

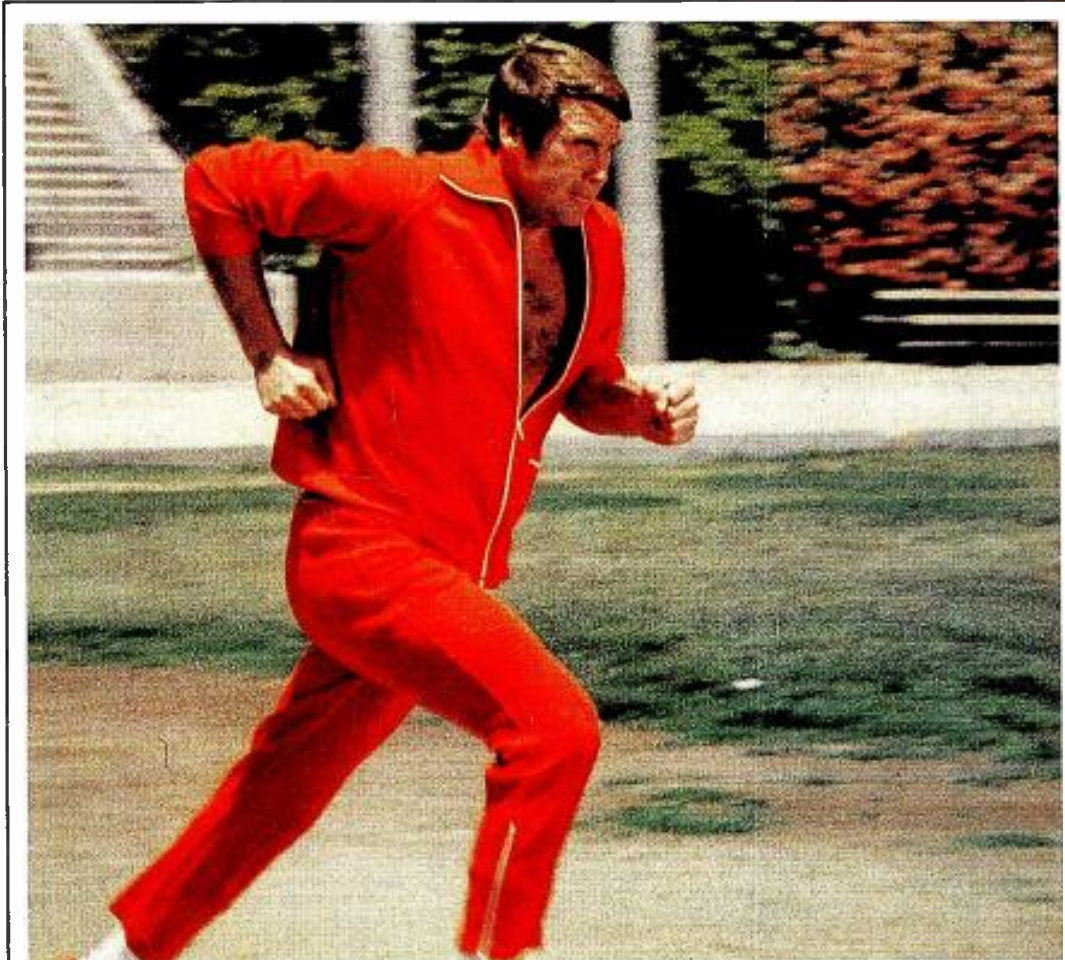
The CIA connection: back in the news again
Rising tide of good fortune at ABC

Broadcasting Feb 16

The newsworthy of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER



He'll run and run and run for you.

mcatv

The Six Million Dollar Man*

*Or another appropriate title.

MCATV Hospitality Suite 210, Fairmont Hotel.

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TIME-LIFE TELEVISION
presents

NEW FIRST RUN

THE GOODIES



BILL ODDIE TIM BROOKE-TAYLOR GRAEME GARDEN

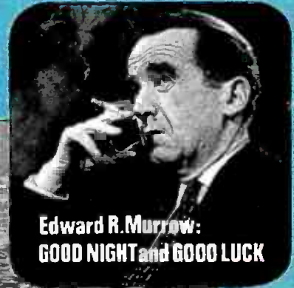
26 WILD
Color Half-Hours

"With the success of the British export comedy, 'Monty Python's Flying Circus,' broadcasters' interest in picking up British comedies of similar ilk may well be heightened. One obvious candidate will be BBC-TV's 'Goodies' series which also pitches outlandishly zany humor.

...It's a winning formula allowing some genuine and original talents to vent contemporary slapstick on a troubled world." —*VARIETY*

A NEW SERIES OF EXTRAORDINARY ONE-HOUR TV SPECIALS

Window on the World II



Edward R. Murrow:
GOOD NIGHT and GOOD LUCK



In the tradition of...

- ROSE KENNEDY: The Best Of Times...The Worst Of Times
- KHRUSHCHEV REMEMBERS • SAUDI ARABIA: The Newest Superpower
- THE BRONX IS BURNING • THE SABOTEURS OF TELEMAR
- TOMORROW'S SAUDI ARABIA

...Time-Life Television now presents this prestigious BBC-TV series of outstanding first-run TV specials—WINDOW ON THE WORLD II.



"The big budget is up there on the screen. Topclass casting. Sparkling production."

—*VARIETY*



THE ONE IN LINE

29 One-Hour Adventure/Dramas In Color
About A Dynamic Shipping Empire
In the 1860's

Each Program Is A Complete Story

A BBC-TV PRODUCTION

A New Local Programming Service for Newscasters

Now Playing To
Over 6,000,000 Viewers

Money
W
inserts

Approx. 90-second news spots — right at-home in your newscast — 5 times a week, 52 weeks a year.

Using the resources of the company that publishes FOR-TUNE, TIME and MONEY magazines, Time-Life Television will provide your viewers with specific advice on such practical subjects as how to save 14% on your next grocery bill and up to 60% on your home insurance, how to buy a used car and what to do if you lose your job.

Useful is what MONEY NEWS INSERTS are all about... to help your viewers save and stretch their family incomes. That's especially valuable in times like these.

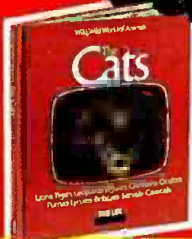


PROGRAMMING...FOR SYNDICATION

WIN **4th** CONTINUOUS YEAR OF NEW PRODUCTION

#1 FOR PRIME ACCESS
WILD, WILD WORLD OF ANIMALS

Narrated by **WILLIAM CONRAD**



SUPER AUDIENCE PROMOTION - FIRST TIME EVER FOR A SYNDICATED TV SERIES:
New books based on this popular program. First volume, "THE CATS."

104 HALF-HOURS IN COLOR FOR LOCAL PRIME-TIME ACCESS PROGRAMMING

WILD, WILD WORLD OF ANIMALS is so successful because it's not the same old stock footage you've seen before. It is produced especially for television by Time-Life Television film crews all over the world.

NOTE: Since these programs are primarily designed to further understanding of the natural sciences, they are properly identifiable as "instructional" for FCC logging purposes...in addition to being entertaining and rating winners!



Wealth. Power. Splendor. Lust. Greed. Jealousy. Conflict. Tragedy. A monumental struggle with all the intrigues that draw audiences and create a winning TV series.



HAPSBURGS/HOHENZOLLERNS/ROMANOVS
1848-1918

Fall of Eagles

A series of 13 superb one-hour color productions . . .

. . . each one a complete story . . . about the explosive intrigues and incredible people that caused the three great European dynasties of Austria-Hungary, Germany and Russia to collapse in the rubble of World War I.



Introduced by **PATRICIA NEAL**



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Columbus, Ohio—Channel 4/NBC

Formerly WLWC, WCMH-TV is now an Outlet Company Station.

Broadcasting Feb 16

GRASS-ROOTING IN REVERSE □ *President Ford unveils media innovation as he invites New Hampshire stations to White House for exclusive news conference. PAGE 21.*

ELECTION YEAR PROBLEMS □ *As tempo of campaign increases, more and more of FCC's time is taken by broadcast disputes. Two examples involve former Georgia Governor Jimmy Carter. PAGE 25.*

THIS WEEK AT CIA □ *Bush says he's getting all journalists off agency's roles, refuses to list those who have helped. But former CBS News chief Mickelson offers two names. PAGE .*

APPROVAL FOR UPSTAIRS □ *Public broadcasters at Los Angeles membership meeting give green light to satellite networking plans. PAGE 30.*

JOINT MISSION □ *Estimated 3,000 conferees are expected to attend first combined convention of National Religious Broadcasters and National Association of Evangelicals. President Ford and FCC Chairman Wiley are among speakers at Washington meeting beginning Sunday. PAGE 38.*

PILING UP THE PRODUCTS □ *Controversy about retail advertising's exemption from NAB code provisions on clutter again is in forefront as SSC&B prepares report on subject. PAGE 46.*

A MATTER OF TASTE □ *Arbitron Radio study finds that blacks and the Spanish-speaking lean toward specialized stations and have listening patterns distinctly different from population as a whole. PAGE 46.*

PRE-EMPTION PRE-EMPTED □ *U.S. Court of Appeals in Washington turns tables on cable industry and FCC by giving regulatory powers over leased, two-way cable channels to state and local authorities. PAGE 54.*

MEDDLING? □ *System operators and FCC fear that states tend toward indirect pay cable rate regulation by setting base-rate procedures. Involvement is denied by state authorities. PAGE 54.*

ABOVE ALL, A BUSINESSMAN □ *That's how Burt Harris, NCTA chairman-elect, sees himself in the long run, despite his roles as MSO owner, broadcaster and over-the-air pay-TV license applicant. PAGE 58.*

ABC KEEPS WINNING □ *Olympics coverage helps network latch onto its fourth straight week as number one in ratings. It also means second place in season-to-date. PAGE 62.*

GROSSMAN'S GOAL □ *New PBS president makes it clear in Los Angeles speech that his number-one priority is better programing for public TV. PAGE 63. Determination, confidence and talent have enabled Lawrence Grossman to succeed in practically every endeavour he has undertaken. He explains his philosophy in "Profile". PAGE 97.*

FAMILY VIEWING □ *Suits against network programing concept survive first major test as court rejects defendants' motion for dismissal. Judge also says plaintiffs could collect monetary damages on First Amendment grounds. PAGE 65.*

NATPE TIME □ *TV program distributors and buyers will find their hearts in San Francisco next week as association's 13th annual convention offers its biggest show to date for record number of registrants. PAGE 66.*

FRANK PERSISTS □ *Programer is at FCC door again in effort to get rule that would restrict stripping in prime-time access period and increase diversity in schedules. PAGE 66.*

M-I-C-K-E-Y... □ *Disney examines success of The Mickey Mouse Club in 1950's and later in syndication, decides to develop new color version. PAGE 67.*

GOLDMARK'S LATEST □ *RTS, new TV recording system permits compact storage of large amounts of programing; allows transmission to distributing centers at extremely high speeds. PAGE 70.*

BROOK'S OPPOSITION □ *Texas Democrat introduces resolution designed to dilute role of TV networks in any House coverage. PAGE 72.*

LONG HOT SUMMER □ *Squeeze is on, literally, as networks plan for political conventions. Here's some difficulties that loom. PAGE 73.*

SOLVING HEARST PROBLEMS □ *San Francisco trial coverage proceeds smoothly, thanks to workable plan for broadcast-print devised by judge and media committee. PAGE 74.*

Broadcast Advertising 46	Closed Circuit 7	For the Record 83	Profile 97
Broadcast Journalism 72	Datebook 14	Media 30	Programing 62
Business Briefly 8	Editorials 98	Monday Memo 12	Stock Tables 95
Cablecasting 54	Equip. & Engineering 69	Open Mike 17	Top of the Week 21
Changing Hands 39	Fates & Fortunes 76	Playlist 80	Where Things Stand 81

EMERY FLIES AT THE RATE OF 55 PLANES PER HOUR.

It's hard to determine an air freight company's speed by how fast it flies. A better way is to determine how often it flies.

Emery reserves space on key flights of practically every airline that carries freight. So instead of having a fleet of planes at our command, we have a fleet of airlines.

Which puts us on well over 1000 jets a day. Or, with a little simple division, 55 jets per hour.

Nobody else flies at that rate.

And not only do we fly more often, we fly to more places.

Emery flies 5000 route segments per day, serving over 400 airport cities. And, in fact, we can

deliver packages to over 33,000 communities in the United States.

What's more, if you have a package that has to go someplace airlines don't go, we can get it there, too. Because we also use hundreds of off line, commuter and charter planes where airline service is weak or non-existent.

What all this means is that you don't have to worry about your package sitting around in an airport because it missed the one plane going its way. It means that you'll not only get a choice flight, but a choice of flights. And that your package doesn't have to go to some out of the way city to get consolidated before it can

get to where it's going.

But Emery doesn't just move fast in the air. With over 2000 trucks, 3000 employees, and even a bike or two, we keep things moving on the ground as well.

We even move information fast. Thanks to a computer tracking system that can tell you, in ten seconds, everything you want to know about your package but were afraid to ask.

To see how swift we are, call your nearest Emery office. We're even quick to pick up the telephone.

EMERY AIR FREIGHT

The shortest distance between two points.



Closed Circuit®

Insider report: behind the scene; before the fact

Fast start

Though first-quarter business in national spot television has been sluggish in recent years, 1976 is shaping up as sharp exception with sales topping last year's figures by 15% to 20%, according to leading rep firms. Factors fueling boom are: sell-out at TV networks, rising business economy, Bicentennial promotions, political primaries and increase in introductions of new products.

Shortcut

President Ford may find himself choosing between going to Congress or to FCC in seeking de-regulation of cable television. For while Domestic Council's regulatory reform group has attracted attention for its work on cable legislation, it regards as logical option issuance of "white paper" in which administration policy of seeking change through regulatory process would be set forth. Paper would be backed with economic data group has accumulated, would probably praise FCC for de-regulatory steps it has already taken, such as dropping leapfrogging rule, but would point out problems administration sees in regulations still on books.

Regulatory reform group, which intends to complete its work on cable before Representative Torbert Macdonald (D-Mass.) holds cable hearings next month, has not yet decided whether to suggest white paper option. If President should ultimately choose FCC route, he would avoid legislative battle in Congress, but at price, probably, of subjecting himself to charge of attempting to undercut independence of regulatory agency.

Inside and outside

Uneasiness is spreading through staff of National Cable Television Association as search goes on for number-two executive and vacancies below that go unfilled. Number of those still on premises are known to be seeking other connections.

Still, Robert Schmidt, NCTA president, after seven months on job, seems to command confidence of NCTA board. Headway cable cause is making on Hill and elsewhere in Washington accounts at least in part for Mr. Schmidt's extended honeymoon.

Bigger job

FCC's Rules and Standards Division has been marked by Chairman Richard E. Wiley for reorganization. Division, whose major function is drafting commission's rules, is likely to be expanded and given augmented authority; there is talk of adding legal branch and policy-

development function that would mesh with work of Office of Plans and Policy, and of folding in some existing branches now located elsewhere in Broadcast Bureau. And Chairman Wiley is determined to add his favorite management technique—imposition of tight deadlines on work done by division.

Chairman Wiley and Broadcast Bureau officials have been discussing proposed changes for several months. Decision of division's chief, Arthur Bernstone, to retire March 1 is prompting officials to step up pace of reorganization planning. No decision yet on who will take over beefed-up division.

Lose some; win some

All three network-owned FM station groups have cut connections with National Association of FM Broadcasters since it became National Radio Broadcasters Association and began to represent AM as well as FM (BROADCASTING, Sept. 22, 1975). More exactly, they have done so since National Association of Broadcasters stepped up its own radio activity (at least partly in response to NRBA's ambitions). ABC, CBS and NBC radio officials all attribute withdrawals to increased NAB activity, say it made refocused NRBA unnecessary for them. Some also consider NRBA "divisive." All three had representatives on NAFMB/NRBA board who have now resigned.

NRBA leaders seem unconcerned, say withdrawals were not unexpected since NRBA already was moving closer to grassroots representation. In fact, they say, CBS and ABC FM's had become less active members and NBC had only one FM in membership. They also emphasize they have other groups, including Bonneville, Cox, Merv Griffin and some Greater Media stations, and say membership now—at outset of drive started couple weeks ago—is between 600 and 700 stations, as compared with about 400 year ago.

CPB's cut

Corporate grants now represent about 6% of Corporation for Public Broadcasting's annual budget, according to CPB's report for fiscal 1975 (ending last June 30), now circulating. Five companies contributed total of \$3,745,387 while unspecified others gave less than \$50,000 each which, with "other income," added another \$240,894. Thus corporate total was \$3,986,281, out of CPB's \$64,884,776 total outlay for programs and activities. It was comedown from fiscal 1974, when corporate contributions approached \$4.7 million and represented 9.6% of that

year's much smaller program budget.

As group, five named corporate donors in fiscal 1975 put almost \$20 into commercial TV for every dollar they gave to PTV: Their commercial total was \$73,099,700, according to Television Bureau of Advertising/Broadcast Advertisers Reports estimates. Individual ratios varied widely. Individual totals were listed as follows (with industry estimates of commercial TV expenditures for same 12 months in parentheses): Atlantic Richfield \$1.2 million (\$3,687,700); Exxon \$1 million (\$10,804,600); McDonald's \$705,138 (\$42,484,400); Mobil Oil \$550,087 (\$6,656,200) and CBS \$290,162 (\$9,466,800).

One runs; one waits

"Absolutely. No ifs, ands or buts." That's what House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) says about his intention to run for 12th term in Congress. Mr. Macdonald is paying rent on campaign headquarters in his district, just outside Boston, and is recruiting staff. He has one announced opponent for Democratic nomination (BROADCASTING, Jan. 12).

Political realities put Lionel Van Deerlin (D-Calif.) next in line for Communications chairmanship, although others are senior, if Mr. Macdonald were to vacate post. Mr. Van Deerlin left Communications Subcommittee at beginning of 94th Congress to become chairman of Consumer Protection and Finance Subcommittee, but he would return if top spot opened. He was television news commentator and newspaperman before election to Congress.

Good works

FCC, which has been spending large part of its time digging up information requested by congressional committees generally critical of commission's performance, now has chance to put shine on its image, even if it means more work. Senate Commerce Committee has told FCC and other agencies over which it has jurisdiction, including Federal Trade Commission, that it is interested not only in their shortcomings but also their successes.

Accordingly, it has asked each to report on 25 most significant actions, in last 10 years, that have been of tangible value to consumers. Deadline for replies was today (Feb. 16), but commission and other agencies, busy with other things, asked for and received extensions of several days.

Business Briefly

Farah □ Men's and boys' slacks, jackets and shirts will be advertised by Farah, El Paso, in five-week campaign beginning March 29. Fringe and prime-time 30's in limited number of TV markets are handled by Mithoff Advertising, El Paso.

