Top 40, Eastern area. Fantastic production. 609-429-2316.

Strong personality DJ 3rd phone. 1½ experience on 2 major bay area stations, smooth delivery, can write, produce, competent interviewer, blues & jazz oriented, looking for position in northern Calif, excellent references. George Allen, 2563 Divisadero, S.F., CA 94115. 415-563-5326.

Above average rock personality seeking solid opportunity. 2 years experience. Extraordinary production. 216-729-4592.

You've heard all the superlatives, now hear my tapes, talk or up MOR and a first phone. Call 217-442-7450 evenings or write: Adrian Collier, 814 South Street, Danville, IL 61832.

Experienced First Phone wants job in Southern Michigan. Contact: Patrick Wyllis, 1320 Floyd, Jackson, MI.

Announcer. Newscaster, production, 3rd tight combo. Craig, 428 W. 26 St., NYC. 924-6181.

3rd endorsed DJ 1 yr experience. Looking for new home preferably in Pa. Will do anything. Call Ray 717-698-6557.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

1st phone, CIE Diploma. 5 yrs exp. Soul. Need help? I need a job. 4907 Challengon Rd., B-1, Baltimore. 21207. Dial 1-301-448-1822. "Mosquito."

Super jock, rockin 110% for 5 yrs, only 22, 3rd, married, want to go to top, help me middle market. You won't be sorry. 217-342-4391 Bill after 7 PM.

Any small town station in peaceful setting in need of a mature, dependable announcer. I'm your man. Young, reliable, knowledgeable in sports, you name it, that's me. Mike Rathier 401-231-7978.

Eager, stable air personality. Good voice. Excellent delivery. 3rd ticket. Dennis Pasquier, 1802 Trail, Missoula, MT 59801. 1-406-721-1416.

I want to work because I love radio. It's my life. I'd like to go to work for you and your station. All you have to do is say yes. People tell me I have a good voice. I can produce saleable spots. I have a 1st ticket. Call Al at 612-756-5361.

SITUATIONS WANTED TECHNICAL

FCC 1st, 2 yrs technical training, ham license will work around Carbondale, Ill. or western U.S. Ready to start 6/1/76. Box A-249, BROADCASTING.

Broadcast engineer eight years experience, first phone wants to relocate to Los Angeles. Presently employed at New York AM/FM/TV operation. Summer relief position accepted. Box P-3, BROADCASTING.

Experienced chief. Directionals, renewals, construction, audio processing. Degree, young, married. University town NE, Canada. Box P-22, BROADCASTING.

Chief Engineer experienced in areas of engineering looking for new position. Box P-51, BROADCASTING.

1st phone engineer, 5 yrs experience with AM, FM transmitters and studio equipment. Prefer studio work. 24 yrs old, single. Ted Levin, 5331 Bryant St., Erie, PA 16509. 814-868-2308.

SITUATIONS WANTED NEWS

Talking now in Top 25 market. News oriented who is "red-hot!" but made more dollars in 1966! Inflation forces me to relocate. Am own producer. Give me a talk show and forget "ascertainment" problems. Your confidential reply gets yesterday's aircheck etc. Box A-74, BROADCASTING.

Radio network editor in charge with network air experience seek major market ND slot. Management commitment to news and editorial freedom a must. Box A-154, BROADCASTING.

Seeking all sports job. College grad, medium market experience. Major college basketball, baseball, high school football pbp. Box P-20, BROADCASTING.

Professional Radio-TV journalist, degree, (RTNDA), (Anchorman/Reporter/Sports Director/Documentary Credits). Outstanding credentials, references, portfolio. All offers, radio, and or/TV, considered. New England preferably. Box P-27, BROADCASTING.

Midwest sportscaster seeks free-lance baseball for summer, football for fall. Experienced BB, FB, BKB, hockey, college and pro. Have own equipment. Very reasonable talent fee plus expenses. Box P-35, BROADCASTING.

Woman, highly experienced top major markets in all phases of broadcast journalism, including morning anchor, field reporting, talk show host, documentaries, and public affairs, seeks major market position. Box P-41, BROADCASTING.

Experienced radio news reporter seeking immediate position in major market, either on the West Coast, or in the Southwest, as far as New Orleans. Am thoroughly seasoned in all aspects of news reporting and directing. Am 30 years old, black, with a special interest in documentaries. Box P-53, BROADCASTING.

**SITUATIONS WANTED NEWS
CONTINUED**

Newswoman, experienced in all news duties. 3 yrs. major & medium, Sue McNett, 14306 Lowe Riverdale, IL 312-849-2303.

Capable meteorologist desires experience radio TV. Available now for low salary. Contact S.G. Davis, 401-464-3666 or 401-828-0157 weekday mornings or afternoons.

Top sportscaster PBP and reporting background. Only stations that have it together, call 1-717-733-0531.

Reporter, BA, MS Broadcast Journalism, one year experience major market network affiliate. Third phone endorsed. Fast worker, good writer. Not a jock or a news reader. Rich Peacock, 33 Cogswell Ave., Cambridge, MA 02140. 617-547-2788.

I can run your news department. 15 years experience news/sports, radio and television. Bob Daniels 608-271-3397.

Experienced "J" grad seeks position in West. Paul Heagen, 1039 Obispo Ave., Long Beach, CA 90804.

Multi-talented newsmen. Top investigative, write, produce, air. Lively interviews and documentaries a specialty. Can produce or host talk show. Not a powerhouse voice but a top digger with 5 years experience. Dedicated, dependable. 3rd endorsed. Will relocate. Ed Isenberg, 4915 Tyrone Ave., Sherman Oaks, CA 213-788-2094.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

I am currently employed as a morning man in a major (Top 10) market and now seek the opportunity to employ major market tactics and practices in a small or medium market programming situation. My experience encompasses MOR, Top 40, and progressive rock and country. I prefer the Atlantic Coast but will consider all offers. Available in time for the spring ARB. Reply to Box A-122, BROADCASTING.

News Production background in 4 New York FM stations in the past 5 years. Also, 1st phone. Box A-129, BROADCASTING.

Increase sales 300%? I've done it before and ready to do it again! This time possibly for you with my country programing and promotion ideas. Contact A.S.A.P. as I'm ready to move. Box A-161, BROADCASTING.

Experienced, creative production/air talent seeking challenge with Major Market contemporary or MOR station. Employed. Opportunity first, money second. Box A-239, BROADCASTING.

Top 15 major market jock now seeking programing position in midwest/west medium or secondary. Contemporary or MOR only. Strong desire to make a station win. 3rd endorsed. Currently working. Box P-13, BROADCASTING.

Experienced PD and afternoon drive-time personality seeking challenging position, medium and major markets. Prefer south-southeast. Box P-19, BROADCASTING.

Adult contemporary programmer, developer of an exciting new approach which has been a phenomenal success story in both ratings and sales. Composite format tape available. Box P-40, BROADCASTING.

Experienced music director available for contemporary easy listening station. Excellent knowledge all types of MOR music, write Box P-48, BROADCASTING.

Talk show producer/host. Absolutely top journalistic credentials. Will relocate. Ed Isenberg, 4915 Tyrone Ave., Sherman Oaks, CA 91423. 213-788-2094.

Looking to program Top 40 small to medium market station. Write: Dean Mionske, 590 SW 27 Ave., No. 12, Ft. Lauderdale, FL 33312.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Public Affairs Director/production whiz with 4 yrs at group owned metro New York City station seeks to relocate. Money is secondary to an exciting opportunity at the right station. All markets considered. The development of a positive approach toward community affairs will build the station's identity, and boost ratings! I've got excellent production skills and can work closely with your announcers and salesmen to produce creative spots for current and potential accounts. College degree: B.S. Marketing/Management. Tape & resume will be mailed same day. Ed Solomon, PO Box 3, Woodbury, NY 11797. 516-367-4968.

Creative, innovative writing by experienced pro., in news, production, publicity and public affairs. Willing to do free-lance. N.Y. metropolitan & New England areas only. Contact Stan. 212-526-1831 Call day or evening.

TELEVISION

HELP WANTED TECHNICAL

Broadcast Engineer for southwest PTV station. Operation and maintenance of broadcast equipment. Second Class FCC license required and several years experience with color equipment. Box A-203, BROADCASTING.

Supervising Engineer for Southwest PTV station. Responsible for operation and maintenance of remote facilities. Three to five years experience in videotape, and in operating and maintaining color broadcast equipment. Box A-204, BROADCASTING.

Chief Engineer for southeastern PBS UHF. Need good administrator who can plan growth, train and motivate staff, and demonstrate current hands-on expertise. Send resume with salary requirement. Box A-236, BROADCASTING.

Expanding PTV in southeast needs maintenance engineer February 1st. Experienced with UHF, ENG, RCA VTRs and cameras. Competitive salary and benefits. Include salary requirement with resume. Box A-237, BROADCASTING.

South Florida VHF station needs master control switcher. No experience necessary. Will train right person. First phone required. Send resume. Equal Opportunity Employer. Box A-246, BROADCASTING.

Opening for first class phone. Excellent opportunity for person wishing to continue college or learn television broadcasting. Contact J.R. Middleton, KTVO-2, Billings, MT.

Transmitter Maintenance/operating engineer. Immediate opening. Experience with RCA TT50-AH preferred. Call Larry Young, Chief Engineer, WDTB-TV, 232 Harrison Avenue, Panama City, FL 32401. 904-769-2313.

TV broadcast technician: First Class FCC radio/telephone license required. Previous experience desirable. An Equal Opportunity Employer; Male/Female. Contact W.C. Hunter, Director of Engineering, WHAS-TV, PO Box 1084, Louisville, KY 40201.

Immediate opening for entry level Staff Engineer for public TV station WNMU, Marquette, Michigan. Maintenance experience on VTR, studio cameras and film chains. Prefer AAS degree in electronics. Refer applications to Employment Supervisor, Personnel and Staff Benefits Office, Northern Michigan University, Marquette, MI 49855. Telephone 906-227-2330. Excellent fringe benefits. An Equal Opportunity Employer.

T.V. Studio maintenance engineer. First phone required. Experienced in tape and video. Excellent benefits. Send resume to Personnel Dept., WPEC, Fairfield Drive, West Palm Beach, FL 33407.

Video design engineers wanted by leading switcher company Experience in video systems preferred. Contact Mr. Buzan, Vital Industries Inc., 3700 NE 53 Ave., Gainesville, FL 32601. Phone 804-378-1581.

HELP WANTED NEWS

Equal Opportunity Employer Southeast Number One wants SOF cameraperson/editor who works hard and fast with reporter or by self. Five years experience. Strong on preventive maintenance and repair. Box A-195, BROADCASTING.

Managing Editor. Medium market. Second in command, staff of twelve. Make assignments and produce 6 PM News. Must be progressive, creative, take charge person, familiar with ENG. Send resume, tape, salary requirements to Lee Denney-, ND, WTVW, 477 Carpenter Street, Evansville, IN 47736. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Responsible, creative 16mm photographer needed immediately for Rocky Mtn. VHF station. 1 to 3 years experience in TV commercial photography a must! Also should be capable of SCR/MRC/VTR operations to complete productions. Send resume, references and salary requirements first letter. Box A-75, BROADCASTING.

Wanted: Creative Production minded promotion manager for medium midwest market. Must have ability to conduct campaigns in all media. An Equal Opportunity Employer. Box A-131, BROADCASTING.

Director. Busy midwest ad agency needs director. Must have solid VTR production experience, commercial credits and a talented eye for color, graphics, lighting, etc. Top salary and bright future for the right person. Rush resume and letter to Box A-224, BROADCASTING.