Young Drug Products Corp. □ Bidette towelette for women will be advertised in spot-TV effort in 21 markets starting on March 29 and continuing for four weeks. Creative work and media planning are handled by Shiffman/Fergusson/Stone Advertising Inc., New York, with placement of time by Media Communications Inc., New York, which is seeking to reach women, 18 to 34 and 18 to 49.

Schieffelin & Co. □ Blue Nun wine returns to radio after brief hiatus for six-week campaign in top-40 markets, starting in late March. Commercials feature the comedy team of Stiller and Meara, with Della Femina, Travisano & Partners, New York, aiming spots at adults, 18 to 24 and 18 to 49.

Terminix □ Pest control products by Terminix, Memphis, will be advertised in substantial number of markets for five weeks beginning March 29. Fringe, daytime and prime-time TV 30's geared to adults, 25 to 49, are handled by John Malmo Advertising, Memphis.

General Tire & Rubber □ TV campaign for General Tire and Rubber tires is scheduled for March 15-April 25 in 12 markets. Prime-time and news 30's will use new, undisclosed creative theme. Markets are Atlanta, Cleveland, Chicago, Dallas-Fort Worth, Detroit, Houston, Minneapolis-St. Paul, Philadelphia, St. Louis, Pittsburgh, San Francisco and Washington. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., is agency.

Sun Life of Canada □ In change of media strategy, Sun Life, which had placed its television funds primarily in network TV news, is launching extensive spot-TV campaign in 40-major markets concentrated in areas where its sales potential is greatest. Spot-TV effort will begin April 5, with flights lasting until May 9 in some markets and May 23 in others. Ingalls & Associates, Boston, is seeking time periods to reach men, 18 to 49.

International Harvester □ Outdoor power products will be advertised in spot-TV campaign to begin on March 29 for two months in 70 markets. Target audience of men, 25 to 54, will be sought via buys on news programs by Nader-Lief Inc., Chicago.

Phillips Petroleum □ Spring campaign for Phillips Petroleum, Bartlesville, Okla., in substantial number of markets is set for March 29 start date with second flight May 3-June 27. Fringe and prime-time

30's are geared to men, 18 to 34. Tracy Locke, Dallas, is agency.

Warner Lambert □ Drug company, through J. Walter Thompson, is one of four new sponsors to sign up for *Sportspecial of the Month*, 90-minute late-night barter TV series produced by Trans World International, Los Angeles. Three other sponsors are Toro lawn mowers (Ogilvy & Mather), Haggan slacks (Tracy-Locke, Dallas) and Canadian Olympic coins (Vickers and Benson, Ltd. of Canada). About 90 stations have signed for series, which constitutes 80% coverage. Among them are KTTV Los Angeles, WGN-TV Chicago and WNEW-TV New York. Stations get series free and are allotted nine minutes to sell to local advertisers. Two events have already been telecast; upcoming on March 13 is World Professional Karate full-contact middleweight bout from Las Vegas, and on April 10 is Aloha Basketball Classic from Hawaii featuring best college seniors.

3M Co. □ Two-product campaign for 3M Co., St. Paul, begins March 1 for four weeks in network TV and network radio with 30-market spot heavy-up in both media to precede and follow. Flights are staggered to run with tomato and plant growing seasons in various markets. Themes for the tomato/plant food products: "Look at them tomatoes!" and "Use it once every four months, your plants use it everyday." Daytime, fringe and prime-time TV 30's are geared to women, 25 and over; radio 30's and 60's use local station personalities. Campbell-Mithun, Minneapolis, is agency.

Miracle White Co. □ Various detergent products will be spotlighted in three different two-week spot-TV flights this winter and spring, starting late this month, late March and late April. Total of 49 markets will be used, though number will vary depending on product to be advertised. Needham, Harper & Steers, Chicago, is seeking late fringe and daytime slots to reach women, 26 to 49.

Harvey's Bristol Cream □ Two flights of spot TV for sherry wine will be carried this winter and spring in 18 major markets, with first one set to begin this week and second in early April, each for five weeks. D'Arcy-MacManus & Masius Inc., New York, is aiming spots at men and women, 25 to 49.

BAR reports television-network sales as of Jan. 25

ABC \$51,789,900 (28.1%) □ CBS \$69,488,600 (37.7%) □ NBC \$62,977,700 (34.2%)

Day parts	Total minutes week ended Jan. 25	Total dollars week ended Jan. 25	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.	116	\$ 698,900	383	\$ 2,192,000	\$ 1,992,200	+10.0
Monday-Friday 10 a.m.-6 p.m.	1,011	11,653,800	3,365	41,117,500	37,764,000	+ 8.9
Saturday-Sunday Sign-on-6 p.m.	305	5,556,600	1,083	26,534,500	19,263,600	+37.7
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,886,000	355	10,387,200	9,614,700	+ 8.0
Sunday 6 p.m.-7:30 p.m.	26	1,004,400	81	3,994,500	2,017,700	+98.0
Monday-Sunday 7:30 p.m.-11 p.m.	375	23,853,600	1,433	88,570,700	86,949,400	+ 1.9
Monday-Sunday 11 p.m.-Sign-off	185	3,377,000	636	11,459,800	11,325,100	+ 1.2
Total	2,118	\$49,030,300	7,336	\$184,256,200	\$168,926,700	+ 9.0

Source: Broadcast Advertisers Reports

adult
wsyr radio



***ARB-62%**
MORE ADULTS THAN
THE SECOND STATION!

****Pulse-132%**
MORE ADULTS THAN
THE SECOND STATION!

wsyr-radio
SYRACUSE 570

* Mon. thru Sun. 6am to midnight, Oct./Nov. 1975 Syracuse ARB Total Survey Area; Adults 18+; Avg. Persons
** Mon. thru Fri. 6am to midnight, October, 1975 Syracuse Pulse Radio Station Area; Adults 18+; Avg. Persons

All measurement data are estimates only - subject to defects and limitations of source materials and methods.



Represented nationally by The Christal Company



IT'S NEWS!!!

The things you have been hearing are true. *It's news*, your station's news, that makes the difference between being first or out of the running in your market.

Well-executed local television news develops a warm, strong bond between the audience and the station which is essential to success, and it does it on a daily basis. And the feeling people have about the number one news station overflows into almost all the other areas of its programming. If you doubt this, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

We are the only company in our field with two former, major market news directors on our staff—both with masters degrees in journalism. They have successfully overcome the difficulties your news director has every day and can help him solve problems.

Through McHugh and Hoffman, Inc., you can also learn all there is to know about your news personalities, content and visual presentation, not just from observation but also from in-person research with your audience.

Later, based on this information and our combined experience, we make specific suggestions for improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news excellence can be maintained.

Contact ...



McHUGH AND HOFFMAN, INC.

Communications Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

BAR reports television-network sales as of Feb. 1

ABC \$67,921,900 (28.9%) □ CBS \$85,702,400 (36.5%) □ NBC \$81,292,700 (34.6%)

Day parts	Total minutes week ended Feb. 1	Total dollars week ended Feb. 1	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.	122	\$ 710,600	505	\$ 2,902,600	\$ 2,619,000	+10.8
Monday-Friday 10 a.m.-6 p.m.	1,001	11,461,900	4,367	52,579,400	47,812,900	+10.0
Saturday-Sunday Sign-on-6 p.m.	280	5,253,300	1,363	31,787,800	23,334,800	+36.2
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,774,000	455	13,161,200	11,666,400	+12.8
Sunday 6 p.m.-7:30 p.m.	32	1,504,900	113	5,499,400	2,827,400	+94.5
Monday-Sunday 7:30 p.m.-11 p.m.	408	25,272,500	1,840	113,843,200	112,992,900	+ 0.1
Monday-Sunday 11 p.m.-Sign-off	198	3,683,600	834	15,143,400	13,895,300	+ 8.9
Total	2,141	\$50,660,800	9,477	\$234,917,000	\$212,799,300	+10.4

Source: Broadcast Advertisers Reports

Estee Lauder □ Various cosmetic products by Estee Lauder, New York, will be advertised in flight which begins March 4 for two weeks in substantial number of top-50 markets. Some radio supports daytime, fringe and prime-time TV 30's and 60's. Theme is gift with purchase and uses store tag. AC&R, New York, is agency.

Arthur Treacher's □ Prime-time 30's in 27 markets will promote Arthur Treacher's Fish & Chips for five weeks beginning March 1. Target is adults, 18 to 49. Ketchum, MacLeod & Grove, Pittsburgh, is agency. Campaign uses TV spots by former agency, Sawdon & Bess, New York.

C.F. Mueller Co. □ Macaroni products will be advertised on spot radio in 40 top markets for four weeks, starting in mid-March, to reach women, 18 to 49, in morning and afternoon time periods. Radio supplements spot-TV effort that began last January. Placement is via Needham, Harper & Steers, New York.

Charms □ Candy by Charms, Bloomfield, N.J., begins 14 weeks of advertising in three flights, Feb. 23-April 4, April 19-May 16 and May 31-June 27. TV 30's targeted to children, 2 to 11, and teens will run in 27 markets for lollipop products, Blow Pops and Charm Pops. Popofsky Advertising, New York, is agency; Chapman Communications is buying service.

Art Instruction Schools Inc. □ Minneapolis-based firm will advertise its home study courses in more than 50 TV markets, starting in March. Flights will vary in length from one week up to nine weeks, depending on market. Bozell & Jacobs, Minneapolis, is zeroing in on

daytime programs to reach adults and teen-agers.

Church & Dwight □ Two separate campaigns on spot TV are being arranged—one for Arm & Hammer baking soda and other for Oven Clean, starting in early March for four weeks in 20 markets each. Kelly, Nason, New York, is buying fringe and prime periods to reach women, 18 to 49.

Hardee's Food Systems □ Fast-food chain is planning 13-week spot-TV spree in long list of markets, starting in late March. Benton & Bowles, New York, is looking for daytime, fringe and prime-time 30-second positions to reach adults, 18 to 49, and children, 2 to 11.

Rep appointments □ Buckley Radio Sales, New York, has been named national representative for WXYR(AM) Columbia, S.C. Eastman Radio, New York, has been appointed national sales representative for WMAK (AM) Nashville. Blair Radio has been chosen as national rep for WGLD-AM-FM High Point, N.C.

Van □ Company's hosiery for women will be spotlighted in spot-TV campaign to begin in mid-April for four weeks in 17 major markets. Chalk, Nissen, Hanft, New York, is buying into fringe and prime-time news programs to reach women, 18 to 49.

Kraftco □ Various products in Kraftco's (Glenview, Ill.) three divisions—Sealtest, Breakstone and Kraft Foods—will be advertised in three-week TV campaign beginning March 7. Day and fringe 30's will run in substantial number of spot markets, targeted to women, 18 to 49 and 25 to 54. N.W. Ayer, New York, is agency.

Mike's Still Tops.

In market after market, Mike's still tops.

Tops in Ratings. Tops in Households. Tops in Total Adults. And tops in all-important Women 18 to 49. Tops in *all four* categories in cities like these:

Bangor WABI-TV 4:30-6
Bellingham KVOX-TV 12:30-2
Biloxi WLOX-TV 3:30-5
Binghamton WBNG-TV 4:30-5:30
Buffalo WKBW-TV 4:30-6
Burlington/Plattsburgh WCAX-TV
9-10 AM
Detroit WJBK-TV 4-5:30
Fort Myers WINK-TV 4:30-6
Greenville/New Bern/Washington
WITN-TV 9-10 AM
Lancaster/Harrisburg/Lebanon/York
WGAL-TV 9-10 AM
Jacksonville WJXT 4:30-6
Lexington WLEX-TV 9-10 AM
Lincoln/Hastings/Kearney KOLN-TV
4-5:30

Los Angeles KNBC 3:30-5
Miami WTVJ 9-10:30 AM
New York WCBS-TV 4-5
Palm Springs KMIR-TV 3:30-5
Philadelphia KYW-TV 4-5:30
Phoenix KOOL-TV 4-5:30
Pittsburgh KDKA-TV 4-5:30
Rochester WOKR 10-11:30 AM
Rockford WREX-TV 9-10 AM
Sacramento KXTV 4-5:30
San Antonio KSAT-TV 9-10:30 AM
Tallahassee WCTV 5-6
Tampa/St. Petersburg WTVT
9-10:30 AM
Utica WKTV 4:30-6
Wilmington WECT 9-10 AM
Yakima KIMA-TV 4:30-6

Mike Douglas — he keeps beating out talks, soaps, off-nets, movies. Other shows come and go, but year after year Mike keeps on getting younger, stronger and better.

Come Visit us at the NATPE — Regency Suite 2303, Fairmont Hotel.
The Mike Douglas Show, Group W Productions, Inc.
Westinghouse Broadcasting Company, 90 Park Avenue
New York, New York 10016 (212) 983-5081



Mike Douglas - tops!

GROUP
W PRODUCTIONS INC
WESTINGHOUSE BROADCASTING COMPANY

The Mike Douglas Show

Monday Memo[®]

A broadcast advertising commentary from Mark N. Shmikler, vice president, marketing, TV Magic Inc., Schaumburg, Ill.

'Without TV there would be no TV Magic'

The term, 'the magic of television,' may be a little trite, but it has very real meaning to TV Magic. Formed in 1969 with an initial investment of \$10,000, TV Magic has grown from an obscure company into a multimillion-dollar corporation that is the leader in the magic industry.

In 1975, TV Magic spent approximately \$1.6 million in spot television advertising. In 1976, we expect to spend more than \$2 million in spot TV time to sell our 18 items of magic. In an industry that has gross sales between \$15 million and \$20 million, TV Magic's gross sales in the 1975 year exceeded \$8 million.

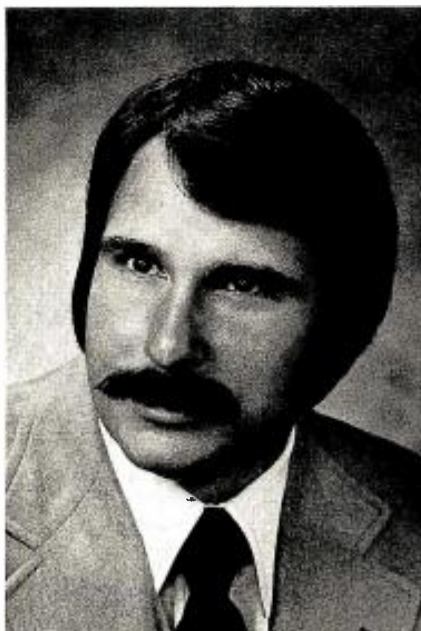
How do we account for our growth? Two reasons. The first is that we have a salable commodity, magic. The second is our success in television.

In 1969, magic was an untested and an unknown category in the huge toy market. Despite this, the founders of TV Magic, Rick D. Carey and Marshall Brodien, had a gut feeling that there was a significant potential in an item that they were to call TV Magic Cards, their first product.

In recent years—prior to the formation of TV Magic—the only mass audiences to be pitched magic items were those people standing in drug and department store aisles or in carnival midways. Obviously, this method of advertising had its limitations. It became clear to the Messrs. Carey and Brodien that TV was the only alternative with which to reach the masses economically.

Late in 1969, TV Magic made television's first mail-order commercial for magic cards. In February 1971, our company retained A. Eicoff & Co., the Chicago-based, advertising-marketing agency, to write and produce our commercials and to buy advertising time. Our company's first budget with Eicoff was \$8,500. Alvin Eicoff, founder of the agency, has been called the father of direct marketing. We began using his concept of Key Outlet Marketing and within months TV Magic became a financial winner.

Key Outlet Marketing is a marketing system whereby a manufacturer places merchandise in selected key retail outlets in various markets on a guaranteed buy-back arrangement. TV Magic buys extensive TV schedules in a particular market and then tags each commercial with the name of the outlet or outlets carrying our merchandise. The outlets become the only source for our merchandise. The commercials draw traffic into the outlets and our sales and the sales of the outlets swell. We use TV schedules to obtain new retail outlets and also use the schedule to



Mark N. Shmikler, at 29, is right at home with the youth environment of the company. Company President Rick D. Carey, is 36 and the average age of top management is 32. Mr. Shmikler was born in Chicago, and graduated with a bachelor of science degree majoring in marketing from Parsons College in 1968. He then was named assistant marketing director for Transco Co., Chicago, a position he held until 1972, when he assumed a similar job title with TV Magic. In May 1975, he was appointed to his present position.

strengthen ties with existing merchandisers.

Without the flexibility of spot TV, this method of marketing would be impossible. The local stations work with the agency and with us to insure good scheduling and this cooperation has helped make our marketing program the success that it is today.

During those early years, our credibility as a company received its greatest challenge. To secure new accounts it was often necessary to provide our proposed TV schedules to a potential retailer and then almost swear in blood that these schedules had been purchased. Retailers had been taken down this primrose path before and had been given many promises regarding the use of TV to back the sale of new retail items. Many of these promises never materialized. Ours did and still do. Even though we continue to provide proposed and actual schedules to customers, in most cases it is no longer a determining factor in TV Magic obtaining an order. Our reputation has preceded us and usually is a plus factor when approaching new accounts.

Many sources have been credited for the magic explosion in this country. It is clear to me that our spending of millions of dollars on television to demonstrate our products for the past five years has been a leading, if not primary reason for the boom. This increase in the popularity of magic has stimulated a sharp increase in the number of manufacturers now jumping on the bandwagon. Many of those companies' entry into the market place will only expand the over-all sales of the industry. However, some companies are marketing inferior products that will only contribute to the destruction of the credibility established by companies marketing quality products.

Because magic in itself can instill disbelief and skepticism in the TV viewer's mind, a well written and directed commercial is an absolute necessity. Our commercials are primarily directed at a young audience. Accordingly, all our commercials are submitted to and approved by the Code Authority of the National Association of Broadcasters. We go to great lengths to market a product that is what we claim it to be. Not only could the credibility of the physical product and our company be challenged, but all those connected with the product, such as the stations and the retailers, would also be affected. We have many images to protect.

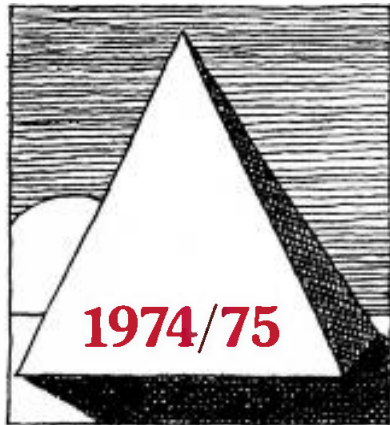
We at TV Magic believe that the future of our company rests primarily in the acceptance of our products by both the consumer and the buyer at the chain-store level. The primary factor in establishing this credibility is our use of TV. TV is part of our name. There is a reason for that. Without TV we could not grow; without TV we could not tell our story to the public; without TV there would be no TV Magic. It is that simple.

The future has never looked brighter. By 1974 we had outgrown our warehouse location and had moved into our present office, in an industrial section of Schaumburg. In 1974, for the first time in our company's short history, we sold merchandise on an international basis, selling goods in Canada.