Children's personality for Top 10 market. Creative & experienced. Ability to play musical instrument, write & work with puppets preferred. Equal Opportunity Employer. Send resume, salary reqs. to Box P-28, BROADCASTING.

Puppeteer for major market children's pgm in East. Creative & experienced with strong talent for character voices and writing ability. Equal Opportunity Employer. Send resume, salary reqs. to Box P-29, BROADCASTING.

PROMOTION MANAGER needed for Midwest Network V, top 50 market. Required heavy on air promotion with knowledge of other media and sales promotion. A great opportunity for aggressive individual. An Equal Opportunity Employer. Write Box P-55, BROADCASTING.

Wanted Experienced TV film program booker for top ranked national free-loan film distributor. Free-loan and PSA booking experience is desirable but will not eliminate otherwise qualified applicants. Salary open. Contact Ms. Partridge, NYC 212-541-9695.

SITUATIONS WANTED MANAGEMENT

General Manager, sales manager, program director, etc. Thoroughly experienced and successful all phases, including station-ownership; group-administration. Special expertise in: Management, sales management-sales (local, regional, national), programing, film-buying, production, promotion, community involvement. Outstanding credentials! Television 19 years; radio 10. 46. Degreed. Programing and sales specialist! Management troubleshooter. Since 1953, have achieved rapid turn-around and profitable, prestigious development for five stations. Customized to formidable challenges and much responsibility. Aggressive, quality competitor. Can increase, substantially, your profits and prestige. Confidential, weekend interview anywhere. Box P-15, BROADCASTING.

Presently employed, 34 years young. BS, MA, 10 years experience in major market radio, TV combo. Film editing, production, directing, traffic & operations. Looking for solid opportunity to move up. Box P-21, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Chief Engineer, 19 years experience in TV and CATV. Age 36, BSEE, knowledgeable in state of the art, including ENG. Box P-17, BROADCASTING.

First phone. Age 23 desires first job. Will relocate anywhere providing opportunity to learn. Good education. Willing to work very hard. Mike. 516-599-3375.

SITUATIONS WANTED NEWS

Meteorologist. AMS seal holder with strong meteorology background that is able to communicate. Knows the value of public relations and community involvement. Able to produce educational weather features. Box A-105, BROADCASTING.

Young, ambitious female wishes to grow. Three years experience. Willing to relocate and work. Box A-200, BROADCASTING.

Dynamic young ass't ND/anchor/producer with heavyweight ratings seeks serious, progressive news operation dedicated to being or becoming number one. 30s market or better. Box A-242, BROADCASTING.

Weatherman doing number one show in 28th market desires a move up to larger, progressive station. Exceptional presentation, appearance and delivery. Filmed reports, graphics, and charts will brighten your weather outlook. Box A-250, BROADCASTING.

Reporter/Weekend Anchor/Mini Documentary Producer. All that and more in one package. Solid experience in radio, CATV and now NBC affiliate. Young, married, BA. Box P-12, BROADCASTING.

Meteorologist seeks position as television meteorologist. B.S. in Meteorology. Successful television experience. Cassette available. Box P-52, BROADCASTING.

Reporter, four years in top forty, creative. Box 7023, West Trenton, NJ 08628.

Sports Director, experienced, production background. Box 177, Yardley, PA 19067.

Top 50 anchorman/reporter, 10 years news experience, 31, degree, family. 305-295-3024.

Top Australian reporter/assignment editor. Seven years experience investigative and hard news. Young, family man looking for career position anywhere in U.S. References and videotape audition on request. 516-735-8652.

Meteorologist, graduate wants your weather! Some experience (Avco), some ideas, much desire! Paul Hagar, 12 Langdon, Madison, WI 53703. 608-256-4762.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Three years experience media field. Interested in learning the production end of the business. Willing to relocate and work for you. Box A-200, BROADCASTING.

PTV/Education, 20 years experience includes TV, film, radio, recording, in industry and education, both production and management; PhD; seeks production and/or teaching position in PTV or University facility. Major markets or large universities only. Box P-30, BROADCASTING.

Producer Director wants new creative challenges. Two years experience newscasts, commercials. Minicam productions. Plus two years experience in control room operations and camera. Also Scenic/Lighting design. Box P-38, BROADCASTING.

Female media grad. seeks first break. Interested in writing, producing, directing, editing. All secretarial skills. Will relocate. Call 313-627-2587 or Box P-43, BROADCASTING.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

Need: used remote truck. Self-contained unit, no semi's or trailers. With or without equipment. Unit should be able to hold 4 cams & VTR. Write Box P-44, BROADCASTING.

Projector, 30 fields, 16mm optical with reverse. 520 Vectorscope. Phone Jay or Wright, WTCG Atlanta 404-873-2242.

FOR SALE EQUIPMENT CONTINUED

Used **250 watt FM** transmitter for educational FM station, 90.1 mhz. Tax deductible. Donation or low price. Contact Mr. Ed Bell, Jones College, 5353 Arlington Expressway, Jacksonville, FL 32211. 904-743-2400.

Gates FM-2500 transmitter, must be in good shape. 714-873-5861.

Wanted: 20-25 KW recent vintage FM transmitter in good shape. Also need IGM 500 stereo automation brain. Call Fred Moore, 217-423-9745 right away!

FOR SALE EQUIPMENT

CCA 10KW transmitter, good condition, spare tubes. \$9000.00. KTAC, Tacoma, WA. 206-473-0085.

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.

IVC 1 inch recorders, 870C, 700C, possible trade for 3/4 inch editing set-up. Call or write Box 40, Matherly Hall University of Florida 32611. 904-392-1426.

Automate for just \$8,500. Complete Gates SP-10 system, 2 Scully playbacks, network join, logging, 55, extras, mint condition, now available. KBUR, Burlington, IA. 319-752-2701.