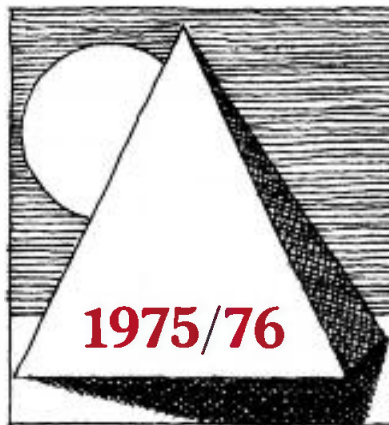
One of the major reasons for our optimism for 1976 is this international situation. We have orders in the house from retail outlets in New Zealand, Australia, South America and Japan. By the end of this year, or early in 1977, we hope to be in Europe.

Our plans, are to support entry into the international market with the same type of heavy TV promotional scheduling that we in the U.S. However, when it comes to European television we are amateurs. We certainly will have to walk slowly in that area.

“The \$25,000 Pyramid”



Viacom introduced a big new pyramid that quickly began to dominate access periods in many markets.



Highest DMA rating in time period in 33 markets.

DMA rating up from year-ago level in 27 markets.

Most 18-49 women in time period in 37 markets.

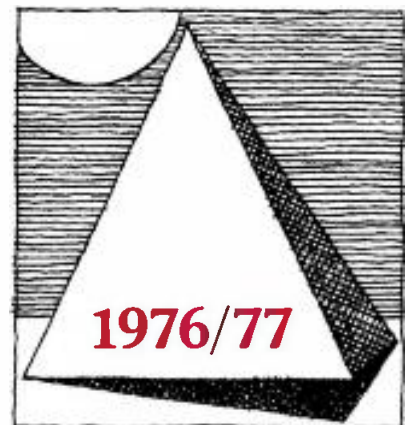
29% more 18-49 women than year-ago programs in 34 markets.

56% more 18-49 women than lead-in programs in 52 markets.

Most 18-34 women in time period in 39 markets.

33% more 18-34 women than year-ago programs in 37 markets.

74% more 18-34 women than lead-in programs in 50 markets.



Available now.

Could you possibly have an easier programming decision to make for next season?

Viacom

Source: NSI, Nov 1975 & 1974.
Audience estimates subject to qualifications available on request.

■ indicates new or revised listing

This week

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. 17**—*Southern California Broadcasters Association* luncheon meeting. Dailey & Associates executives will speak, presenting excerpts from that agency's radio campaigns for Lawry's Foods, Rosarita, Carnation Tuna and Ford. Michael's Restaurant, Los Angeles.

■ **Feb. 17-18**—Advisory council of national organizations to *Corporation for Public Broadcasting* meeting. Sheraton Inn/International Conference Center, Reston, Va.

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. 26**—*Radio-TV Council of Greater Cleveland's* fifth annual "Take a Broadcaster to Lunch." FCC Commissioner Benjamin L. Hooks will be speaker. Sheraton Cleveland hotel, Cleveland.

Also in February

Feb. 22-25—Bicentennial combined conventions of the *National Association of Evangelicals* and the *National Religious Broadcasters*. Among speakers: FCC Chairman Richard E. Wiley; Representative John B. Conlan (R-Ariz.) and Dr. David McKenna, Seattle Pacific College. Shoreham Americana hotel, Washington (see page 38).

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. 23**—Bicentennial breakfast of *San Francisco chapter of The National Academy of Television Arts and Sciences*. FCC Chairman Richard E. Wiley will be saluted with chairman making brief remarks and participating in a question-and-answer period. Hotel St. Francis, San Francisco.

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

■ **Feb. 24-25**—*Association of National Advertisers* television workshop. Agenda includes TV commercial production, hyping, co-op advertising, union negotiations and panel of broadcasters on such issues as "clutter," out-ins, syndication barter and family-viewing concept. Contact: William Kistler, vice president, ANA, 155 East 44 Street, New York 10017. 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 programing "increasing public understanding of the American system of law 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 1**—Deadline for entries in *The Scripps-Howard Foundation's* Roy W. Howard Public Service Awards for public-service reporting in 1975. Cash grants (not to exceed \$2,500) and bronze plaques will be given in newspaper, radio and TV station categories. Runner-up prizes of \$1,000 and \$500 may also be awarded. No entry blank required, but sponsoring letter explaining endeavor should be appended to entry by newspaper editor or station manager. WMC building, 1960 Union Avenue, Memphis 38104.

■ **March 1**—Deadline for nominations for awards to be presented April 26 at Broadcasting Industry Conference of *San Francisco State University*. Categories: Broadcast Preceptor Awards for individuals; Broadcast Media Awards for local programing in six categories in each of four groups covering commercial and

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Media
Says

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If you don't know your property's full value ... or aren't in touch with today's marketplace, you need our services.

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Today, before you settle for less, call 214-233-4334.



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Brokers of Radio, TV, CATV and Newspaper Properties

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, Staller-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.

noncommercial radio and TV; CATV Community Service Awards. Contact: Janet Lee Miller, San Francisco State University, 1600 Holloway Avenue, San Francisco 94132; (415) 469-2456.

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 4—*Hollywood Radio and Television Society's* 16th annual International Broadcasting Awards dinner. Century Plaza hotel, Los Angeles.

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

March 5—FCC's deadline for comments on its inquiry on preparations for 1977 World Administrative Radio Conference for planning of broadcast-satellite service in 11.7 to 12.2 ghz band (Docket 20468). Replies are due March 24. FCC, Washington.

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 10—FCC's deadline for comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Reply comments are due March 24. FCC, Washington.

March 12—FCC's new deadline for comments on proposed changes of mandatory regulation of cable system rates by local or state franchising authorities (Docket 20681). Replies are now due April 9. FCC, Washington.

March 12-14—South region meeting of *Women in Communications Inc.* Town House, Atlanta.

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*. Staller Hilton hotel, Washington.

March 15—Deadline for entries in annual *Broadcast Promotion Association/Michigan State University* awards competition for excellence in broadcast promotion. Twenty categories established, including new one for community events or attractions. Open to BPA member and nonmember stations. For information and entry forms: BPA, Box 5102, Lancaster, Pa. 17601.

March 15—Deadline for submission of entries for *Radio and Television News Directors Foundation Scholarship Awards*. Submissions are to be made to department head of applicant's school. Eligible: any sophomore or advanced undergraduate whose objective is broadcast news and who has declared a major in broadcast journalism. Interested students should submit sample 15-minute radio or TV news script prepared by applicant along with statement of interest in the career field.

March 16-17—*New York State Cable Television Association's* spring meeting; Rowntowner Motor Inn, Albany.

March 17-18—*Kentucky CATV Association* spring meeting. Continental Inn, Lexington.

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 1-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 19-21—Pacific Northwest region meeting of *Women in Communications Inc.* Battelle Research Center, Seattle.

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

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

March 24—Forum on comparative advertising, sponsored by *United States Trademark Association*. Co-chairmen: Byron Hackett, J. Walter Thompson Co., and Lionel Wetnick, BBDO, both New York. Speakers: Robert L. Froelich, Ted Bates & Co.; Stockton Helffrich, National Association of Broadcasters; Alfred Schneider, ABC; Stephen A. Nye, Federal Trade Commission; Roland P. Campbell, National Advertising Division, Council of Better Business Bureaus; Kathryn Feakins, Ogilvy & Mather, and Gilbert Weil of Weil Gutman & Davis, Plaza hotel, New York.

March 26-27—*Alabama Cable Television Association* annual award meeting. George Lindsey, who sponsors *Celebrity Golf Weekend* in Montgomery, Ala., to aid special Olympics for Alabama's handicapped children, will receive *Citizen of the Year Award*. Kahler Plaza hotel, Birmingham.

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 Com-*

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instant play
cartridge machines
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New features!

- Internal Analog audio switching.
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Solid state counter for audition selection or sequential operation. There are only three moving parts to cause a cartridge to play in any of the 12 or 24 positions. And each Caro-Stat has one playback head for every cartridge position.

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Yes! I want to know more about Caro-Stat! Send complete information and have your Representative call me.

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Station _____

Address _____

_____ Zip _____

Phone (area code) _____

76-102

See us at NAB—Booth 709-A

munications 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 7-8—*Kentucky Broadcasters Association's* spring convention. Stouffers Inn, Louisville.

April 9-10—*Women in Communications Inc.* South-west 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.

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 programming, at Mortgage Bankers Association of America national conference. Washington.

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

April 14—*New England Cable Television Association* annual meeting. Holiday Inn-Downtown, Portland, Me.

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.* Northeast 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 25-30—Annual Broadcast Industry Conference, sponsored by *San Francisco State University* SFSU campus, San Francisco.

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

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

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

May 13-14—*Ohio Association of Broadcasters* spring convention. Speakers include John Eger, acting director of Office of Telecommunications Policy; Ray Seddon, FCC chief of Emergency Broadcast System; Paul Peterson, Federal Trade Commission, and Carl Stevens of Personnel Management Workshops. Sawmill Creek, Huron.

May 13-16—Western Advertising Conference, sponsored by *Western States Advertising Agencies Association*. Friday luncheon speaker will be Erwin D. Canham, editor emeritus, *The Christian Science Monitor*, and past president of U.S. Chamber of Commerce. Canyon hotel, Palm Springs, Calif.

May 17-18—*Kentucky CATV Association* spring convention. Continental Inn, Lexington.

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 3-5—*American Advertising Federation's* 71st annual convention. Statter-Hilton hotel, Washington.

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

June 6-25—Eighth annual *Institute for Religious Communications*. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (505) 866-5471.

June 8-11—Annual convention of *National Broadcast Editorial Association*. Mayflower hotel, Washington.

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

June 10-12—*Montana Broadcasters Association* annual convention. Many Glacier Lodge.

June 10-13—*Mississippi Broadcasters Association* 35th annual convention. Phil Brady, WAPF(AM) McComb, is convention chairman. 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. Statter Hilton, Washington.

June 20-22—*New Jersey Broadcasters Association* 40th annual convention. Great Gorge hotel, MacAfee.

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.

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

July

July 7—*Texas Association of Broadcasters* annual convention. Americana Inn of Six Flags, Arlington.

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

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.

September

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

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

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

October

- **Oct. 6-8**—Indiana Broadcasters Association annual membership meeting. Executive Inn, Vincennes.
- **Oct. 7-10**—Women in Communications Inc. national meeting. Marc Plaza hotel, Milwaukee.
- **Oct. 13-16**—Annual meeting, Association of National Advertisers. Broadmoor hotel, Colorado Springs.
- **Oct. 13-16**—Western Educational Society for Telecommunications conference. Sheraton Anaheim, Anaheim, Calif.
- **Oct. 18-19**—National Association of Broad-

casters regional conference. Hyatt Regency hotel, Houston.

■ **Oct. 21-22**—National Association of Broadcasters regional conference. Brown Palace hotel, Denver.

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

■ **Oct. 25-26**—National Association of Broadcasters regional conference. Thunderbird Motor Inn, Portland, Ore.

■ **Oct. 28-31**—Missouri Broadcasters Association fall meeting. Crown Center, Kansas City.

Open Mike®

Disenfranchised

EDITOR: A controversy has erupted all over again regarding whether or not the rating services, Arbitron and Nielsen, should extend their sweeps from four weeks to eight. We, as broadcasters, oppose the extension for many important reasons. We believe that such an extension would be self-defeating, would be subject to gross inaccuracies because of the smallness of the sample, and would unnecessarily increase the cost to the stations.

What really puzzles us is the composition of the American Advertising Research Foundation's Television Audience Measurement Committee.

We find that there are 11 members making up this committee. Of these, three represent networks, three advertising agencies, two advertisers, two the National Association of Broadcasters, and one voice is allocated to national representatives. This is the first time where we have seen an industry committee which has a membership which excludes the people who pay the bills. The NAB is properly represented, but cannot take any position because obviously as loyalties must be evenly divided.

That leaves the television stations right out in the cold with no voice in determining what kind of research rating services should furnish. We suggest that it is time that the composition of this committee be changed radically and that the 700 television stations in this country be given proper representation.—*Egmont Sonderling, chairman and president, Sonderling Broadcasting Corp., Miami.*

The power of babel

EDITOR: If your writer who did the story on CB (Jan. 19) had listened to any of the CB channels, he'd have picked up a couple of new angles.

First, in any metro area it is almost impossible to communicate. The air is full of CB'ers talking—without actually saying anything. It's amazing the money that's spent on communication equipment for

such noncommunication. What was intended as a point-to-point service has turned into a hobby band, essentially eliminating meaningful communication.

Second, add to the chaos the fact that the FCC placed the CB band in a part of the spectrum known for its ionospheric skip conditions. This means that on many days from fall to spring, signals skip into other areas from 3,000 miles away.

CB is a manufacturer's delight. But unless the band is policed as it was supposed to be, there will be an increasing number of disappointed CB'ers who, after investing in equipment, will find—at least in a metro area—that it can be almost useless for reliable point-to-point communication.—*Ron Wren, San Francisco.*

EDITOR: Thanks for the concise synopsis of the CB license situation in your Jan. 19 issue. If we, as broadcasters, can help spread the word that far more can be gained from listening than talking, CB radios can still remain in the service area rather than the toy area.—*John W.J. Hopkins, WRIN(AM) Rensselaer, Ind.*

Beginnings and ends

EDITOR: Arkansas newspapers carried two obituaries during the last week of January that could be placed in the "strange as it seems" category.

KGHI, a pioneer Little Rock radio station, went on the air in April 1928 at the First Baptist church. By October of that year, the church no longer desired to operate the station. Otho A. Cook, a member of the church and a Studebaker automobile dealer, assumed control of KGHI and moved it to a downtown hotel. He hired Fletcher E. Bolls, a district Studebaker representative, to work for the station. They served as owner-announcer and manager-announcer respectively. KGHI broadcast many innovative program features under their direction.

Otho Cook died Wednesday, Jan. 28, at the age of 78. Fletcher Bolls died the following day.—*Ray Poindexter, director, Arkansas Airwaves, North Little Rock.*

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Top of the Week

Grass roots radio and TV at home in White House

President unveils latest media innovation, inviting New Hampshire stations to Washington for state-exclusive news conference; WBZ-TV women's program gets one-on-one; it's matter of bringing election year media mountain to Mohammad

President Ford, who has probably made more local radio and television appearances than any of his predecessors, has hit on a technique for doing even more, but without the wear and tear of dropping in at stations around the country: Invite the radio and television reporters to the White House, in bunches.

Last week may have offered a preview of things to come. Twenty representatives of 17 New Hampshire radio stations had the President to themselves in the Roosevelt Room of the White House for more than an hour on Thursday afternoon. And the only reason representatives of the state's 16 other stations were not present was that they could not make it; all had been invited.

With the New Hampshire primary looming on the horizon, and with the President's presence in their state two weeks ago having whetted their appetite for an interview, virtually all of the stations had requested one. That was not unusual; White House aides say the President has received invitations "to drop in when in town" from hundreds of newspapers and radio and television stations around the country. And, not surprisingly, as the President prepares to take his campaign for the Republican presidential nomination into a particular state, the flow of invitations from that state turns into a torrent. News of his appearance on a station anywhere also seems to stimulate interest on the part of stations everywhere.

There is another factor in the White House aides' consideration of the invitations that are received: The President enjoys talking to reporters from around the country. Then, too, there is the publicity value, especially in an election year.

To accommodate the New Hampshire

radio stations, the decision was made to invite them down in a group. The locals trooped into the Roosevelt Room, their tape recorders at the ready, sat around a table with the President, quizzed him on national and international affairs, as well as on matters affecting their state and specific areas, then many of them made for the pay phones in the press room.

The Thursday mass interview was not the President's only meeting with the local press in the White House last week. On Wednesday morning, in the Oval Office, he sat for a taped interview with Sharon King of WBZ-TV Boston, whose *Woman '76* program is seen from 12:30 to 1:30 p.m., Monday through Friday. The interview,

do a 30-minute interview with the President on Feb. 19. The program is scheduled for broadcast the next night, at 7:30, on WENH-TV Durham, the production station; WHED-TV Hanover, WEDB-TV Berlin, WLED-TV Littleton and WKEW-TV Keene, the transmitters, and on translators operating on channel 59 in Woodstock and on channel 70 in Conway.

Probably few in the New Hampshire party last week had had an opportunity to question a President before. But for none of them in the group could the experience have been as eye-popping as it was for William J. Candee, IV, of WPEA(FM) Exeter, which is licensed to Phillips Exeter Academy. William, who is 14, is a 10th



Welcome to Washington. President Ford sat for a 15-minute interview with WBZ-TV Boston's Sharon King last Wednesday, then met with 20 New Hampshire radio representatives for over an hour on Thursday.

done as part of a series of 15-minute interviews with presidential candidates, will be broadcast Feb. 19.

And those two sessions probably will not be the last of their kind. "We may do this again," Bob Mead, the President's television adviser, said as the New Hampshire delegation was due to arrive. He indicated he did not relish the idea of arranging for a meeting of scores of broadcasters, as would be required if across-the-board invitations went to stations in, say, Illinois or New York. But he said group meetings allow the President to talk to large numbers of reporters without taking too much time out of his schedule. And, he said, "if we don't do this again, people will get mad."

Late last week, the White House confirmed a date for the President's next at-home interview with local broadcasters. The New Hampshire Television Network, which covers the state with one production station, four transmitters and two translators, sends a crew to the White House to

grader at the school. Although he confessed later to having been impressed, he wasn't too awed to ask some questions.

Two of the other members of the party did not have too many years seniority on William. Peter Brunette and Paul Casanoff, both of WPCR(FM) Plymouth, are students at Plymouth State College, part of the University of New Hampshire.

The others in the group were Robert Barbin, WMOU(AM) Berlin; Palmer Dante, WTSV(AM) Claremont; David Wysocki, WKXL-AM-FM Concord; Jeff Fisher and Jeff Messerman, WFTN(AM) Franklin; Jeff Sudikoff and Bob Braun, WDCR-AM-FM Hanover; James M. Canto, WTSL(AM) Hanover; Frederick Wall, WNEC-FM Henniker; Talbot Hood, WKBK(AM) and Darryl Clark, WKNE(AM), both Keene; Bill Aydelott, WLTN(AM) Littleton; Ronald Amadon, WGIR-AM-FM Manchester; Edward J. Lecius Jr., WSMN(AM) Nashua; Robert Sawyer, WSCV(AM) Peterborough; Ken O'Quinn, WBBX(AM) Portsmouth, and Joseph Riley, WWNH(AM) Rochester.

No newsmen in CIA's future, but past still haunts some

New director of intelligence agency says he's getting all journalists off the payroll; he refuses to name present or past operatives; former CBS News chief confirms he knew of two agents among that organization's stringers abroad, says Chairman Paley was aware

The practice of using journalists to gather intelligence for the United States abroad will be ended now and in the future, Central Intelligence Agency Director George Bush announced last week. Mr. Bush ordered the removal from the CIA payroll of any reporters that are working full or part-time for U.S. news organizations and said such relationships, even with news stringers, will be banned in the future.

At the same time, however, the CIA refused to release the names of those journalists who work now or have ever worked in the past with the agency. That decision was greeted with dismay by the Senate Intelligence Committee, which wants the names for its investigation of the CIA, and by some news organizations that want the names made public so that a stigma will be removed from all those in the journalism community that have not collaborated with the agency.

It also left the door open for continued speculation about which reporters, even as far back as 20 years ago, might have had ties with government intelligence.

New accusations of collusion between broadcast newsmen and the CIA were published last week, this time with the finger pointed at CBS—and, indeed, at CBS Chairman William S. Paley—by a former president of CBS News, Sig Mickelson.

These other items were part of the complex web of stories about journalism and the CIA last week:

■ Following a *Washington Post* account saying that Mr. Bush had "found support" from officials at CBS and the *New York Times* for the CIA's refusal to divulge names, the network and the newspaper both issued denials.

■ Mr. Bush's announcement that the CIA will cut ties with newsmen was his first official act as CIA director. A recommendation that he do just that was one of the last official acts of the House Intelligence Committee, which went out of business last Wednesday. Two weeks ago the House voted to block publication of the committee's report without presiden-

tial approval. House Speaker Carl Albert (D-Okla.) announced last week that he will refer the report to five House committees with jurisdiction over problems covered in it. That means any member of the House may see the report, but is forbidden from making it public.

■ But the question of publication was reduced to one of legislative form last week, when a transcript of part of the report appeared on the newsstands in a special supplement of the New York-based *Village Voice*. CBS correspondent Daniel Schorr later admitted to an instrumental role in transmitting a copy of the report to the newspaper, through the Reporters Committee for Freedom of the Press (see separate story).

The *Voice* account confirms earlier leaks about the CIA's use of media. It says, for example, that agency files show that 11 CIA agents were using media cover from 15 news organizations in 1975, including radio and TV. "Five of these are of major general news impact, nine of major general news influence and one a proprietary," the report is quoted as saying. On some occasions, but not all, the employing news organizations were aware of the CIA connections. The report alludes to a time when the agency had "fiduciary relations" with five full-time correspondents of major news organizations and says three of their employers were "unwitting."

The CIA-CBS connection was alleged in statements last week by Sig Mickelson, now president of Radio Free Europe in Washington. He named two former newsmen, Austin Goodrich and Frank Kearns, as having been on the CIA payroll while stringing for CBS in the early and mid-1950's. He said he learned about Mr. Goodrich's CIA ties from CIA officials at a meeting in the office of William S. Paley,

who was present at the time. Denials were issued all around.

Mr. Mickelson said last week that in October 1954 he was called into Mr. Paley's office and told by CIA officials there that Mr. Goodrich, for 16 months a staff writer for CBS Radio and then a CBS stringer in Stockholm, Sweden, was a CIA agent. Mr. Mickelson had been made CBS vice president for news and public affairs two months before that meeting and had just returned to New York from a trip to Europe that included a stop in Stockholm. In Stockholm he had spoken at length with CBS's correspondent there, Wilfred Fleicher, but had not seen Mr. Goodrich. He surmises now that the meeting in Mr. Paley's office was called to let him know Mr. Goodrich was in Stockholm working for the CIA and stringing for CBS. Mr. Mickelson denied reports that he had fired Mr. Goodrich. The truth is, he said, that he stopped using Mr. Goodrich because CBS already had a man in Sweden.

Mr. Paley, through a spokesman last week, professed "absolutely no recollection" of the meeting Mr. Mickelson described. "It just didn't happen," the spokesman said. He also said "Sig is not a fabricator—we're not saying he is, and I hope he's not saying we are. It's an honest difference. We just can't understand what he's thinking about. There is no way Mr. Paley would have called a newsman in on a matter involving the CIA."

Mr. Mickelson, aware of Mr. Paley's denial, replied, "There are some people in some circles who think my memory is very good." He said, too, that he does not condemn CBS for harboring a CIA operative in 1954. He recalled that in the political climate of that time "it was not a disgrace to work for the CIA." He added that he feels personally that it is a mistake to get news

CBS's Daniel Schorr: journalistic conscience caught in the middle

Publication of the House Intelligence Committee report on the CIA in the *Village Voice* produced astoundingly strong reaction in Washington last week. The President immediately volunteered "the full resources and services of the executive branch" for a manhunt to track the source of the leak. The administration accused Congress and Intelligence Committee Chairman Otis Pike (D-N.Y.) accused the administration. But following a *Washington Post* account that appeared the same day that the *Village Voice* hit the stands there was strong suspicion that one man, CBS correspondent Daniel Schorr, had the answers.

Mr. Schorr at first denied unattributed accounts that he not only had a copy of the House report but "was instrumental" in transmitting it to the *Voice*. But at week's end he admitted to both accounts. That not only makes him the star witness in the federal investigation presumed to be under way but also puts him in the uncomfortable position of standing between his source and the authorities.

Unavoidably drawn into the fray, CBS News issued a statement Friday saying it would not comment on Mr. Schorr "because of the possibility of a federal investigation." CBS said Mr. Schorr still has his job, but that another reporter will be assigned to cover the House Intelligence Committee and the surrounding controversy. Mr. Schorr can continue to report other areas of the intelligence issue and the CIA. The network added: "Consistent with its long-standing practice, CBS News will support Mr. Schorr against any effort to compel him to reveal his confidential sources in the acquisition of the report."

Mr. Schorr issued his own statement describing the events that landed the House report at the *Village Voice*. He did not disclose his source, saying only that "the report became available to me—and apparently not to me alone—at a time when its general release was expected within a few days." He reported highlights of it on the news and at one time even displayed the title page.

Although the report was not yet public, Mr. Schorr thought himself safe because its general circulation was considered imminent. But then the House voted to block publication—leaving Mr. Schorr, in his words, "con-

If they're guilty, was it a crime?

CBS's Eric Sevareid devoted last Wednesday's (Feb. 11) evening news commentary to the allegations of hand-in-gloveness between the media and intelligence communities. His point of view:

Various institutions of the press, print and broadcast, find themselves in an odd and oddly difficult situation as the secrets of the very poorest secret intelligence establishments spill out in public. These press institutions, proud of their capacity to ferret out the whole truth, do not know the whole truth about themselves. How many and just who on their staffs, or loosely connected with their staffs, were also undercover CIA agents. And how many and who might still be agents. They're trying hard at the moment to clear up the matter because the practice is intolerably injurious to the credibility of the press. There is general agreement on that and agreement—now by the CIA too—that not even the nonstaff stringer—a type of journalist—should also be

connected with the intelligence service.

But at this point a serious problem arises, of a moral nature. If names of past and present agents working as journalists should be provided to the companies by the CIA if the companies are to trace the pattern of the practice and clean it up, who else is entitled to know these names? Should they be published by a press that has generally insisted on full disclosure about the CIA? Should they be given to the Senate committee, which would almost certainly mean publication because of the inability of the Congress to keep secrets secret. Some leading journalists and press executives think the answer is yes to both questions if their credibility is to be restored. But this act in itself will not allay suspicions that the list is not complete. And what of the individuals named? They had received assurances of anonymity when they agreed to work for CIA. They certainly believed they were serving their country.

This is troubling to anyone who was here

during the hysteria of the McCarthy period 20 years ago. Then there were investigators on Capitol Hill busy throwing out the names of civil servants, teachers and press people accused of once having been a member of the Young Communist League or knowing Communists or subscribing to Marxist publications and so on. Dozens of entirely patriotic persons had their careers harmed or ruined. The prosecutorial refrain of the Un-American Activities Committee was "Have you now or have you ever been et cetera." Now the refrain from liberal investigators is becoming "are you now or have you ever been connected with American official intelligence, an anticommunist enterprise."

Liberals, including the liberal press, were shocked at what was done to well intended people in the McCarthy days. Now some of the same voices demand that the same thing or something disturbingly close to it be done to men whose crime seems to be that they were not too pro-Russia but too pro-America. One generation's meat is the next generation's poison.

reporting in foreign capitals mixed up with government service.

During the meeting in Mr. Paley's office, the chairman did not say a word beyond introducing the CIA officials, Mr. Mickelson said. He guesses that Mr. Paley cooperated with the CIA "in a minor sort of way"—meaning, he said, that Mr. Paley offered CBS as a cover for the CIA man Goodrich.

For his part, Mr. Goodrich denied any past involvement with the CIA. Reached at his home in the northern Virginia suburbs of Washington last week, he said he spent about 10 years as a free-lance

writer in Europe after leaving CBS in 1954. Fluent in Finnish, he published a book about Finland in 1960, "Study in Sisu." He said he spent the last 10 years in the United States working for the government, from which he retired in January. At age 50 he is now in the market for a position as a news writer, an effort he fears has been severely hindered by the charges of CIA collusion. "The charge has been made, the damage has been done," he said. "There is no due process."

Mr. Kearns, who Mr. Mickelson said was an "overt" CIA representative while serving as a CBS stringer in Cairo in the

tion. Mr. Mickelson reported he talked with Mr. Kearns in Cairo in April 1957, he said, and told him he could become a fulltime CBS staff reporter if he left the CIA. Mr. Mickelson said he was given a letter handwritten by Mr. Kearns with assurances he had cut all ties with the agency. Mr. Kearns worked for CBS from 1958 to 1971.

Now a journalism professor at the University of West Virginia, Mr. Kearns said he had never worked for the CIA. Asked about the letter Mr. Mickelson referred to, he said he had no recollection of it. "It's possible I could have written such a letter, but I can't find it in my files," he said. He said, too, that his recollection of a discussion with Mr. Mickelson in Cairo nearly 20 years ago was too dim.

Mr. Mickelson's recollections were given in response to questions by a reporter who was acting on a tip from Sam Jaffe, a former CBS and ABC correspondent who admits having cooperated in giving information to the FBI in the 1950's and 1960's. That is the report of Mr. Jaffe, who said last week he learned of Mr. Kearns's CIA work in July 1975 from John Day, a former manager of CBS News, now editor of a newspaper in England. Mr. Mickelson, he said, confirmed the name of Mr. Kearns and supplied the name of Mr. Goodrich.

Mr. Jaffe said he has evidence of at least four other correspondents and news organizations with past CIA ties, but refuses for the moment to name them. He remains convinced that his own past involvements with American intelligence are one small part of a larger story about journalists and high news officials. "It will come out eventually," he repeats.

Frank Stanton, former CBS president and vice chairman who was chief operating officer from 1946 until his retirement in 1973, told BROADCASTING that he had not at any time been aware that any CBS

fronted with an inescapable decision of journalistic conscience," whether "to cooperate in what might be the total suppression of a report originally meant for public distribution." He decided, "I could not be the one responsible for suppressing the report."

Mr. Schorr quietly enlisted the aid of the Reporters Committee for the Freedom of the Press to help him find a publisher. He gives two reasons for doing so: (1) to add another layer of protection for his source and (2) because he wanted the committee to have the proceeds from commercial distribution of the report. "I considered it unthinkable that there be any personal profit to me," he said.

(A CBS spokesman said the Reporters Committee involvement has no bearing on CBS President Arthur Taylor, who is chairman of the committee's legal defense fund endowment campaign.)

Mr. Schorr's account blames the Reporters Committee for leaking information about his arrangements with it—leaks "I deeply regret... because there are delicate matters involved that journalists should want to protect in their common interest."

He added: "And I am fully aware of the irony of my complaining about leaks."



Schorr

News employe was involved in any kind of government intelligence activity. "I did have strong doubts about [Sam] Jaffe," he added, "but that was after the fact."

Dr. Stanton, who now is chairman of the American National Red Cross, said he had known nothing to suggest that Mr. Goodrich or Mr. Kearns might have been involved.

■ While denying any knowledge of past connections between its reporters or stringers and U.S. intelligence, CBS was saying last week it wants names of any journalists that might be in that category made public. Richard S. Salant, CBS News president, issued a "clarifying" statement to that effect after the *Washington Post* and *New York Times* published news stories concerning what purportedly occurred at a private luncheon meeting of Mr. Bush with CBS Chairman William S. Paley, CBS News Correspondent Walter Cronkite and Mr. Salant.

The *Post* said that in that meeting and a similar one between Mr. Bush and executives of the *New York Times*, the CIA chief "found support" for CIA's refusal to divulge the names of newsmen and news organizations that had worked with CIA in the past. The *Times* reported on the *Post* story and carried denials from both CBS News and *Times* executives.

Mr. Salant said the luncheon meeting—reportedly held Feb. 3 or 4 at the CBS headquarters—was off the record and that he could not discuss it. His formal statement was cast in terms of clarifying CBS News's position in view of reports about that position in the *Post* and *Times*. The statement said:

"Reports that CBS News supports the suppression of identification of journalists who in the past have been used by the CIA are in error. CBS News opposes such suppression as a matter of simple justice to the vast majority of American journalists who have never engaged in such practices.

"CBS News is strongly of the view that it is inconsistent with the functions of free journalism for any journalist simultaneously to work, whether on a paid or unpaid basis, for the CIA, FBI or any government agency. And this is so whether the journalist is a full-time staff member of a news organization or a part-time stringer.

"Therefore, CBS News urges that the practice of government agencies using such journalists be ended immediately, once and for all. We believe such action should be given first priority.

"We also believe that government agencies should not permit any of its employes or informants to represent themselves as journalists and that this practice should be stopped."

Mr. Cronkite also declined to discuss the meeting with Mr. Bush but said he felt "terribly strongly" that newsmen who have worked with the CIA should be publicly identified.

In taking this position both he and Mr. Salant were re-emphasizing views they have advocated since the issue developed (BROADCASTING, Jan. 26, et seq.).

In Brief

■ **Leo L. Beranek** of WCVB-TV Boston and **Robert Hyland** of CBS's KMOX-AM-FM St. Louis received top two Abe Lincoln awards from Southern Baptist Radio and Television Commission in Fort Worth ceremonies Thursday. CBS Inc. President **Arthur Taylor**, keynoter, seized occasion to term family viewing concept "the most dramatic and far-reaching step in self-regulation in our industry's history."

■ Same day, in speech to New England Broadcasting Association, **Senator Edward Kennedy** (D-Mass.) called family viewing "only a timid step," urged consumer boycott of broadcasters and advertisers "who refuse to change their violent and corrupting ways." He said Congress and administration should concentrate future communications policy on finding better ways "to insure maximum free flow of ideas to the public," to let in new technologies, such as cable TV, with least disruption of present broadcast system, and on solving problems of economic concentration in broadcast industry. ■ Bowing to pressure from Soviet Union and Eastern bloc countries, International Olympic Committee **revoked press credentials for Radio Free Europe** at Innsbruck Olympic games. IOC chairman, Lord Killanin of Ireland, said "we do not want the Olympic games to be used for propaganda, or as bait for propaganda." RFE was funded by Central Intelligence Agency until 1971, since then has received support direct from Congress. As it's too late to change Olympic decision in time for winter games, RFE and State Department are concentrating efforts toward credentials to cover summer games in Montreal. ■ Legislation to force inclusion of **FM capacity in most radio receivers**, which died in 93d Congress, was revived last week by Representatives Lionel Van Deerlin (D-Calif.) and Clarence Brown (R-Ohio). Bill they introduced, H.R. 11888, would apply to all radios except those priced under \$15. ■ Consumer advocate **Ralph Nader** is urging chairmen of Senate and House subcommittees on communications to hold hearings on whether Communications Satellite Act of 1962 and satellite communications service it spawned have lived up to expectations. Mr. Nader, who thinks not, gears request to publication of book, "Outer Space and Inner Sanctums: Government, Business and Satellite Communications." Author, **Michael Kinsley**, contends AT&T has used instruments of government, including FCC, to delay application of communications satellite technology, says Communications Satellite Corp. is bankrupt concept. ■ **William Lord**, Washington bureau chief for ABC News, named VP in charge of daily TV news programing, including *ABC Evening News* news on *Good Morning America* and ABC weekend news, and to oversee development of one-minute mid-evening news summaries ABC-TV is to introduce this spring. **George Watson**, former head of ABC News London bureau and more recently White House correspondent, succeeds him as Wash-



Lord

Gray

ington bureau chief. Mr. Lord and **Marlene Sanders**, previously named VP for documentaries, share responsibility formerly held by **Av Westin**, who resigned in policy dispute (BROADCASTING, Feb. 2).

■ **George Gray**, vice president for Washington affairs, Avco Broadcasting Corp., will join National Association of Broadcasters government relations staff as small-market TV specialist on April 1. ■ **William**

Buckley's Firing Line TV series, now in 220 markets via Public Broadcasting Service stations, will go commercial in other markets next season (beginning in July) via distribution arrangement with Alcare Communications, Philadelphia. RKO General stations in New York, Los Angeles, Boston and Memphis are first to buy hour-long series, which produces 46 new episodes each year. Among other markets available: Chicago, Detroit, Cleveland, Dallas and St. Louis. ■ **Time-Life Films** is entering television feature film field, will make "multi-million investment" in doing so and has hired **Willard Block**, former Viacom Enterprises and MCA TV executive, as programing consultant to ramrod effort. ■ **Associated Press Radio**, now scheduling hourly newscasts from 6 a.m. to 2 a.m., expands to around-the-clock all days but Monday (when it skips 3, 4 and 5 a.m.), effective March 1. APR now serves 368 stations after 16 months in operation. ■ Surprisingly high ratings for two-part, four-hour **Eleanor and Franklin** has persuaded ABC-TV to film new three-hour episode for next season (dealing with White House years) and further two-hour episode for season after next of Mrs. Roosevelt's activities after her husband's death. David Susskind will continue as executive producer and Jane Alexander and Ed Hermann will repeat starring roles.

One more time. Jack Valenti, president of the Motion Picture Association of America, and some of his colleagues in the program production business had another go last week at the White House Domestic Council's regulatory reform group in its consideration of proposals for de-regulating cable television. They expressed concern, as they have before, about the copyright problem and made a major effort to explain how their business works. The prospect of their now-regulated market being transformed into a free one was one that several of those present made clear they did not relish. Mr. Valenti is also said to have stated MPA's position that restrictions on cable's importation of distant signals should be retained—a theme he will develop tomorrow (Feb. 17) before the FCC. He will appear at the commission's en banc meeting, at which the National Association of Broadcasters is expected to be represented by officials and more than 100 representatives of member stations—all concerned about cable.

CBS 1975 sales nudge \$2 billion

Profits spurt to \$123 million as all divisions show gains

Record net sales, income and earnings per share were reported by CBS Inc. for 1975 and for the fourth quarter.

Net income for the full year was put at \$122,903,000, up 13% from \$108,557,000 in 1974. This put per-share earnings at \$4.30 as compared with \$3.80 the preceding year. Net sales were \$1,938,867,000, or 11% more than 1974's \$1,751,341,000.

Chairman William S. Paley and President Arthur T. Taylor said in a statement that despite the sluggish national economy the company set new records for the fourth straight year and that "each of the company's four operating groups reported record sales levels and increased income, a significant accomplishment."