RCA BTA-1-M 1kw AM transmitter in excellent condition. Tuned and tested to your frequency. \$3,200.00. 805-642-2300.

Last chance. New CBS 4500 Dynamic presence equalizer \$725. 710 automatic loudness controller \$612. Call 219-874-3333 now.

3 RCA high band TR-22 video tape machines. Make offer. Contact Bill Brister, WGNO-TV, New Orleans, LA 70130. 504-522-6211.

Brand new Memorex 2" videotape, still in original plastic shipping seals. All one-hour reels. \$70.00 per reel, less shipping. David Castellano, 3232 McNutt Ave., Walnut Creek, CA 94596. 415-937-9566.

Gates cart machine remote starts, RCRA8 \$50, RCT8 with digital timer \$100, compatible with ITC machines. Remote AM deviation monitor, \$80. All new. Brad Hildebrand, POB 13405, St. Louis 63138.

SMC 3060 Automation 2 RS Carousels with memory, 4 Mk IV revox's like new. Collins 830 exciter w/ stereo generator, Collins 26U2 stereo limiter, Collins 9000-1 stereo modulation monitor, Gates Criterion cart machine R/P with 150Hz EOM and CCA exciter w/SCA generator. Must sell all items fast. 714-873-5861.

Ampex 440 4 track w/selsync. 70 hours use. \$4000/offer. Jeff, WFBL, Syracuse, NY. 315-463-8631.

Available approximately April 1, 1976. Gates FM-5H, 5 KW FM transmitter; Gates FMA-10A, horizontal FM antenna; Andrew FH-7, 1 5/8" Coax 240' in length; Gates remote meter & control panel. All in use approximately 6 years and in excellent condition. We are increasing power. Price for the package \$15,000 F.O.B. Sioux Center, IA.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

You belong on top! Obits can help! Free sample: Obits, 366-C West Bullard Avenue, Fresno, CA 93704.

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

Air checks of the top personalities in the nation! Current and collectors tapes available! Send for free catalogue: Air Checks, 1516 Hinman, Suite 505, Evanston, IL 60201.

Instant automation music library. Over 420 hours MOR music. Christmas music, 150 14-inch reels. Switching tones. Over \$3000 tape value. \$1500. KBUR, Burlington, IA. 319-752-2701.

You can train your salesmen to sell like pros. Free information. Tiger Tapes, Box 4713, Nashville, TN 37216.

Success digest, exciting, motivational, 3-min. scripts. Ideal editorials, 5-min. programs, newscast features. Some stations 5th year. 20 scripts, \$5.00 month. Tucker, 151 East 550 North Springville, UT 84663.

PLACEMENT SERVICE

Many Top 40, MOR, and country & western openings available now! Rush tapes and resumes to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

INSTRUCTION

Institute of Broadcast Arts, 75 East Wacker Drive, Chicago, 4730 West Fond Du Lac, Milwaukee. Current FCC license updates. Approved for Veterans Benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

No FCC license? Tried every way but the right way? It's time for Genn Tech, Home Study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

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.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin Feb. 16, March 29, May 10.

REI, 61 N. Pineapple Ave., Sarasota, FL, 33577. 813-955-6922.

REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

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. 312-321-9400. 237 East Grand Avenue, Chicago, IL 60611.

Grantham's FCC License Study Guide. New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-dj.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Philadelphia, Detroit, Chicago, Seattle, Los Angeles. Bob Johnson, Radio License Training, 1201 Ninth Manhattan Beach, CA 90266. Telephone 213-379-4461.

RADIO Help Wanted Sales

WANTED

Sales Persons... Top Draw/Commissions
Excellent fringe benefits
Send resume to Ross Adkins
KSOM AM/FM
PO Box 1510
Ontario, California 91762
(Equal opportunity employer)

MAJOR MARKET SALES-NEWS PERSONS

Northwest Michigan's top AM is going full time. WVOY is looking for two heavy-weight news persons who can sell contemporary radio, or two super sales persons who can deliver network quality news. Compensation can total \$15,000. Send news tape and sales track, no phone calls. WVOY, P.O. Box 237, Charlevoix, MI 49720.

Help Wanted Announcers

We want a great adult entertainer
We're a 50Kw giant in California...
If you're a real communicator.
If you know music....
If you can work within a format
and still sound free...
If you love having fun on the air...
If you know how to get involved with
your audience—and how to get your
audience involved with you....
If you need to be part of
an air "Family"....
Send us a tape....
P.O. Box 1008
New York, New York 10019.
An Equal Opportunity Employer

ATLANTA FALCONS PLAY-BY-PLAY

Analyst Also Needed

WGST Radio has secured broadcasting rights to Atlanta Falcons Football. We need an experienced play-by-play announcer with heavy college and pro experience.

We also are seeking an experienced analyst with an excellent technical knowledge of football.

Both positions available during the Falcon season on a part-time basis.

An Equal Opportunity Employer

Send tape and resume to

Bill Sherard
Operations Manager
WGST Radio
PO, Box 7888
Atlanta, Ga. 30309

Help Wanted News

MORNING NEWS

Full time morning news plus Big Ten football play-by-play. Send news and play-by-play air checks and resume to Jerry Reid, KSTT, Inc., P.O. Box 3788, Davenport, Iowa 52808.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

WBNO in Bloomington, Illinois, programs Drake-Chenault's Solid Gold automated, and we're looking for a program director to make sure we remain the number one FM in the market. Strong production, promotion, music senses mandatory. Send a production tape and some info on yourself to Don Munson.

Situations Wanted Management

RADIO GENERAL MANAGER

I have operated successful powerhouse stations in the top five markets. P&L oriented. Available at once. No employment agencies. Will answer all replies in confidence.

Box A-59, BROADCASTING.