"The CBS/Broadcast Group continued as the leader in its industry in 1975. Sales increased throughout the group while its income growth reflected the gains of the CBS Television Stations and Radio divisions.

"New peaks in sales and income for the CBS/Records Group resulted from advances in both its domestic and international divisions.

"The sales and income improvement for the CBS/Columbia Group was notable because, of the four CBS operating groups, it was most affected by the recession due to the nature of its consumer products businesses.

"The increased sales and sharply higher income of the CBS/Publishing Group, both representing new records, reflected progress by all four of the group's divisions."

For the fourth quarter CBS reported net

income up 10% to \$35,668,000 on net sales that rose 14% to \$574,722,000. Fourth-quarter per-share earnings were \$1.25 compared with the previous fourth-quarter record of \$1.14 in 1974.

Also running with the bulls: Storer Broadcasting's 1975

A \$2,273,000 gain from its sale of the Boston Garden and Bruins hockey team helped boost Storer Broadcasting's 1975 net income 40% greater than in 1974. When added to the over \$10 million earned from its continuing operations, the money from the sale to Sportsystems Corp. (BROADCASTING, Sept. 1, 1975) brought the company's net income figure to \$13,113,000 as compared to \$9,369,000 for the year before.

Storer's broadcast properties and cable interests all did well last year with its broadcasting stations posting revenues of over \$86 million, up nearly \$6 million, while cable totaled \$11 million for a \$2 million gain. Total revenues for the firm rose to \$101,146,000, a 9% increase over 1974.

The increases in income and revenues led to higher dollar values per share. The \$2.88 for 1975 was a 44.7% gain from the \$1.99 in 1974 and was helped by the sale of Delta Air Lines securities which allowed Storer to reduce its debts by nearly \$22 million. Storer leases 11 planes to Delta through a subsidiary, Storer Leasing, which is now up for sale.

The gains realized in 1975 are continuing, said Storer, with figures for January and the first half of February "continuing to produce significant improvements over 1975."

From petitions to deny to requests to drop dead: that's radio-TV's election year lot

The resolution of disputes over air-time access is occupying more and more time at the FCC as campaign tempo accelerates

A request by ex-Georgia governor Jimmy Carter, now a presidential candidate, for time to present a money-raising telethon erupted last week in a controversy that—played out to its ultimate (albeit unlikely) extreme—could cost a station (WALB-TV Albany, Ga.) its license. It was another in the growing number of problems beginning to surface as the 1976 election year gets under way.

Another example, also involving Governor Carter, was evident in connection with a complaint the FCC's Complaints and Compliance Division received from the Carter campaign's advertising

agency concerning WBZ-TV Boston. Before the staff could be called on to offer even an oral—and unofficial—ruling, the station's lawyer was arranging a resolution of the dispute; the agency, which was buying time on Boston stations in anticipation of the New Hampshire and Massachusetts primaries, was offered four additional five-minute program slots and some two-minute spots.

In the dawn of this election year, the FCC staff is increasingly called to act as mediator, referee and sometimes judge in disputes over what constitutes the "reasonable access" that the Federal Election Campaign Act decrees that broadcasters must give candidates. The Carter complaint in Boston was more typical of those arising under the access mandate, and so was the ad hoc resolution (which involved an apparent retreat on the part of the station. Indeed, the FCC staff will avoid issuing a formal ruling (which itself could be appealed to the commission) unless a candidate's timebuyer and a station have reached an impasse. Normally, the staff serves as a conduit of information between the contending parties or offers informal rulings orally (and thus preserves its options).

Nevertheless, the complaints that have been received and the manner in which they have been handled, plus a public notice the commission issued in June 1974, are beginning to rough out guidelines for broadcasters to keep in mind as problems arise under the 1971 act obliging them to afford "reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcasting station by a candidate for federal elective office on behalf of his candidacy." Violations could, under the law, result in revocation of a license.

"We've always had a problem of length versus frequency," Milton Gross, chief of the Complaints and Compliance Division's fairness and political broadcasting branch, said last week. "Some candidates like short spots, frequently aired; and some, fewer but longer programs. Some feel a meaningful message is not possible in a short spot. And federal candidates have a right to program time, including some in prime time."

Mr. Gross said that stations do not discharge their obligations under the law by presenting candidates on programs that are exempt from the equal time law, such as newscasts or regularly scheduled news interview programs. The "reasonable access" provision refers to the kind of programming that would not be exempt, he said.

On the other hand, he indicated the commission would not require a station to break up its prime-time scheduling to include a message from a candidate. "Stations are geared to a half-hour format in prime time," he said. "It might be possible to include a five-minute program in prime time, but there is no way they can get a 15-minute program in. As long as a station—and that includes all stations, top-40 radio and noncommercial outlets—makes time available under the reasona-

ble-access provision, we can't dictate the length of a program."

The commission is also prepared to be something less than rigid in connection with demands for prime-time access if there is "a multiplicity of candidates." The commission in its June 1974 notice said that would constitute a "countervailing" circumstance; in that situation, it said, spots rather than programs might be appropriate. Earlier, the commission had held that it would not expect a station to devote all or most of its choice time to political broadcasts.

What is a multiplicity of candidates? The commission has yet to say. But Mr. Gross said he has told stations in New England that the score of candidates in the New Hampshire primaries do not constitute "a multiplicity."

Technical questions, however, are not at issue in the Carter complaint about WALB-TV. Carter aides contend that James Gray, chairman and president of WALB Inc., the licensee, canceled a contract for time for the Carter telethon Feb. 14, as a result of personal and political antagonism toward the former governor with whom, Carter backers say, he has been at odds politically.

Carlene Carl, of Atlanta's Gerald Rafshoon Advertising agency, said in a letter to the commission last week that the agency was buying time—from 9 p.m. to 2 p.m. on Saturday night, Feb. 14—on stations in each of the markets in the state, and had signed a contract with WALB-TV, the only television station in Albany. But on Jan. 27, she said, the station canceled the contract.

And when Governor Carter telephoned Mr. Gray to ask him to reconsider, she said, relaying Governor Carter's report, Mr. Gray told him that "I have personal, financial, and political commitments elsewhere." Mr. Gray, through his Washington attorneys, told the commission he does not "recall using the word 'political' in any context, and is certain he did not do so." And his references to "personal" and "financial" he said, involved his concern about turning over such a large block of time to a single political candidate, particularly when the telethon could be viewed on stations from other markets that serve Albany and when there was "no financial incentive" to do so.

However, to "provide reasonable access" to Mr. Carter, the station offered him a half-hour, at no charge, in prime, in advance of the Georgia primary, in which he is entered, on May 4, and offered to sell him time, either half-hours or spots.

Mr. Gross said he thought the commission would consider the WALB-TV offer "reasonable," and Mrs. Carl said she assumed the offer of free time would be accepted. But she said that probably would not end the matter.

Mrs. Carl, who said any further action would be taken by the agency and not in behalf of the Carter campaign, said that "as an agency, as a member of the public, we feel that Mr. Gray is taking unfair advantage of his control of the station, and we want to protest." She said the form of the protest would depend on the advice

Cosell sees pay in TV's future. The constant and seemingly endless escalation of prices for TV rights to sports events makes the eventual delivery of sports coverage to the home by pay television a "real possibility."

That's the view of ABC sportscaster Howard Cosell, who described it in a speech to the Hollywood Radio and Television Society last week. He cited positions taken by CBS and ABC officials in agreement with his contention that sports prices are out of sight and still rising. He also cited CBS's payment of a reported \$1.1 million for this week's Muhammad Ali-Jean Pierre Coopman heavyweight title fight—which he called not a fight at all—as an example of escalatory forces at work, but said all three networks are caught in the competitive pricing "jungle."

Broadcast television cannot continue indefinitely to support continually rising prices, Mr. Cosell said, so that eventually—"whether in five or 10 years or whatever"—pay television may be the only alternative.

she and other agency officials receive from their attorneys, but she said, a petition to deny renewal of the station's license—and Georgia licenses expire April 1—"is one avenue we're exploring."

None of the other complaints received thus far has generated the same kind of heat. But they illustrate Mr. Gross's comment as to the variety of candidates' desires. And the manner in which they have been handled indicates that giving a candidate program time, even in prime time, would not be sufficient; a candidate, apparently, must be allowed to buy spots.

WCVB-TV Boston, whose signal reaches into New Hampshire, felt obliged to abandon its policy of refusing to sell time to candidates or to permit them to use only short announcements after representatives of former California Governor Ronald Reagan complained to the commission (BROADCASTING, Feb. 2). The Reagan aides, who were buying time for their candidate's campaign for the Republican presidential nomination, wanted spots; their campaign in New Hampshire called for that kind of advertising, and the WCVB-TV offer of up to 30 minutes of free time in more than three hours of programming, most of it in prime time, that the station planned to devote to all of the candidates in the primaries was not adequate, they felt.

Mr. Gross and his boss, William B. Ray, chief of the Complaints and Compliance Division, in a meeting with counsel for the station and for Governor Reagan, expressed their view that the commission would hold that refusal to sell spot time was unreasonable. As for the number of spots, the station should sell, that was for the station to decide.

"We never would say how many spots would be sufficient," Mr. Gross said. "The initial proposals must come from one or another of the parties before we say

whether they are reasonable."

The complaint about WBZ-TV, on the other hand, reflected a different approach. The Carter people, concerned about what they felt was a need to improve the ex-governor's relatively poor recognition factor in New England, had produced a five-minute program designed to introduce him to the voters. A two-minute program—a condensation of the longer pieces—was also produced. And the Rafshoon agency's Mrs. Carl said she had told all Boston stations as early as October she would want to buy five- and two-minute program slots, although not necessarily in prime time.

When WBZ-TV in January offered only two five-minute slots, one in the week preceding the New Hampshire primary and one the following week, in advance of the Massachusetts primary, Mrs. Carl complained to the commission. However, the station's attorney, John Lane, who said he had learned of the complaint through press reports, contacted Mrs. Carl and worked out an agreement with her. Mr. Lane said the problem was the result of a "misunderstanding," that the offer Mrs. Carl had received was in a form letter that had been routinely sent to all candidates. He called it "an initial offer."

Sometimes, though, candidates have to settle for something other than what they have in mind. For instance, Mrs. Carl, who in the course of buying time on Florida stations in anticipation of that state's primary (on March 9), complained to the commission about Post-Newsweek Stations' WPLG-TV Miami and WXT(FM) Jacksonville; they would sell spots, she said, but not five-minute program time. That's right, Post-Newsweek Stations attorney, Ernest Jennes responded, because the stations are giving each candidate one half-hour of prime time to do with as he wishes. Mr. Gross, in passing that information along to Mrs. Carl on the telephone, said that, on the basis of the information he had, Post Newsweek's position seemed reasonable.

He made it clear, however, that his position was subject to change in the event she wanted to complain after receiving Post-Newsweek's offer in writing.

Mrs. Carl last week said she was not happy with the offer. "A five-minute program can be sandwiched in between programs and will not lose audience," she said. "But a 30-minute program won't hold audience the same way." However, she did not indicate she would pursue her complaint.

As is true of so many other commission regulations involving programming, the "reasonable access" law poses a dilemma for broadcasters, as well as for the commission. John Summers, general counsel of the National Association of Broadcasters, who has heard many broadcasters complain about the problems the law creates, said last week that although many stations attempt to develop policies to assure fair treatment of political candidates, "there is a lot of confusion as to what is fair." And while the government could provide guidance, he said, "we

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Stations vote for PBS feed by satellite

Also at annual meeting: talk of going after ratings, promise of more CPB funds

don't want it to. It would get the government too deeply involved in the issue."

But the commission is expected to provide some relief for radio stations. After receiving a number of complaints from radio stations about their problems in complying with access-time requests in the face of commission policy limiting the amount of commercial time they can sell, the commission staff last week recommended that more flexibility be built into that policy. (The problem does not seem to exist in television, at least to the same extent.) The commission has not yet settled on a new policy, but it appeared that, at a minimum, the commission would allow stations to sell another two minutes of commercial time per hour in 10% of the hours in a week, if candidates were the purchasers, without being questioned about commercial practices by the staff. Of the present 22-minute maximum, at least two minutes must be purely political.

The "reasonable access" provision is not the only part of the 1971 act creating problems for broadcasters. Another is one requiring them to sell time to candidates at the lowest unit charge offered to commercial advertisers. After some initial uncertainty, that section is fairly well understood, according to Mr. Gross.

The lowest unit charge, which must be offered all candidates—local and state as well as federal—is that which is being offered to commercial advertisers as well as that which is actually being used by an advertiser. To take advantage of the law, a candidate must be in the program, either through his voice or picture.

That requirement has caused some annoyance for broadcasters. Robert S. Kieve, of KLIV(AM) San Jose-KARA(FM) Santa Clara, Calif., says his stations have complained in editorials that the unidentified voices heard at the end of announcements promoting certain candidates belong to the candidates themselves—that they must be heard in some part of the spot in order to qualify for the lowest unit charge.

But according to Mr. Gross, it is not enough for the voices to be heard. "They must be identified or identifiable," he said. The station, he said, is apparently providing the necessary identification in explaining the presence of what Mr. Kieve calls the "unprofessional voices."

It is obvious, though, that broadcasters do not like the law any more now than they ever did, and there are reports of attempts to circumvent its strictures, which apply in the 45-day period preceding primaries and the 60-day period preceding general elections. According to one report, some stations will eliminate their lowest rate before the campaign period, then pick it up after the primary or general election.

The commission has yet to rule on a complaint alleging that kind of activity. But Mr. Gross believes that the commission would treat such a shuffling of charges as a violation of the act. "Candidates are supposed to get the most favored advertising rate," he said. "What is offered during the 45-day period isn't all-encompassing. We look to the general policy toward advertisers."

Satellites and the station program cooperative grabbed the most attention at the Public Broadcasting Service's annual membership meeting in Los Angeles last week.

The green light was given to the Public Broadcasting Service by its member stations to proceed with satellite networking plans. In a roll-call vote at the annual PBS membership meeting last week, 115 stations voted for the satellite proposal; five were against; 34 were either absent or abstained. That vote was considered the "overwhelming approval" required to proceed, and the PBS and Corporation for Public Broadcasting boards a day later stamped final approval on the satellite project. Construction of the system requires FCC approval and is contingent on successful completion of funding.

The decision as to who will go ahead with planning the satellite project in the interim, before construction begins, is still up for discussion. CPB has expressed a willingness to share those administrative responsibilities with PBS, but not to let PBS go it alone, as PBS would prefer.

If all goes as planned, PBS will interconnect a projected 165 licensees (there are currently 154) via Western Union's satellite by the summer of 1978. The project entails a \$38.4-million capital equipment outlay, with each station contributing \$25,000 for its share of the satellite system. PBS, CPB and the Ford Foundation along with the individual station contributors will put an estimated \$5.9 million up front to insure a \$32.5-million loan from outside lenders (BROADCASTING, Feb. 9). CPB will also commit roughly \$9.3 million annually for the next 10 years to provide for satellite operating costs, transponder rental and debt service. That amount is expected to be no more than current payments to AT&T for the land-line facilities that now interconnect the system.

The only real issue of opposition, during the hour-long satellite discussion, was voiced by stations that are supported by state and local governments and would need legislative appropriations to be able to come up with their \$25,000 share. All five of those stations voting against the satellite proposal—KVCR-TV San Bernardino, Calif.; KTSC(TV) Pueblo, Colo.; KUID-TV Moscow, Idaho; KGBL-TV Pocatello, Idaho; WNPB(TV) Marquette, Mich.—are licensed by universities or state education boards.

Others expressed a concern that if PBS

or CPB suffered funding cutbacks or even extinction from Congress, stations would not want to be left holding the \$32.5-million debt service. A resolution was passed by the membership to insure that stations would be notified if cost overruns cropped up before they were locked into the \$25,000 payment so they could re-evaluate if necessary. (PBS has pledged it would cover any cost overruns in the satellite project.)

Hartford N. Gunn Jr., vice chairman of PBS, called the satellite interconnection system a "key part in pursuit of freedom and independence for public television." In a speech before the station managers, Mr. Gunn said a satellite system offers the real possibility that national program distribution could be continued should federal funding stop or be curtailed. In contrast, local stations could not practically assume the burden of present AT&T interconnection and also support national programming production, he said.

Mr. Gunn also raised questions about present programming. He expressed concern over the increasing amount of light entertainment PBS is importing from Britain. "It seems to help fund raising, but its place in our over-all public service to a broad audience is unclear," he said. Mr. Gunn also noted a lack of "clear direction" in public affairs programming and the need for some regular, preferably nightly, programming that deals in depth with major issues.

John Montgomery, PBS vice president for programming, outlined goals to raise the audience level for public television. He would eliminate shows with audiences too small to be measured by the national rating services. He wants two-thirds of all television homes to tune at least once a month to public stations.

In the next few years, said Mr. Gunn, public TV will begin to see the "real and long heralded erosion by cable and pay cable of over-the-air broadcasting". Cable's impact will be felt in the areas of PBS's program costs, local and national funding, and program distribution, he suggested. Public television stations may have to broaden services offered to communities to insure continued growth, said Mr. Gunn.

Mr. Gunn also proposed a national program to deal with minority employment. Noting PBS's track record of a 12% minority work force with women representing 32.4% of the total, he claimed those statistics are "good, but not nearly good enough." In the top three job categories minorities represent 9.6% of all PBS employees and women constitute 21%. Mr. Gunn proposed the establishment of a nationally coordinated, multilevel program to help provide jobs and training for target groups. A series of fellowships would be included. Manpower programs, endowments and other funding sources would be approached for funding such activities, Mr. Gunn explained.

One area of conflict to emerge during the four-day meeting concerned CPB's funding cut for the station program cooperative. CPB had appropriated \$2.5 million

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NEW YORK: WINS vs. WCBS						
Mon-Sun 6AM-Midnight	✓	✓	✓		✓	✓
Mon-Fri 6AM-10AM	✓	✓	✓	✓	✓	✓
Mon-Fri 10AM-3PM	✓	✓	✓	✓	✓	✓
Mon-Fri 3PM-7PM	✓	✓		✓	✓	✓
Mon-Fri 7PM-Midnight	✓	✓	✓		✓	✓
LOS ANGELES: KFWB vs. KNX						
Mon-Sun 6AM-Midnight	✓	✓	✓		✓	✓
Mon-Fri 6AM-10AM	✓	✓	✓	✓	✓	✓
Mon-Fri 10AM-3PM	✓	✓	✓		✓	
Mon-Fri 3PM-7PM	✓	✓	✓		✓	
Mon-Fri 7PM-Midnight	✓	✓			✓	✓
PHILADELPHIA: KYW vs. WCAU						
Mon-Sun 6AM-Midnight	✓	✓	✓	✓	✓	✓
Mon-Fri 6AM-10AM	✓	✓	✓	✓	✓	✓
Mon-Fri 10AM-3PM	✓	✓	✓		✓	✓
Mon-Fri 3PM-7PM	✓	✓	✓	✓	✓	✓
Mon-Fri 7PM-Midnight				Tie		

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WESTINGHOUSE BROADCASTING COMPANY

Get the point. The Corporation for Public Broadcasting opened its board meeting doors to the public last week in Los Angeles to find a larger-than-ever turnout of citizens wanting their say. Some 200 people were said to be present. Each person wanting to be heard was given five minutes. One man used his time to deliver a message in Spanish, which no one on the board speaks. But Donald E. Santarelli was able to reply in Italian. The citizen's point was made: There are no Spanish-speaking Americans on the CPB board.

for the SPC project—half that supplied last year—at its board meeting a month ago (BROADCASTING, Jan. 19). CPB felt that the SPC project must be taken over more and more by the stations. PBS managers tend to agree with that view on principle and in the long term, but they don't feel this is the time to do it. PBS representatives, meeting at the Century Plaza hotel, took those views with them down Santa Monica Boulevard to the CPB board meeting held last week at the Beverly Hilton. They requested \$5 million for the SPC this year; CPB agreed to increase its appropriation by \$500,000 to \$3 million.