Situations Wanted Announcers

ITS NOT THANKSGIVING but let's talk turkey. Bright, off-key, kinda strange DJ ready to be gobbled up. Creative copy. Good sports background ... PBR 1 Yr. exp. as afternoon drive DJ, music dir, asst. news director. Good talk show potential. I can put more 'stuffing' in your ratings. Management considered. Stan 215-376-9147. Prefer Pa., Md., or N.J. ... request northeast only. Excellent references.

Situations Wanted Programing, Production, Others

Your Next PD

After spending recent years as air talent for ABC and Metromedia, I'm looking to return to programing. Willing to consider PD and air-talent combination. Future growth and stability more important than market size. Jarrett Day (713)-371-7814.

Program Advisor proven results in major markets. Excellent track record. Now specializing in recovery of medium and small market stations top references in top 40, contemporary, RB. Call collect now to Chris Bailey 216-961-1009 or write Chris Bailey 11406 Clifton Blvd., Suite 804 Cleveland, Ohio 44102.

I LEFT RADIO for the summer and it's been murder getting back in. Looking for position as PD, Med-Large Mkt. or AirTalent, Large-Major Mkt. A/C or Uptempo MOR. I have the credentials including PD at two successful Top-50 stations. 30 yrs. old, 8 years full-time in the business. Call or write: John Kremer, 1557 Beechcliff Dr., N.E., Atlanta, Ga., 30329. 404-634-1449.

Tower Service

SWAGER TOWER CORPORATION CABLES PRESTRESSED FOR TALL TOWERS SOCKETS ATTACHED

All work supervised by Certified Engineer

Box 656, Fremont, Indiana 46736
219-495-5165.

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RADIO-TELEVISION CATV Looking For A Job?

Mail Us Your Resume Now!
William J. Elliott, Jr.
& Company, Inc.

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Someone who has a firm grasp of both - local and national sales operations.

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(50 issues) No C.O.D.'s, Please

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CLASS II FULLTIME
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Principals only reply to:
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Midwest Class 8-FM. Priced 2-1/2 times revenues. Outstanding opportunity for medium-market group owner. Price firm at \$500,000 cash. Please reply on company letterhead to:

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Fulltime AM, profitable, top ratings, excellent markets. \$650,000 terms.

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West	Metro	Fulltime	\$750K	Nego

Atlanta—Boston—Chicago—Dallas
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**For Sale Stations
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Number one facility in robust market. On air twenty (20) years. Network affiliation. New equipment. Gross revenue—\$1,300,00 and growing. Cash or terms to qualified buyer.

Southeastern Coast AM

Price—\$750,000. Fulltime in booming resort market. Excellent signal. New equipment. Station on air over 35 years. Cash or terms to qualified buyer.

Contact: Edward E. Murrey, III
A/C 615 748-9438
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**For Sale Stations
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The Publisher is not responsible for errors in printing due to illegible copy type or print clearly all copy.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
—Help Wanted 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
—Situations Wanted. 40c per word—\$5.00 weekly minimum.
—All other classifications, 60c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.
Rates, classified display ads:
—Situations Wanted (Personal ads) \$25.00 per inch
—All other \$45.00 per inch.
—More than 4" billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDD, PD, GM, etc count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Stock symbol	Exch.	Closing Wed. Jan. 28	Closing Wed. Jan. 21	Net change in week	% change in week	High	1975-76	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
UA-COLUMBIA CABLE	UACC	O 11 1/4	10 3/4	+ 1/2	+ 4.65	13	4 5/8	16		1,714	19,282
UNITED CABLE TV	UCTV	O 2 1/8	1 3/4	+ 3/8	+ 21.42	4 1/8	1 1/4	4		1,879	3,992
VIACOM	VIA	N 10 1/2	9 1/4	+ 1 1/4	+ 13.51	10 1/2	2 3/4	14		3,665	38,482
VIKOA**	VIK	A 1 7/8	1 1/4	+ 5/8	+ 50.00	2 3/4	5/8	1		2,534	4,751
TOTAL										84,140	1,187,966

Programming

COLUMBIA PICTURES	CPS	N 6 1/8	5 3/8	+ 3/4	+ 13.95	9 5/8	2 3/8	24		6,748	41,331
DISNEY	DIS	N 56 3/4	57	- 1/4	- .43	57	21 1/4	31		30,977	1,757,944
FILMWAYS	FMY	A 6 3/8	5 7/8	+ 1/2	+ 8.51	6 3/8	2 3/4	8		1,792	11,424
FOUR STAR			1/2	- 1/8	- 25.00	1/2	1/4	1		666	249
GULF + WESTERN	GW	N 23 7/8	24 5/8	- 3/4	- 3.04	24 5/8	18 1/4	3		30,058	717,634
MCA	MCA	N 72 1/4	72 1/2	- 1/4	- .34	89 1/8	27 3/4	10		8,478	612,535
MGM	MGM	N 13 7/8	14 3/4	- 7/8	- 5.93	18 3/4	12 1/4	6		12,247	169,927
TELETRONICS INTL.	O	4 3/4	4 1/2	+ 1/4	+ 5.55	5 3/4	1 3/8	10		943	4,479
TRANSAMERICA	TA	N 10 1/4	10 1/2	- 1/4	- 2.38	10 1/2	6	16		64,945	665,686
20TH CENTURY-FOX	TF	N 12 3/8	11 1/4	+ 1 1/8	+ 10.00	15 1/2	5 1/8	12		7,547	93,394
WALTER READE**	WALT	O 3/8	3/8		.00	3/8	1/4			4,296	1,611
WARNER	WCI	N 19 3/4	18 7/8	+ 7/8	+ 4.63	22 7/8	8 1/4	8		16,718	330,180
WRATHER	WCO	A 4 1/2	4 1/4	+ 1/4	+ 5.88	5 7/8	1 1/2	8		2,229	10,030
TOTAL										187,644	4,416,424

Service

BBDO INC.	BBDO	O 19 1/2	19 1/4	+ 1/4	+ 1.29	19 1/2	11 1/8	8		2,513	49,003
COMSAT	CO	N 25 3/4	25	+ 3/8	+ 1.50	46 1/2	24 1/2	5	10,000	253,750	
DOYLE DANE BERNBACH	DOYL	O 10 5/8	10 5/8		.00	12 3/8	6 1/4	6		1,816	19,295
FOOTE CONE & BELDING	FCB	N 12 7/8	12 5/8	+ 1/4	+ 1.98	12 7/8	5 1/2	8		2,121	27,307
GREY ADVERTISING	GREY	O 8 3/8	8 1/4	+ 1/8	+ 1.51	8 3/8	5 1/2	5		1,213	10,158
INTERPUBLIC GROUP	IPG	N 19 1/4	17 3/8	+ 1 7/8	+ 10.79	19 1/4	8 5/8	6		2,290	44,082
MARVIN JOSEPHSON	MRVN	O 8 3/4	8 1/4	+ 1/2	+ 6.06	10 1/4	2	6		1,962	17,167
MCI COMMUNICATIONS	MCIC	O 1 5/8	1 3/4	- 1/8	- 7.14	3 7/8	1 3/8		13,339	21,675	
MOVIELAB	MOV	A 1 3/8	1 1/8	+ 1/4	+ 22.22	1 7/8	5/8	7		1,407	1,934
MPO VIDEOTRONICS	MPO	A 2 3/4	2 1/2	+ 1/4	+ 10.00	4 1/8	1	15		537	1,476
NEEDHAM, HARPER	NDHMA	O 5 7/8	6	- 1/8	- 2.08	6 3/4	3 7/8	9		853	5,011
A. C. NIELSEN	NIELB	O 22 3/8	23 1/8	- 3/4	- 3.24	24 1/4	10 5/8	21	10,598	237,130	
OGILVY & MATHER	OGIL	O 22 1/2	22	+ 1/2	+ 2.27	23 1/2	11 1/2	7		1,805	40,612
J. WALTER THOMPSON	JWT	N 8 7/8	8 5/8	+ 1/4	+ 2.89	9 1/2	4 1/8	12		2,649	23,509
TOTAL										53,103	752,109

Electronics/Manufacturing

AMPEX	APX	N 5 3/4	5 3/4		.00	7 3/8	2 5/8	6		10,885	62,588
CETEC	CEC	A 1 1/2	1 1/2		.00	2 1/8	1	7		2,319	3,478
COHU, INC.	COH	A 2 3/8	2 1/4	+ 1/8	+ 5.55	3 5/8	1 1/4	26		1,617	3,840
CONRAC	CAX	N 21 5/8	23 1/4	- 1 5/8	- 6.98	30 1/4	10 7/8	9		1,278	27,636
EASTMAN KODAK	EASKO	N 110 3/8	115	- 4 5/8	- 4.02	115	63	28		161,347	17,808,675
FARINON ELECTRIC	FARN	O 8 1/2	9 1/4	- 3/4	- 8.10	14 3/4	6 1/4	16		3,925	33,362
GENERAL ELECTRIC	GE	N 53 7/8	53 1/2	+ 3/8	+ .70	54 3/4	32 3/8	17	182,885	9,852,929	
HARRIS CORP.	HRS	N 39 1/4	36	+ 3 1/4	+ 9.02	39 1/4	14 1/2	26		6,066	238,090
HARVEL INDUSTRIES *	HARV	O 6	6		.00	9	3	38		480	2,880
INTERNATIONAL VIDEO	IVCP	O 2	2 1/8	- 1/8	- 5.88	3 3/4	3/4	4		2,730	5,460
MICROWAVE ASSOC. INC	MAI	N 15 3/4	16 3/4	- 1	- 5.97	26 7/8	9 3/4	8		1,320	20,790
3M	MMM	N 59 3/8	60	- 5/8	- 1.04	66 7/8	46 1/8	30	114,240	6,783,000	
MOTOROLA	MOT	N 46 3/4	47	- 1/4	- .53	57 7/8	33 3/4	21		28,198	1,318,256
N. AMERICAN PHILIPS	NPH	N 24 3/8	24 1/4	+ 1/8	+ .51	24 3/8	12 3/8	12		12,033	293,304
OAK INDUSTRIES	OEN	N 8 7/8	8 1/2	+ 3/8	+ 4.41	11 1/2	5 1/2	3		1,639	14,546
RCA	RCA	N 24 3/8	24 1/8	+ 1/4	+ 1.03	25 1/8	10 3/8	19		74,547	1,817,083
ROCKWELL INTL.	ROK	N 28 1/4	25 1/4	+ 3	+ 11.88	28 1/4	18 7/8	9		30,913	873,292
RSC INDUSTRIES	RSC	A 2 3/8	2 1/2	- 1/8	- 5.00	2 1/2	1 1/4	8		3,440	8,170
SONY CORP.	SNE	N 10 1/4	10 3/8	- 1/8	- 1.20	13 1/4	5	27	172,500	1,768,125	
TEKTRONIX	TEK	N 51 1/4	50 3/4	+ 1/2	+ .98	51 1/4	18 1/8	18		8,671	444,388
TELEMATIION	TIPT	O 1	1		.00	1 1/2	3/4	6		1,050	1,050
VARIAN ASSOCIATES	VAR	N 14 3/4	14	+ 3/4	+ 5.35	18 1/2	6 1/2	14		6,838	100,860
WESTINGHOUSE	WX	N 17 1/2	16	+ 1 1/2	+ 9.37	20	9 3/4	49		87,091	1,524,092
ZENITH	ZE	N 27 7/8	27 1/2	+ 3/8	+ 1.36	28 5/8	10	116		18,797	523,966
TOTAL										934,809	43,529,860

GRAND TOTAL 1,711,737 61,668,324

Standard & Poor's Industrial Average 110.3 110.0 +3

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.