The SPC funding issue is not resolved, however, in PBS's eyes. PBS President Larry Grossman will head a committee to look into alternative funding efforts to make up for the drop in SPC support. Last year, both CPB and Ford contributed \$5 million, totalling about \$16 million with the inclusion of station fund-raising efforts. This year, CPB and Ford together will contribute only \$5.5 million for an expected total of about \$11.5 million. There is concern that the SPC project may fall apart if alternatives are not found to plug this year's holes.

PBS approved its 1976 budget of \$4.3 million, a half million increase over last year. The budget sets aside \$100,000 for a public awareness campaign to promote PBS programming.

The amendment to the copyright bill now before the Senate that would make a compulsory license for public broadcasters apply only to musical works (BROADCASTING, Feb. 9) brought "dire" feelings from many at last week's meeting. Public broadcasters are concerned that PTV would be back in the business of negotiating individually with copyright owners of literary works, a burden that is both cumbersome and costly. The PBS membership passed a resolution opposing the amendment and PBS representatives scheduled a meeting with Senator Alan Cranston (D-Calif.)—one of the three sponsors of the copyright amendment—in Los Angeles last Friday.

Staff announcements and personnel changes made last week include: the re-election of Ralph Rogers as PBS chairman; the appointment of Chuck Lichtenstein as PBS vice president (he formerly assisted Mr. Gunn and will continue to do so, but will concentrate more on national

affairs); the election of Bob Ellis, KAET(TV) Phoenix, as chairman of the board of managers; and David Ives, WGBH(TV) Boston, as vice chairman of the managers board.

Other new members elected to the board of managers were: Dr. Frederick Breitenfeld, Maryland Center for Public Broadcasting; Robert P. Schenkkan, KLRN(TV) Austin, Tex. and Charles Vaughan, WCET(TV) Cincinnati. Re-elected members were: Dr. George E. Bair, University of North Carolina; Martin P. Busch, South Dakota Network; Donna Lee Davenport, WTV(TV) Charlotte, N.C.; Robert H. Ellis, KAET(TV) Tempe, Ariz., and William J. McCarter, WTTW(TV) Chicago.

Among those receiving awards or citations at last week's meeting was Nicholas Zapple, who retired as general counsel for the Senate Communications Subcommittee after 25 years service. James R. Killian Jr., who helped work on the Carnegie Commission's report that laid the groundwork for the Public Broadcasting Act of 1967, was awarded CPB's highest honor—the Ralph Lowell Award. Caroline M. Charles, active in both local and public TV affairs, was made the first recipient of PBS's Distinguished Citizens Award.

In other activity at last week's meeting, PBS confirmed its tentative plan to cover the first of five presidential forums presented by the League of Women Voters (BROADCASTING, Feb. 9). WGBH(TV) Boston will produce the program to be distributed nationally beginning at 8:30 p.m. Feb. 23.

PBS members also examined the proposed "closed captioning" project that will place captioned material in a part of the TV picture that only special decoders can pick up. The project is being developed by PBS to provide for the needs of hard-of-hearing viewers, while not distracting regular viewers. Last November, PBS asked the FCC to authorize the broadcast of captioning material in this manner and the request is currently pending.

Ground is broken on CPB appropriations

Loomis goes before subcommittee to ask for ceilings contained in last year's authorization bill not those sought by administration

Work began Feb. 6 on a multiyear appropriation for the Corporation for Public Broadcasting with a hearing by the House Appropriations Subcommittee on Labor, Health, Education and Welfare. The sole witness, CPB President Henry Loomis, appealed to the subcommittee to adopt the funding ceilings provided in the CPB authorization bill passed in December 1975 rather than the lower figures proposed by the administration.

Although the authorization bill covers the next five years, the Appropriations

subcommittee intends to appropriate funds under a three-year advance funding plan. For all other agencies and organizations under its jurisdiction, the subcommittee is working on appropriations for fiscal 1977 but in the case of CPB it is considering a 1976 appropriation as well.

The authorization bill provides that up to \$88 million be made available to CPB in 1976, \$103 million in 1977, \$121 million in 1978 and \$140 million in 1979. The administration proposal, on the other hand, would provide up to \$70 million for both 1976 and '77, \$80 million for 1978 and \$90 million for 1979. Both plans would require CPB to match every government dollar with \$2.50 raised privately.

Mr. Loomis argued that the higher figures in the authorization bill would "dramatically increase" the amounts CPB gives directly to public TV stations. The average TV station, he said, would receive about \$199,400 in 1976 under the administration plan, about \$278,500 under the higher ceilings.

Mr. Loomis said, too, that the administration's lower ceilings would stop the growth of public radio. In 1976, he said, the average radio station would receive about \$24,062 in direct grants under the lower ceilings, about \$33,814 under the higher.

The subcommittee will have its appropriations package prepared by the end of March, and anticipates having it before the full House by April 14.

Funds begin trickling from war chests to the politicians

Broadcast and cable funds concentrate on Senate and House Commerce Committees

Members of the Senate and House Commerce Committees and their Communication's Subcommittees are receiving the lion's share of contributions from the auxiliary political committees associated with the National Association of Broadcasters and the National Cable Television Association.

In 1975, the Television and Radio Political Action Committee (TARPAC), related to the NAB, collected \$27,450 (as compared to \$14,377 in 1973 and \$45,313 in the 1974 election year). Of that figure, \$21,694 was disbursed, \$9,255 (42.5%) donated to the congressmen through their committees for re-election. The rest went to committee salaries, printing and other support services. Under TARPAC's bylaws, presidential candidates cannot be supported.

Also in 1975, the National Cable Television/Political Action Committee collected \$11,960 and disbursed \$6,844, with \$4,245 (62%) given to committees and the rest allotted to political fund-raising and support services.

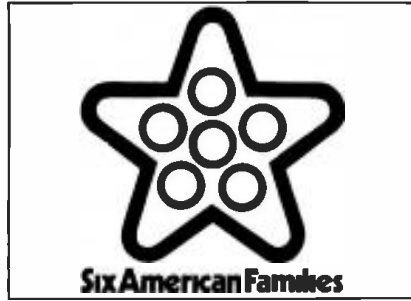
The following is a listing of 1975 con-

We're Busy!

Group W has been blazing trails in syndicated programming for over 20 years. But we can't remember any time as busy and exciting as right now. Just look at what we're doing!



The Mike Douglas Show—15 years strong and still America's number one variety-talk strip. Only available in a few markets.



Six American Families—two years in the making, these six one-hour shows probe deeply into the values and problems of today's families.



The Peter Marshall Show—big stars, top entertainment, lots of surprises in a new 90-minute weekly series. Available, September.



First-Run 16—sixteen action-comedy-adventure feature films—first time in your market.
Critic's Choice—11 critically acclaimed movies, first time in your market.



The Coral Jungle—eight one-hour specials hosted by Leonard Nimoy with breathtaking underwater footage of Ben and Eva Cropp.



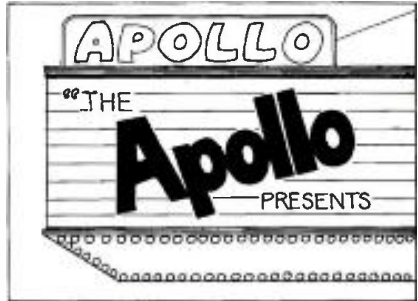
Call It Macaroni—the highly acclaimed series of twelve half-hour, real life adventures for young people. Series one—sold to 104 stations. Series two—twelve more, available for April starts.



The Hilarious House of Frightenstein—130 half-hours of live action entertainment for the young with Vincent Price and Billy Van.



Playmates-Schoolmates—65 innovative half-hour programs for viewing by pre-school children and their parents.



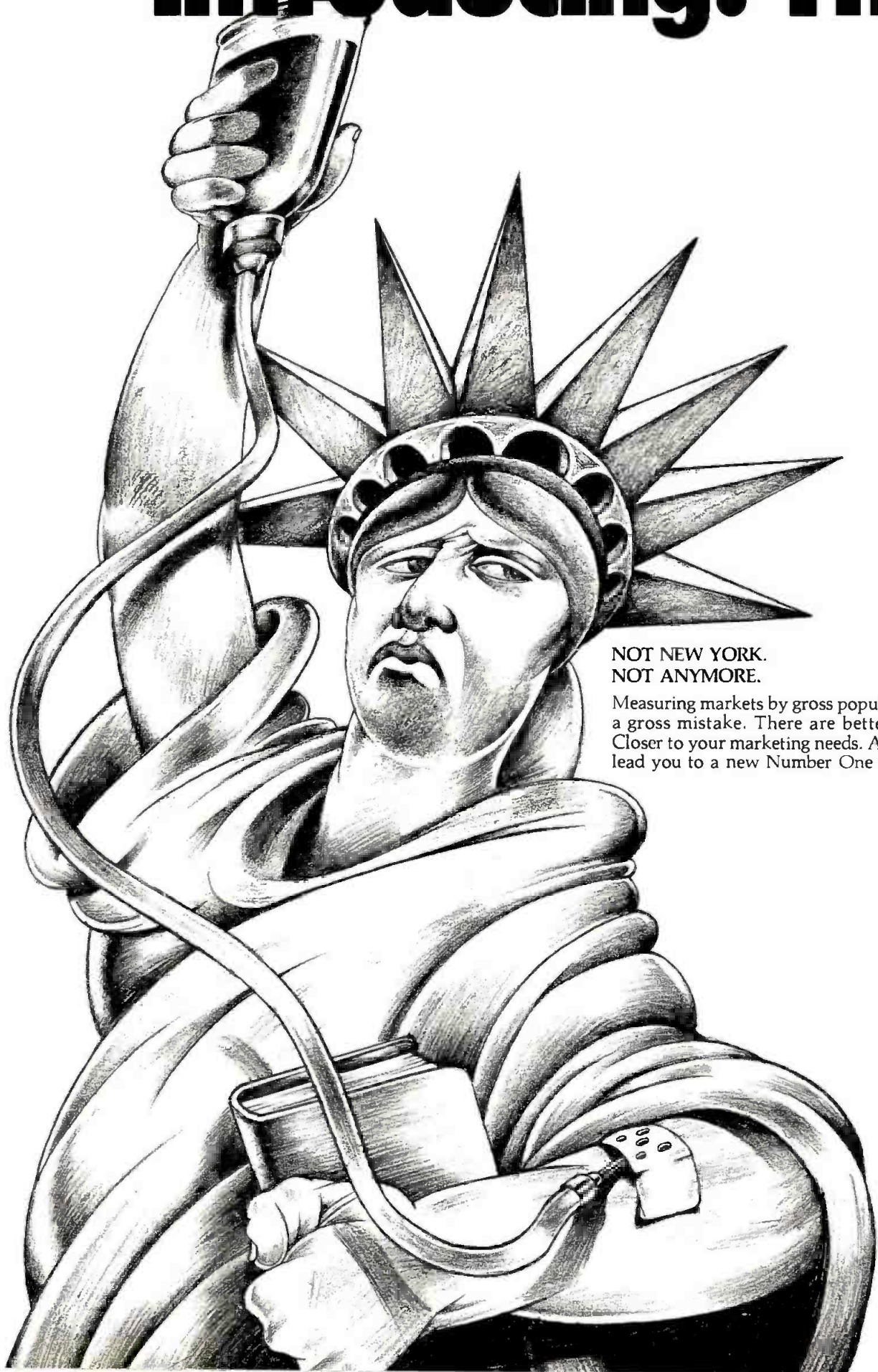
The Apollo Presents—six 90-minute entertainment-variety specials from The Apollo Theatre in Harlem, N.Y.C. Produced by Dimensions Unlimited.

And there's more coming. Visit us at the NATPE, Suite 2303, Fairmont Hotel. Or, call George Back, (212) 983-5081. When you have a programming need, think of us first.

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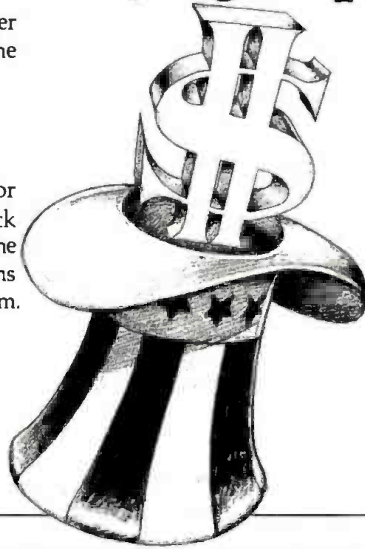
Number One Market

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With a combination of private buying power and public buying power that makes it the unrivaled leader.

THE NUMBER ONE BUYER: UNCLE SAM.

The U.S. Government is the biggest operator of hotels, restaurants, airlines, bus and truck companies, schools and office buildings in the world. And the biggest purchaser of billions of dollars worth of products to supply them.



In the last fiscal year, as a for instance, the government bought \$31,275,734 worth of electric typewriters. \$153,206,000 was spent on light trucks. And \$13,858,000 on heavy trucks. Imagine how many typewriter ribbons, tires, spark plugs and air filters they will buy as replacements next year. Consider how much buying and influencing is done from Washington by the government's purchasing agents. They are, in fact, the biggest buyers in the country.

...AND THE OTHER NUMBER ONE BUYER: THE WASHINGTONIAN

NUMBER ONE BY INCOME.

In income per household, Washington ranks first among the top 10 markets with over \$18,000 after taxes.

NUMBER ONE BY GROWTH.

Washington's the fastest growing major metro market area in the country. Up 7% since 1971. And Washington's buying power has grown more than any major market. 54% in the past four years alone.

NUMBER ONE BY SPENDING.

There's more discretionary spending done in Washington than in any other market. 45% more spendable income per household than New York.

NUMBER ONE BY RX.

Washington is first in drug store sales per household. Twice as much as in New York and Boston.

NUMBER ONE BY DEPARTMENT.

It's first in department store sales per household. If you compare the top 10 metro areas, New York is last.

NUMBER ONE BY DEGREES.

This is the most educated market in the country. No question. It's the premiere white collar market, with white collar employment at 68%.

NUMBER ONE BY AIR.

Washington lands first among the major markets in domestic flights per capita.

NOW THAT YOU KNOW
THE NUMBER ONE MARKET,
YOU SHOULD KNOW WHO'S
NUMBER ONE IN IT.

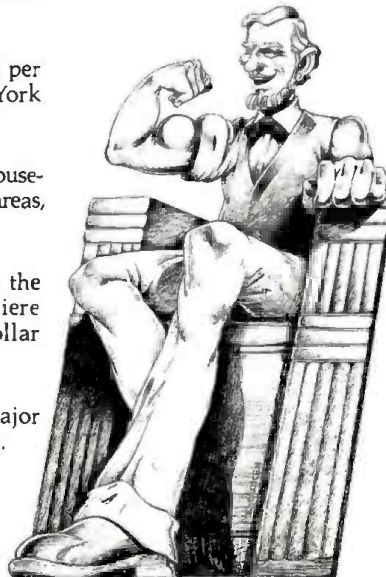
THE ONE
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WTOP-TV

When all those Washingtonians—the affluent, young, well-educated buyers come home at night, they watch WTOP-TV 9. The highest rated station in the market. With the largest share of Washington viewers every day. These are some of the reasons why we call it THE ONE & ONLY.

So, just think about your huddled dollars, yearning to be free. Send them to Washington, the market that buys for America. Place them on WTOP-TV 9, the station that Washington's sold on.

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POST-NEWSWEEK STATIONS, INC.

tributions and disbursements, as reported to the Federal Election Commission. An asterisk indicates membership on a commerce committee; double asterisks indicate membership on a communications subcommittee.

TARPAC disbursements to representatives: William Cohen (R-Me.), \$200; Allan Howe (D-Utah), \$150; Charles J. Carney** (D-Ohio), \$200; James Santini* (D-Nev.), \$500; James H. Scheuer* (D-N.Y.), \$50; Timothy Wirth** (D-Colo.), \$300; Robert Wilson (R-Calif.), \$200; David Evans (D-Ind.), \$100; John Breaux (D-La.), \$100; Phillip Burton (D-Calif.), \$200; Goodloe Byron** (R-Md.), \$200; Wayne L. Hays (D-Ohio), \$200; Matthew F. McHugh, (D-N.Y.), \$100; Lionel Van Deerlin,* (D-Calif.), \$500; James J. Florio* (D-N.J.), \$100; William D. Ford (D-Mich.), \$100; Gillis Long (D-La.) \$100; John Rhodes (R-Ariz.), \$300; Matthew J. Rinaldo* (R-N.J.), \$100; Ralph H. Metcalfe* (I-Ill.), \$100, and Brock Adams* (D-Wash.), \$200.

TARPAC disbursements to senators: Gale McGee (D-Wyo.), \$200; Floyd K. Haskell (D-Colo.) \$200; James L. Buckley** (CR-N.Y.) \$200; J. Bennett Johnston (D-La.), \$100; Glenn Beall** (R-Md.), \$1,000; Frank Moss** (D-Utah), \$300; Vance Hartke** (D-Ind.), \$300; William E. Brock III (R-Tenn.), \$200; Howard Cannon** (D-Nev.), \$500; Hubert H. Humphrey (D-Minn.), \$250; John A. Durkin (D-N.H.), \$200 (\$200 was also contributed to campaign of the former Republican incumbent, Louis C. Wyman, Mr. Durkin's opponent for a New Hampshire seat); Joseph M. Montoya (D-N.M.), \$200; Quentin N. Burdick (D-N.D.), \$200; Lowell Weicker** (R-Conn.), \$200; Lloyd Bentsen (D-Tex.), \$275; Robert C. Byrd (D-W.Va.), \$200; Edward M. Kennedy (D-Mass.), \$500.