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.

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

ANA Chairman Garrett: a 3M man, all the way

R. Ross Garrett once dreamed of becoming a dashing foreign correspondent, decked out in battered hat and trench coat, crisscrossing the globe on challenging assignments.

As it turned out, Mr. Garrett stuck pretty close to his adopted Twin Cities home; joined the 3M Co. in St. Paul 29 years ago; climbed steadily up the ladder to the post of executive director, staff marketing, for 3M, and last December was elected chairman of the influential Association of National Advertisers.

"But I did become a newspaperman briefly," Mr. Garrett says. "Right in St. Paul, I worked as a reporter for the *Pioneer-Press* and the AP while I was still in college."

R. Ross Garrett was born in Des Moines, Iowa, but moved around the country as a youngster. His father had been a music teacher but the Depression forced him into sales work. The elder Mr. Garrett rose to sales manager of a firm that published self-improvement courses and he was transferred frequently. The family lived for stretches of time in such places as Enid, Tulsa and Okmulgee in Oklahoma; Sioux City, Iowa; Buffalo, N.Y.; Cincinnati, Milwaukee and Minneapolis.

Mr. Garrett has lived and worked primarily in the Twin Cities area since his late teens, except for a five-year period when 3M assigned him to Los Angeles and Chicago. He is a tall, huskily built man of 53. He has a friendly manner and quiet sense of humor, and laughs at himself easily.

"Even when I was in the Air Force I never got out of the U.S.," he says. "In fact, I never got around to flying. I spent two years in pre-flight training."

Following his discharge from the Air Force in 1945, he resumed his education at Macalester College in St. Paul. In 1946 he received a BA degree in communications, which, he says, "consisted mainly of journalism." From 1946 to 1947 he was an assistant instructor in communications and the modern novel and worked on a part-time basis for the 3M Co. He joined 3M fulltime in 1947.

He began as a public relations representative and in 1948 moved into the advertising sector of 3M. He has remained in that general area ever since, expanding his horizon into related activities, including marketing, merchandising and sales development. As executive director of staff marketing services, Mr. Garrett oversees corporate advertising for 3M.

For the mammoth (\$3 billion in annual sales) 3M Co., corporate advertising is



Russell Ross Garrett—executive director, staff marketing services, 3M Co., St. Paul, and chairman, Association of National Advertisers; b. June 2, 1922, Des Moines, Iowa; U.S. Air Force cadet, 1943-45; BA in communications, Macalester College, St. Paul, 1946; assistant instructor in communications, Macalester College, 1946-47; joined 3M in 1947 and has served since that time as public relations representative, 1947-50; advertising group head, 1950-55; advertising plans manager, 1955-57; advertising and merchandising manager, Reinforced Plastics Division, Los Angeles, 1957-58; merchandising & sales promotion manager, National Advertising Co. (3M subsidiary), Chicago, 1958-60; marketing manager, manager of retail merchandising services and new products manager, National Advertising Co., 1960-63; director, staff advertising, 3M, St. Paul, 1963-70; director, staff marketing services, 1970-73; executive director, staff marketing services, since 1973; elected ANA chairman, December 1975; m. Joyce M. Wheeler, 1947; children—Tracy Lynn (Mrs. Kenneth Gyarmathy) and Casey Randall (Mrs. Gordon L. Alexander Jr.).

aimed at communicating the firm's credo: "It's a good climate to grow good products." 3M has 45 product lines, into which are incorporated several thousand different products, including video-tapes, adhesives and coatings, magnetic recording tapes, copying machine paper, photographic paper and chemicals, and duplicating machines.

Mr. Garrett acknowledges that 3M is not a heavy broadcast advertiser (about \$6 million annually) because of the industrial nature of its business. Its main advertising thrust is directed to business firms, and specialized publications are a logical outlet. But Mr. Garrett considers television a valuable mechanism for the delivery of corporate advertising messages and to promote those products that are sold directly to the consumer.

Mr. Garrett says that 3M started as a corporate advertiser on TV in 1965, placing substantial funds in documentary pro-

grams on ABC-TV. A few years ago the company moved into sponsorship of evening news programs on the three networks and in selected spot markets, and more recently has been involved also with public television.

"We felt that we ought to do something that would help people," he explains. "For example, one year we supported a program called *The V.D. Blues* and we alerted hospitals throughout the country to the telecast. Some clinics stayed up all night and had people phoning and coming in. Again, with two other PBS telecasts—one on the aging process and another on alcoholism—we worked together with social service agencies and felt we helped in making a small dent in these social problems. A third successful program we were involved in centered on breast cancer."

Mr. Garrett says 3M intends to continue this alliance with public broadcasting, and on the agenda is a one-hour program dealing with the learning disabilities of children. He believes that 3M's association with such programing benefits the company, but emphasizes that the reason for financing such telecasts is basically a desire to make a contribution to the public.

Mr. Garrett has been active in the ANA for 13 years and has found its seminars and meetings valuable forums for the acquisition of information on all facets of advertising. He was named vice chairman in 1975 and succeeded to the post of chairman last December.

"We have about 400 major companies belonging to the association," he says, "and our main objective is to advance the cause of advertising. For a number of years, our main problem has been the encroachment or the threat of encroachment by regulatory agencies on the advertising field."

"It's an important part of our work at the ANA to maintain an educational program directed at government agencies. We find it is necessary to inform these agencies over and over again on what advertising is and is not."

Mr. Garrett says another method of keeping members informed on developments in the various aspects of advertising is the system of ANA policy committees, including one on broadcast. Through committee reports, the total membership keeps abreast of new trends.