NCTV/PAC disbursements to representatives: James Broyhill* (R-N.C.), \$200; John McFall (D-Calif.), \$100; James Scheuer* (D-N.Y.), \$100; James Santini* (D-Nev.), \$100; Charles Carney** (D-Ohio), \$100; Timothy Wirth** (D-Colo.), \$150; Charles Rangel (D-N.Y.), \$100; Goodloe Byron** (D-Md.), \$100; Phillip Burton (D-Calif.), \$100;

Robert Drinan (D-Mass.), \$100; Walter Flowers (D-Ala.), \$100; Dawson Mathis (D-Ga.), \$100; Yvonne B. Burke (D-Calif.), \$100; James Florio* (D-N.J.), \$100; Martin Russo (D-Ill.), \$100; Robert Leggett (D-Calif.), \$100; Clarence Long (D-Md.), \$50; Robert McClory (R-Ill.), \$120; John Moss* (D-Calif.), \$100; John Rhodes (R-Ariz.), \$100; Norman Lent* (R-N.Y.), \$100, and Brock Adams* (D-Wash.), \$100.

NCTV/PAC disbursements to senators: Harrison A. Williams Jr. (D-N.J.), \$250; Gale McGee (D-Wyo.), \$100; Howard Cannon** (D-Nev.), \$100; Frank Moss** (D-Utah), \$100; Vance Hartke** (D-Ind.), \$200; John Tunney* (D-Calif.), \$300; Lowell Weicker** (R-Conn.), \$100; Joseph Montoya (D-N.M.), \$100; Quentin Burdick, (D-N.D.), \$200; Robert C. Byrd (D-W.Va.), \$100; Edmund Muskie (D-Me.), \$100, and Edward Kennedy (D-Mass.) \$250.

Federal Election Commission regulations require disclosure of all contributors of more than \$100. Listed as having given to TARPAC's campaign chest were:

Roland L. Filiault, treasurer, Springfield TV Broadcasting Corp., Springfield, Mass., \$150; Jack Rosenthal, executive vice president, Harriscope Broadcasting Co., Casper, Wyo., \$500; Vincent T. Wasilewski, president, NAB, Washington, \$200; Leo L. Beranek, president, Boston Broadcasters Inc., Boston, \$200; Robert D. Hynes Jr., director, government relations, NBC, Washington, \$125; J. Fred Paxton, president, WPSD-TV Paducah, Ky., \$250; William F. Turner, president, KCAU-TV Sioux City, Iowa, \$250; William L. Putnam, president, Springfield TV Broadcasting Corp., \$500; Robert E. Rice, president, WRAU-TV Creve Coeur, Ill., \$250; David C. Adams, vice chairman, NBC, New York, \$350; George J. Mitchell, vice president, WKEF-TV Dayton, Ohio, \$250; Charles H. Tower, executive vice president, Corinthian Broadcasting, New York, \$200; Richard D. Dudley, president, Forward Communications Corp., Wausau, Wis., \$200; Julian B. Goodman, chairman NBC, New York, \$350; Herbert S. Schlosser, president, NBC, New York, \$350; Doyce Elliott, president, KOSA-TV, Odessa, Tex., \$150; Harold

F. Niven, vice president, NAB, \$200; Donald P. Campbell, vice president, WMAR-TV Baltimore, \$150; John E. Fetzter, chairman, Fetzter Broadcasting Co., Kalamazoo, Mich., \$200, and Leslie G. Arries, president, WBEN inc., Buffalo, N.Y., \$200.

Only two contributors were listed as having given more than \$100 to the NCTV/PAC fund: John Walson of Pennsylvania's Service Electric Co., \$500, and Burt Harris of California's Harris Cable, \$250.

Ford tops list of speakers at joint NRB-NAE convention

Religious broadcasters, evangelicals join conventions in Washington; 3,000 expected to attend meetings

Some 3,000 religious broadcasters and evangelists are expected to assemble at the Hotel Shoreham Americana in Washington this Sunday (Feb. 22) when President Ford kicks off the National Religious Broadcasters' 33rd annual convention.

This year, for the first time, the four-day NRB convention will be held in conjunction with the 34th annual meeting of the National Association of Evangelicals (NAE). According to Ben Armstrong, executive secretary of the Morris Plains, N.J.-based NRB, the Bicentennial year was seen as an appropriate time to combine conventions and unite leaders from government, broadcasting and the church. The convention's theme will be "Let Freedom Ring."

Although plenary sessions and speeches will be joint ventures, broadcasters and evangelicals, for the most part, will be segregated during workshops and business meetings.

FCC Chairman Richard E. Wiley will address an afternoon luncheon and Dr. Armstrong says he has received attendance confirmation from all the other FCC commissioners except Robert E. Lee, who will be out of town.

A Monday afternoon panel, to be moderated by John Midlen, NRB communications counsel, will include Ashton Hardy, FCC general counsel; FCC division or bureau chiefs: Wallace Johnson, broadcast bureau, William Ray, complaints and compliance; Quentin Proctor, license; Richard Shiben, renewal and transfer; Martin Levy, broadcast facilities; C. Phyll Horne, field operations, and Arthur Bernstone, who retires from rules and standards March 1.

Media coverage of the conventions is expected to be greatest when President Ford makes his address which will be two days before the New Hampshire primary. Mr. Ford's appearance will mark the sixth consecutive year he has participated in an NRB convention.

Other politicians addressing the joint convention include Mark O. Hatfield (R-Ore.) and Representative John B. Con-



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lon (R-Ariz.). Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has been asked to join a panel discussion on sex and violence in broadcasting. But as of last Wednesday, Dr. Armstrong hadn't received a response. Others already committed to join the panel are Charles Colson, former White House aide; Joplin, Mo., religious broadcaster Cecil Todd and Purnell Benson, a professor at Rutgers University.

Convention workshops, some of which will meet throughout the four days, concern such topics as multimedia and the Church ministry, radio and television production, ownership, operation, international broadcasting, religious music and future technology.

Aside from the sex and violence issue, other subjects that Dr. Armstrong expects will weigh heavily on the minds of conferees are longer license terms, congressional action that could relieve nonprofit religious broadcasters from certain music copyright liability, and an unresolved rulemaking proposal before the FCC that seeks to permit cable television systems to carry speciality stations without counting them against the systems' allowed import quota (BROADCASTING, Feb. 2). According to Dr. Armstrong, religious broadcasters claim a station which predominately airs religious programs should be classified as speciality.

Floor space for more than 200 exhibitors will be combined. Dr. Armstrong said that representation should be half NRB and half NAE, the same he expects among participants. As of last Wednesday, 1,800 of the expected 3,000 applications for the convention had been received. Registration fees for NRB members is \$75 in advance and \$85 at the convention. For non-members, an additional \$10 must be added. The NRB and NAE are also assisting in hotel reservations. The 850 rooms reserved at the Shoreham Americana have already been taken and other conferees are being placed around the city.

Changing Hands

Announced

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

■ **WFWR(AM)-WCMX(FM)** Fort Wayne, Ind.: Sold by Fort Wayne Broadcasting Co. to Guy L. Ewing for \$630,000. Principal in seller is Clarence C. Moore who, with his wife, Ruby, owns WCMR(AM)-WXAX(FM) Elkhart, Ind. Mr. Ewing is general manager of WFWR(AM)-WCMX(FM) and has no other broadcast interests. WFWR is 1 kw daytimer on 1090 khz. WCMX is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **KSIL(AM)** Silver City, N.M.: Sold by KSIL Inc. to Robert F. Meskill for \$290,000. Principals in seller are Dennis Behan, Harlan Johnson, Marvin Strait and

Harry S. McMurray who have interests in KATO(AM) Safford, Ariz. In addition, Mr. Behan is principal of KLMR(AM) Lamar, Colo. Buyer is general manager of WROY(AM)-WRUL(FM) Carmi, Ill. KSIL is on 1340 khz with 1 kw day, 250 w night. Broker: Blackburn & Co.

■ **WHLT-AM-FM** Huntington, Ind.: Sold by Williams County Broadcasting System to Chris Schenkel Communications Inc. for approximately \$264,000. Principals in seller are Carl L. Shipley, Washington attorney, and J. William Middendorf, secretary of the Navy, who also own WBNO-AM-FM Bryan, Ohio, and WKLM-AM-FM Three Rivers, Mich. Buyer is new corporation owned by Chris Schenkel, ABC sportscaster, and Vic Sterling, former general manager, WLYV(AM) Fort Wayne, Ind., neither of whom has other broadcast interests. WHLT(AM) is 500 w daytimer on 1300 khz. WHLT-FM is on 103.1 mhz with 3 kw and antenna 91 feet above average terrain. Broker: Richard Shaheen Inc.

■ **WTRE-AM-FM** Greensburg, Ind.: Sold by Soundiana Inc. to WTRE Inc. for \$250,000. Principals in seller are Robert V. Doll, William C. Clay and Robert Spradlin. Mr. Doll and his wife own WAOP(AM) Otsego, Mich. Messrs. Clay and Spradlin have interests in WMST-AM-FM Mount Sterling, Ky. Buyer is owned by Robert A. Kincaid, current vice president and general manager of the stations; Keith L. Reising, who has 50% interest in WART(FM) Plainfield, Ind., and WQXE(FM) Elizabethtown, Ky.,

and 25% of cable system in Corydon, Ind., and Thomas M. Allebrandi, who owns 45% of WART. WTRE(AM) is 500 w daytimer on 1330 khz. WTRE-FM is on 107.3 mhz with 50 kw and antenna 275 feet above average terrain.

Approved

■ Sales approved by the FCC last week include: WCAS(AM) Cambridge, Mass.; WDEB-AM-FM Jamestown, Tenn.; KWAS(FM) Amarillo, Tex.; KQIN(AM) Burien, Wash. (see page 84).

Give and take on conglomerate data goes on

Commission releases third batch of material from terminated study; Time, Meredith settle with NCCB, but citizen group indicates it has some unsettled business with FCC

Drawerful by drawerful, the material the FCC collected from 37 licensees in its six-year inquiry into conglomerate ownership of broadcasting properties is being made available for public inspection in response to a Freedom of Information request from the National Citizens Committee for Broadcasting.

The first batch was made available Aug.

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New York!

**A 24 share. The winner
in a 6-station race.**

		ADI		WOMEN			
7:30 PM FRI.		R	S	TV HH	TOT.	18-49	18-34
WCBS	CANDID CAMERA	12	24	783	664	236	123
A	SCREEN TEST	11	22	723	562	295	186
B	ADAM 12	8	16	591	330	185	125

Cleveland!

**The winner, plus far
more young women.**

		ADI		WOMEN			
7:30 PM FRI.		R	S	TV HH	TOT.	18-49	18-34
WJW	CANDID CAMERA	14	29	199	159	85	46
A	25000 PYRAMID	12	25	170	151	70	39
B	NAME THAT TUNE	11	22	150	143	54	30

Detroit!

**Runs away
with the ladies.**

		ADI		WOMEN			
7:30 PM WED.		R	S	TV HH	TOT.	18-49	18-34
WWJ	CANDID CAMERA	15	26	255	206	111	63
A	WILD KINGDOM	15	26	255	180	101	63
B	TRUTH-CONSEQ.	12	21	191	162	52	25

Baltimore!

**Takes the time period
and the young women.**

		ADI		WOMEN			
7:30 PM SAT.		R	S	TV HH	TOT.	18-49	18-34
WMAR	CANDID CAMERA	15	35	142	117	64	37
A	HOLLYWOOD SQ.	14	33	136	122	52	27
B	WHAT NEXT BALT.	2	5	18	16	9	6

Columbus, Ohio!

**Captures the time period
against "Pyramid" and "Vinton."**

		ADI		WOMEN			
7:30 PM FRI.		R	S	TV HH	TOT.	18-49	18-34
WTVN	CANDID CAMERA	15	33	92	64	38	22
A	25000 PYRAMID	14	30	88	87	40	24
B	BOBBY VINTON	13	28	76	58	24	15

Portland, Ore.!

**The winner (7 shares ahead
of "Deal.") Wins the women, too.**

		ADI		WOMEN			
7:30 PM TUE.		R	S	TV HH	TOT.	18-49	18-34
KATU	CANDID CAMERA	19	32	126	95	57	35
A	MAKE A DEAL	15	25	99	76	24	15
B	FBI	13	22	89	63	35	24

Knoxville!

**Winner with 42 share points,
and the young women's favorite.**

		ADI		WOMEN			
7:30 PM WED.		R	S	TV HH	TOT.	18-49	18-34
WATE	CANDID CAMERA	28	42	109	86	51	32
A	PRICE IS RIGHT	23	35	94	75	42	28
B	MIKE DOUGLAS	6	9	21	22	12	5

Jacksonville!

**51 big share points.
The runaway winner.**

		ADI		WOMEN			
7:30 PM SAT.		R	S	TV HH	TOT.	18-49	18-34
WTLV	CANDID CAMERA	27	51	88	80	58	34
A	LAWRENCE WELK	16	30	49	44	19	7
B	CENTRE FOUR	4	8	13	12	2	1

Orlando-Daytona Bch.!

**The winner with 34 shares.
And the leader with women.**

		ADI		WOMEN			
7:30 PM TUE.		R	S	TV HH	TOT.	18-49	18-34
WESH	CANDID CAMERA	20	34	97	81	37	18
A	HOLLYWOOD SQ.	18	31	83	80	31	18
B	STAR TREK	9	15	39	25	18	11

Portland-Poland Spr.!

**Wins the time period
against the networks.**

		ADI		WOMEN			
7:30 PM SAT.		R	S	TV HH	TOT.	18-49	18-34
WCSH	CANDID CAMERA	17	33	47	38	21	10
A	ON ROCKS/LYNDE	14	27	55	42	24	10
B	PHYLLIS	10	19	33	29	16	10

West Palm Beach!

**Big winner, with twice
the shares of "Squares."**

		ADI		WOMEN			
7:30 PM TUE.		R	S	TV HH	TOT.	18-49	18-34
WPTV	CANDID CAMERA	18	32	47	35	15	9
A	HOLLYWOOD SQ.	9	16	36	33	16	8

Ft. Wayne!

**Nothing else comes close.
In shares or young women.**

		ADI		WOMEN			
6:30 PM SUN.		R	S	TV HH	TOT.	18-49	18-34
WPTA	CANDID CAMERA	21	43	51	42	25	17
A	NBC NEWS/FTBL	13	27	30	14	6	5
B	NFL/ADAM 12	11	22	27	12	9	7

SOURCE: ARB rating estimates, November, 1975.
All data subject to qualifications of
reports quoted.

Now starting production for a third big year.



The New Candid Camera Starring Allen Funt

An Allen Funt Production
Exclusive representation of Allen Funt by Dick Levine Enterprises, Inc.



DISTRIBUTED BY
FIRESTONE PROGRAM SYNDICATION CO.
540 MADISON AVE., NEW YORK, N.Y. 10022
(212) 593-3013



First in line. E.R. Vadeboncoeur, president of WSYR-AM-FM-TV Syracuse, N.Y., welcomes the initial visitor to the WSYR-sponsored exhibition of the handwritten draft of Lincoln's Emancipation Proclamation. The eight-day display, part of the stations' Bicentennial efforts, drew more than 14,000 persons to the city's Everson Museum of Art. The document will soon be permanently enshrined in the New York state capital's Albany Mall.

22, 1975, a second two months later, after NCCB appealed to the commission the Broadcast Bureau's refusal to include more in the original supply.

And now some (though not all) of the material the commission said last October could not be located was reported to have been found. It, too, is being made available for inspection, subject to FOI act exemptions the commission says apply and were applied in connection with the original disclosures.

The material said to be exempt includes minutes of board of directors and executive committee meetings; interim financial information, financial information from broadcast subsidiaries, financial reports from closely held corporations, and related company memoranda and letters, as well as letters, memoranda and policy statements of the corporations regarding advertising and programing or operating procedures of the corporations.

Meanwhile, in a related development, Time Inc. and Meredith Broadcasting Inc., which had gone to court in an effort to block FCC disclosure of material they supplied have dropped their suits. They

reached out-of-court settlements with NCCB on the material to be made public, and that was said to be most of what NCCB sought.

Nor is that the end of the matter. Charles Firestone, of Citizens Communications Center, counsel for NCCB, said NCCB will probably appeal the commission's refusal to divulge more of the data than it has. How much more would depend on NCCB's analysis of the material now available.

The commission's own documents would also be part of any court action. Mr. Firestone said NCCB would be interested in the reports which the commission staff prepared on the material supplied but which were never published.

And that might not be the only suit NCCB files. Firestone said NCCB is considering a suit aimed at forcing commission action on NCCB's petition for reconsideration of the three-paragraph order the commission issued last June terminating without action the conglomerate inquiry. The commission's order said the inquiry did not establish a need to continue the inquiry or to adopt rules (BROADCASTING, June 16, 1975). NCCB's petition was filed in July. It contended that the commission had failed to provide detailed reasons for its action, as required by law, and that publicly available information indicated the need for rules.

NCCB is not the only group interested in the material generated by the inquiry. The Senate Government Operations Committee and its Subcommittee on Reports, Accounting and Management, as well as the House Commerce Committee's Subcommittee on Oversight asked for access to all of the material, and for copies of the staff reports. The commission complied with those requests ("Closed Circuit," Jan. 5).

Broadcast comes on strong but Post profits dip a bit

The Washington Post Co. has reported reduced profits for 1975 but increased earnings for the fourth quarter. Net profit in 1975 was \$12 million compared to \$14.4 million in 1974, representing per-share earnings of \$2.55 compared to \$3.04 the year earlier, a 16.6% loss. Fourth-quarter

per-share earnings last year were \$1.19, up from \$1.14 for the same period in 1974, despite strikes at *The Washington Post* and the Bowater Mersey Paper Co. in Canada—of which the Post company owns 49%—which resulted in a \$1.5 million loss (32 cents per share) for the year.

Fourth-quarter earnings figures included strike insurance payments of \$600,000 and business interruption insurance of "more than \$1 million," plus "at least \$6.5 million" savings on wages and benefits (which were not paid to striking workers).

Earnings from the company's magazine and broadcast subsidiaries accounted for 75% of the 1975 profits, Post officials said. Circulation revenue for *Newsweek* magazine increased \$7.7 million. Broadcast revenues, after adjusting for the purchase of WFSB-TV Hartford, Conn., rose 7%.

CAB backs ad policy as end to 'free ride'

Canadian broadcaster association endorses government's move

The Canadian Association of Broadcasters has issued a detailed pamphlet explaining its support of the Canadian government's policy that would delete commercials of U.S. TV signals carried into Canada by cable TV systems. CAB's pamphlet is intended to offset "cries of theft, piracy, and unfairness which have been re-echoed by some newspaper editorials," according to the association.

"What some fail to realize," said Dr. Pierre Camu, CAB president, "is that American broadcasters have enjoyed the benefits of selling in Canada, but they have not had to live up to the [programing] requirements of the [Canadian] Broadcasting Act and Canadian Radio and Television Commission regulations."

The pamphlet, set up in a question-and-answer format devoted to 11 issues, claims the Buffalo, N.Y. stations' threat to jam their signals is a "very impractical and expensive gesture."