Mr. Garrett and his wife enjoy symphony music, the theater and art galleries. He relaxes by boating, skiing and playing the guitar (he earned money in high school and college by playing in dance bands). Perhaps his most unusual hobby is collecting and repairing antique clocks.

Everybody's target

Both broadcasters and cable operators will find plenty to criticize in the cable-regulation recommendations that emerged last week from the House Communications Subcommittee staff.

Broadcasters will see the prospects of extinction in the proposed rescission of present restrictions on pay-cable siphoning and distant-signal importation. They will be appalled by the suggestion that the nation be wired to its most rural outpost by government-subsidized loans.

Cable operators, however, will take small comfort in the staff's assertion that the FCC clearly has the power to impose anti-siphoning rules and should do so if the phenomenon develops. They will disagree that local jurisdictions ought to have free rein in regulating cable rates and establishing franchise conditions. They will object to their ultimate consignment to common-carrier status, as proposed by the subcommittee staff. And the copyright proposals in the report are at basic odds with the deals the cable interests are negotiating elsewhere on the Hill.

Nor has the subcommittee staff carried much favor with other agencies of government. The FCC is mercilessly criticized for cruelly disadvantaging cable for the protection of broadcast profits. The White House is accused of abetting the protectionist cause by its prolonged inaction on the cabinet-committee report on cable legislation.

Whatever else it may achieve, the staff report has established the Capitol as the scene of the definitive showdown on future cable regulation. Assuming that the subcommittee chairman, Torbert H. Macdonald (D-Mass.), adheres to his announced plan for extensive hearings, we may expect the first confrontation to be played out in the House this spring.

At this point it is impossible to predict what kind of legislation will eventually emerge, or when. It's improbable, however, that it will bear more than traces of the document delivered by the staff last week.

Wired nation

Although distasteful to cable operators in some of its details, the scheme of cable de-regulation that came from the House Communications Subcommittee staff last week is openly fashioned to expand the cable industry at the expense of television broadcasting. The staff report is contemptuous of broadcast programming and critical of broadcast profits. It accepts the cable promise of a dazzling array of services to be offered if only the government lifts controls. And it questions television broadcast occupancy of spectrum space that might be put to other uses.

Those are the standard ingredients in the ideal of the wired nation that cable enthusiasts, including a cadre in government, have been assiduously promoting. The wired-nation advocates have influential confederates in other fields, land-mobile radio, to name one, that would find commercial profit in a reallocation of television frequencies.

The subcommittee staff's report is conspicuously deficient in projections of the economic cost or public disruption that the conversion of the U.S. television distribution system to cable would entail. Indeed its few ventures into economics betray either ignorance or intentional deception. In suggesting, for example, that there could be a similarity in the costs of rural electrification that was begun in the 1930's and the costs of subsidizing the building of an infinitely more sophisticated cable system for the hinterlands of the U.S. the staff must be putting us on.

The hard questions remain to be addressed in future presenta-

tions on the Hill. Meanwhile, it becomes increasingly apparent that the advocates of cable and disparagers of broadcasting are making headway in high places. They have a grand design that they are executing skillfully.

In the introduction of the subcommittee staff report appears a paragraph taken from a message from President Ford that appeared in the Jan. 5 issue of BROADCASTING. As was noted at the time and reported again last week in this publication, the statement was a disappointing response to a request for the President's views on broadcasting and the First Amendment.

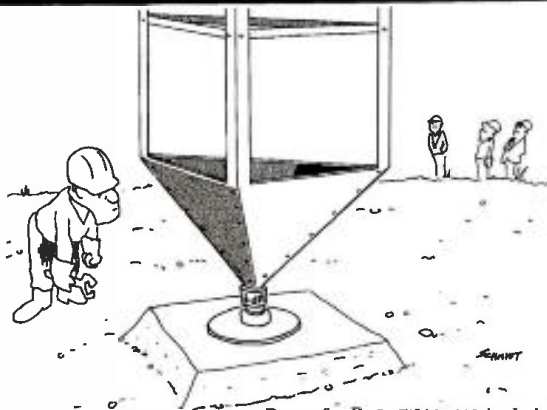
The paragraph reproduced in the new staff report contains this passage: "Technological advances promise to expand our ability to communicate with each other still further. They promise, and in some cases already do, increase access to, and choices for, information and entertainment services and invite our direct participation in the use of media." Its publication in this report is obviously intended to link the President with the cable future that the subcommittee staff desires.

The President's message was drafted in the Office of Telecommunications Policy, which, under the acting directorship of John Eger, is developing a record that broadcasters find uncongenial. It was OTP that originated the drop-in idea, now an FCC inquiry, to add 88 VHF stations in key markets. That development would inevitably devalue UHF service, which is broadcast in spectrum space where OTP has advised the FCC more frequencies will be needed for government use. (Nor will broadcasters be pleased to learn from a footnote in last week's report that the Communications Subcommittee staff intends to make spectrum allocations its next major study.)

There is at least an assumption to be made that OTP has been conferring with members of the White House Domestic Council who have been engaged in studies of cable de-regulation. The insensitivity of one member, Paul MacAvoy, to the fallout on broadcasting has become a matter of public dispute.

It has to be something more than luck that delivered a presidential message appearing to endorse cable development into the hands of the Communications Subcommittee staff just as it was sending its wired-nation program off to press. One has to wonder whether Mr. Ford knew what he was signing and knows now where his message has appeared.

The television system in this country is a major resource and its future a matter of profound public interest. The subcommittee staff has produced one view of where the future lies. It remains to be seen whether that will also be the view of the people's representatives.



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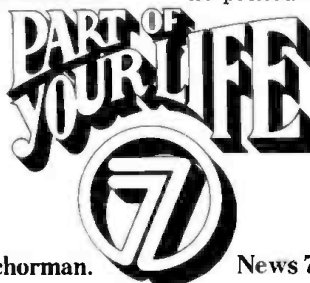
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