The CAB pamphlet also outlines the reasoning for why a commercial-deletion policy is necessary in view of the income-

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
Adams-Russell.....	3 mo. 1/4	4,001,000	+20.9%	125,000	+171.7%	10	3,309,000	46,000	.04
Capital Cities.....	Year 12/31/75	174,886,000	+26.2%	25,402,000	+153%	3.28	138,585,000	22,025,000	2.86
Columbia Pictures.....	6 mo 12/27/75	179,562,000	+22.1%	9,116,000	+497%	1.10 ¹	147,015,000	1,527,000	.20
Conrac.....	Year 12/31/75	90,427,000	+11.4%	3,503,000	+132%	2.60	81,129,000	3,093,000	2.32
Farinon Electric.....	9 mo. 12/31/75	27,302,960	+12.5%	1,240,757	-22.1%	.32	24,259,688	1,592,637	41
Jefferson-Pilot.....	Year 12/31/75	476,163,872	+ 8.6%	59,163,078	+ 1.5%	2.46	438,145,374	58,241,408	2.41
Liberty Corp.....	Year 12/31/75	147,960,000	+ 5.7%	15,222,000	+17.8%	2.21	139,951,000	12,917,000	1.87
LIN Broadcasting.....	Year 12/31/75	31,347,000	+50.3%	4,210,000	+93.5%	1.62	20,850,000	2,175,000	.83
MGM.....	3 mo. 11/30/75	66,667,000	+ 4%	52,273,000	- 4.1%	.46	66,404,000	54,492,000	.93
Outlet Co.....	9 mo. 11/1/75	79,163,931	+18.3%	2,231,929	+ 7%	1.30	66,893,247	2,085,856	1.24

¹Includes after tax nonrecurring gain of \$5,059,000 or \$0.61 per share from sale of KCPX TV (now KTVX) Salt Lake City to 20th Century Fox Film Corp

**IF YOU GO HOME FROM THE NATPE
WITHOUT HAVING SEEN CHAD EVERETT,
YOUR WIFE WILL NEVER FORGIVE YOU.**



JOIN US AT THE BUCKINGHAM SUITE, ROOM 534, FAIRMONT HOTEL, FEB. 21-25. MGM TELEVISION





VIDEO IV CHARACTER GENERATOR OFFERS MANY PRODUCTION IDEAS.

A favorite at WREG-TV.

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

Any created material can be stored



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

The logo maker.

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

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

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

The uniplex concept.

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

Here are the advantages:

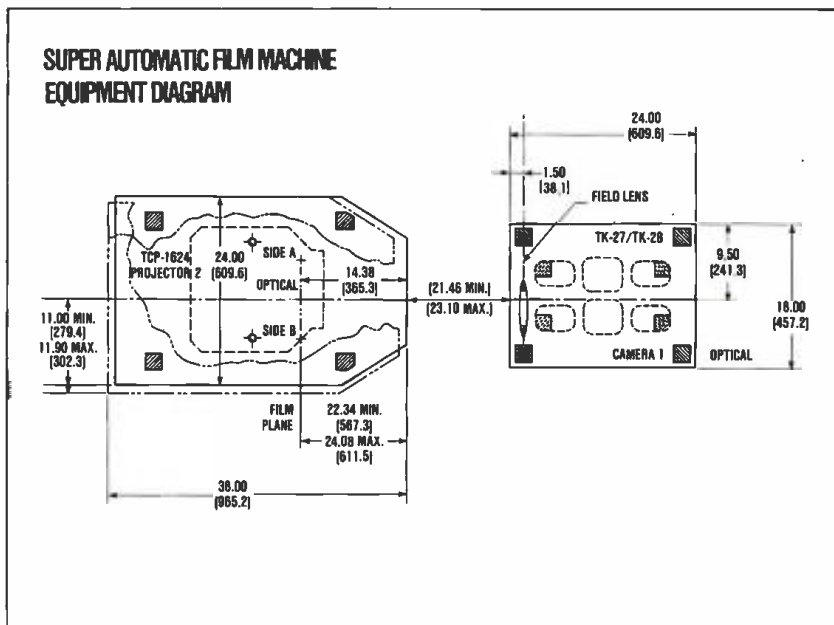
- Cart film capability is added without disturbing present telecine

equipment.

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

So-so-film in, great video out.

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

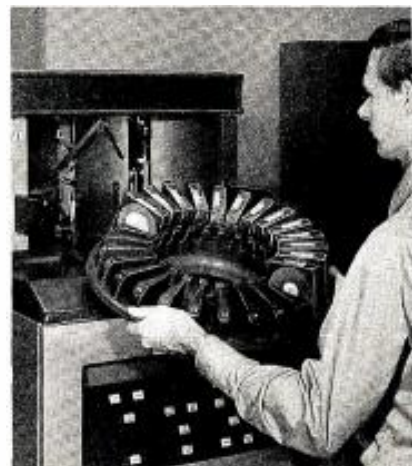


Automatic commercial player.

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

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

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



tax amendment pending in Parliament that would stop Canadian advertisers from claiming the cost of advertising on non-Canadian media as a tax deduction. Big international companies that sell products on both sides of the border would cease to benefit from their "free ride" in placing ads on U.S. stations and would have to place ads in Canadian media to insure their objectives in Canada, the pamphlet notes.

A basic textbook on broadcasting has been revised

Eight years after Ward L. Quaal and Leo Martin gave radio-TV managers, teachers and students a primer called "Broadcast Management," Mr. Quaal has taken on a new associate, James A. Brown, S.J., and together they provide an updated, substantially rewritten and expanded version of the book.

Like the original—co-authored with the late Mr. Martin, a former broadcast academician—the second edition of "Broadcast Management" (Hastings House, New York; \$16.50 cloth, \$8.95 paper) does more than just offer lessons in such areas as programing, personnel and sales. Relying on a plethora of footnotes, Messrs. Quaal and Brown outline "a range of generally available sources to provide fuller detail and differing viewpoints." The new 464-page edition also gives considerable weight to statistics including tables on such matters as employment, compensation and even common engineering violations.

In the book's preface, the authors assert that the broadcast industry has been "unnecessarily hampered" by government regulation. "Yet," they explain, "we realize that with every new freedom gained an equivalent responsibility must also be expected." The authors hope their contribution will aid broadcasters in dealing with those responsibilities. Mr. Quaal, former WGN Continental president, is now president of Quaal Associates consulting firm and chairman of United Telecom Corp. Mr. Brown, a Jesuit priest, serves as a member of the National Advertising Review Board, executive director of the Human Family Educational and Cultural Institute (which offers the Humanitas Award to outstanding network television programs), and part time as a consultant to CBS and faculty member of Loyola Marymount University.

This time the nod goes to Hernreich

George T. Hernreich, who was denied permission to start a new FM station in Fort Smith, Ark., by an FCC administrative law judge (BROADCASTING, Dec. 1, 1975), has been granted that new station by the commission's review board.

The judge had denied the request be-



Paying the public interest. Ted Turner, president of the Atlanta-based Turner Communications Corp., opens his checkbook to repay the 3,600 viewers who came to the aid of his financially strapped WRET-TV Charlotte, N.C., four years ago this month. At that time, Mr. Turner asked channel 36 viewers to loan the price of two theater tickets and promised a return with interest if the station succeeded. A total of \$22,682 was collected and now Mr. Turner's sending it back with 6% compounded interest—an additional \$5,945. Mr. Turner, a 36-year old communications executive and renowned yachtsman, last month purchased the Atlanta Braves baseball team from the Atlanta/LaSalle Corp. for a price put in the neighborhood of \$10-12 million (BROADCASTING, Jan. 12).

cause of the commission's earlier refusal to renew the license of Mr. Hernreich's KAIT-TV Jonesboro, Ark., after finding that he had paid an ABC employe \$6,000 to increase the station's network compensation rate.

In granting the new station, the review board noted that the misconduct at KAIT-TV had been confined to that station and that the commission did not think such action would be repeated since it renewed Mr. Hernreich's other station, KFPW-TV Fort Smith, and approved his purchase of KGTO-TV Fayetteville, Ark.

Media Briefs

New in Dakota. Forum Communications Co. has launched operation of KPRV-TV channel 4 Pierre, S.D. Like KABY-TV Aberdeen, S.D., new station is satellite of Forum's KSFY-TV Sioux Falls. KSFY-TV's coverage area was said to have been greatly increased with new 2,000-foot tower. It replaced interim tower used since old 2,000-footer fell during January 1975 blizzard. Forum also operates WDAY-AM-FM-TV Fargo, N.D., its satellite, WDAZ-TV Devils Lake, N.D., and is represented nationally by Peters, Griffin, Woodward, New York.

Best PR. National Association of Broadcasters will receive American Legion's annual National Public Relations Award at luncheon March 1 during legion's conference of national officers in Washington. Award, to be accepted by NAB President Vincent Wasilewski, cites organization's Bicentennial efforts.

Retail ad growth exacerbates clutter problem

National sponsors irritated that stores are exempt from code controls, especially since they're pouring money into TV; SSC&B readies report on subject

Advertising agencies' growing concern over retail advertising clutter was underscored last week with the report that SSC&B was preparing a study on the subject.

Harold Miller, senior vice president in charge of media, confirmed that SSC&B was examining clutter as it relates to retail TV advertising and the effect it has on TV commercials for national advertisers. Mr. Miller would not release any findings, but he did note the marked growth of retail TV advertising in the past few years, and said that retail television commercials show as many as six unrelated products.

Mr. Miller's views are known to reflect the attitude at other advertising agencies with national advertising accounts. They must adhere to the National Association of Broadcasters code restrictions on clutter while retail advertisers, because of their nature, are exempt. Stockton Helffrich, director of the NAB code, said that retailers historically have been omitted from clutter prohibitions because retail advertising is item advertising comprising a number of products.

The issue of clutter has become more pronounced in recent years because of the growth of retail advertising. The Television Bureau of Advertising noted that department-store and discount-store advertising are the fastest-growing categories of local TV advertising. According to TVB, department store advertising on television for the first nine months of 1975 rose by 47% to \$66.9 million, while discount store advertising jumped 35% to \$22.1 million.

Two minorities gravitate to specialized stations

Arbitron Radio finds blacks and Spanish-speaking spend about half their listening time with outlets programed specifically for them

An Arbitron Radio study shows that the listening pattern among blacks and the Spanish-speaking differs distinctly from the total population.

Black listening information was based on Arbitron Radio reports in 15 major markets, while Spanish listening data came from surveys in New York and Los Angeles. The study compared listening of the black and Spanish populations to the total population on the basis of station for-

*An
old
friend
with a new
name*



You are now seeing new call letters on Channel 4 . . .
WCMH-TV. They signify that Outlet Broadcasting has come
to Columbus.

A radio pioneer, Outlet signed-on its first station in Providence, Rhode Island in 1922. During 54 years of broadcasting in Rhode Island, Florida, Texas and New York, Outlet has shaped a tradition of community service. This commitment will be evident on Channel 4 with the very best in well rounded entertainment, responsible news and information programming from many of the same personalities and staff who have earned your confidence and respect.

"CMH" is internationally recognized as the designation of Port Columbus. Now it is also the symbol of broadcast service to the needs and interests of viewers in Central Ohio.

*Stay with  where
your friends are.*

OUTLET
BROADCASTING

AN **OUTLET** COMPANY DIVISION
176 Weybosset Street
Providence, Rhode Island

WJAR, WJAR-TV PROVIDENCE
WDBO-AM-FM, WDBO-TV ORLANDO
KSAT-TV SAN ANTONIO
WNYS-TV SYRACUSE
WCMH-TV COLUMBUS

**“The
Price Is
Right”**



**A better buy
now than
ever!**

Highest DMA rating in time period
in 61 markets.

DMA rating up from year-ago level
in 37 markets.

Most 18-49 women in time period
in 36 markets.

23% more 18-49 women than year-ago programs
in 42 markets.

60% more 18-49 women than lead-in programs
in 85 markets.

Most 18-34 women in time period
in 51 markets.

35% more 18-34 women than year-ago programs
in 42 markets.

73% more 18-34 women than lead-in programs
in 87 markets.

A better buy now than ever, from

Viacom

Source: NSI, Nov. 1975 & 1974. Audience estimates subject to qualifications available on request.

Visit us at the Fairmont Suite, 23rd Floor of the Fairmont Hotel, San Francisco.



“My Three Sons”

Now you can get the best years of Fred MacMurray's 12-year classic: 160 color episodes that averaged a 22 rating and a 35% share in prime time.

They're ready for Fall 1976.

With an audience profile of 37% women, 25% men, 12% teens and 26% children, “My Three Sons” is the perfect picture of well balanced family entertainment for any station.

Right when supply is alarmingly short and demand continues high, here's another great sitcom from

Viacom

Source: NTI, Oct.-Apr. 1965-70 and Oct.-Dec. II (Wk. 1) 1970 (excludes 12 non-report wks). NTI/NAC. Nov. 1965-70. Audience estimates subject to qualifications available on request.

PRE-SOLD IN...

Atlanta
Charleston, S.C.
Charlotte, N.C.
Cincinnati
Flint-Saginaw-
Bay City
Fort Wayne
Kansas City
Los Angeles
Miami
Minneapolis-
St. Paul
New York
Phoenix
Pittsburgh
St. Louis
Toledo
Washington

Visit us at the Fairmont Suite, 23rd Floor of the Fairmont Hotel, San Francisco.



Making it official. Members of the first graduating class of the Television Bureau of Advertising's sales training seminars, developed in association with Sterling Institute, are shown above. Separate courses (offered in Washington and San Francisco) are aimed at salesmen, sales managers and management personnel, each designed to improve job performance by offering new, sophisticated sales techniques. Seated (l-r) are Mac Davies, WMAR-TV Baltimore; Frank Kehoe, KOTV Tulsa, Okla.; Ellen Shuler, WBTV Charlotte, N.C.; Lis Henderson, WFBC-TV Greenville, S.C.; Joan Green, WSPA-TV Spartanburg, S.C.; Diane Tooke, WESH-TV Daytona Beach, Fla., and Larry Nuber, WLWD Dayton, Ohio. Standing (l-r): Gary Hiatt, WSB-TV Atlanta; Rick Henry, WISN-TV Milwaukee; Bob Wodke, WBTW; Jim Halpin, WBTW Ed Wotring, WSAZ-TV Huntington, W.Va.; Larry Talley, WSAZ-TV; Tom Heston, WOC-TV Davenport, Iowa; Joe Shambee, Sterling Institute; Jeff Lorch, WDBJ-TV Roanoke, Va.; Tim Bennett, WLWT Cincinnati; John Stewart, WHIO-TV Dayton, Ohio; Bill Brower, Sterling; Tom McGoldrick, TVB, and John Meyer, WISN-TV.

mats and sex/age demographic groups.

It revealed that blacks spend 47.5% of their listening tuned to stations programed specifically for black audiences. The study reports that black stations have a 45.5% share of the 18-and-older black women audience; a 41.5% share of black men over 18 and a 68.0% share of black teen-agers. The study shows that Spanish radio stations similarly dominate the Spanish market. The Spanish population, according to Arbitron, spends 45% of its listening tuned to radio stations aimed at Spanish audiences. These outlets have a 52.7% share among Spanish women, 18 and over; a 45.9% share among Spanish men, 18 and over, but only a 13.8% share for Spanish teen-agers. The first choice among Spanish teens was the contemporary format.

Among other highlights of the study: all-news, telephone/talk, jazz and religious stations have higher shares among blacks than the total population; excluding stations with black formats, black teens spend most of their remaining listening time with contemporary stations; blacks listen to fewer different radio stations than the general population; Spanish teen-agers spend almost as much time with black radio (11.8%) as with Spanish radio; contemporary, black and country formats have virtually the same shares for the Spanish population and the total population.

Smoking more now

A study conducted for the American Cancer Society by Yankelovich, Skelly and White, opinion researchers, reports that a half-million more teen-age girls are smoking cigarettes now than in 1969.

The survey (limited to teen-age girls and women 18 to 35) indicates that in 1969, two years before broadcast advertis-

ing of cigarettes was banned, 22% of all teen-age girls smoked. The percentage now is 27%, or half a million more people, smoking occasionally or regularly.

The major reason for the increase, according to the study, is "an all-pervasive smoking environment." The single "most dominant countervailing force—awareness of antismoking television commercials, has been cut drastically as a result of the retrenchment of free matching time following the barring of cigarette advertising on television. In 1969, 87% reported that they had seen or heard an antismoking television commercial in the past four weeks," the study says. "Currently, only 48% are exposed to this type of television spot."

On the other hand, part of the pervasive smoking environment includes identification of people in cigarette advertising as "attractive, enjoying themselves, well dressed, sexy, young and healthy."

What have Lima, Baltimore, Lubbock in common?

According to Arbitron's TV count, they rank first in UHF penetration, multiset households, color homes

Nine out of 10 U.S. television homes now have sets equipped to receive UHF. Nearly three out of four have color sets. And more than four out of 10 are multi-set homes.

These findings are from Arbitron Television's new "Television Census" report, based on its November 1975 nationwide TV survey. The census also found that cable-TV penetration had reached 9.5 million homes, or 13% of all TV homes (BROADCASTING, Jan. 26).

UHF penetration reached 90% on a gain

from 61.6 million homes in November 1974 to 63.5 million a year later, Arbitron reported. It said the national average of 90% was exceeded in 84 markets, of which 35 had penetration rates of 95% or more. Lima, Ohio, was said to be first, with 99%, followed by these at 98% each: Fort Wayne, Ind.; Rockford, Ill.; South Bend-Elkhart, Ind., and Springfield-Decatur-Champaign, Ill.

Multiset households were put at 32 million, or 46% of all TV homes, as compared with 30.9 million in November 1974. Arbitron found 22 markets where at least half of the TV homes had more than one set. Baltimore was ranked first with 62%, followed by Cincinnati with 61% and Detroit with 60%.

Color sets were found in 51.3 million homes, or 73% of all TV homes, up from 47.8 million a year earlier. Seventeen markets are shown with color penetration of 80% or more. Lubbock, Tex., is first with 90%, followed by Fort Myers, Fla., and West Palm Beach, Fla., with 84% each.

Arbitron said copies of "Television Census" will be available from any Arbitron office. Headquarters office is at 1350 Avenue of the Americas, New York 10019, telephone (212) 262-5137.

Lever to go in-house

\$73-million broadcast client will assign selected accounts, now at four full-service agencies, to new media unit of advertiser

One of the nation's leading television advertisers, Lever Bros. Co., New York, is forming its own in-house media service to handle a selected group of its brands, effective July 1.

The announcement from Lever last week did not specify which brands would be handled internally but said other products would be assigned to the new unit in subsequent months. The company said the in-house group would perform both media planning and buying roles.

Lever said its present agencies will continue to handle creative and marketing assignments for brands assigned to them. The announcement stressed that its new approach did not mean that the agencies had not performed their media functions satisfactorily.

The agencies affected by the move are SSC&B Inc., New York, which buys time on CBS-TV; Ogilvy & Mather, New York, which handles purchases on ABC-TV; J. Walter Thompson Co., New York, which buys on NBC-TV and handles spot TV, and BBDO New York.

Lever spent more than \$70 million in television and about \$3 million in radio in 1975.

Other companies have moved into in-house media service in recent years in the hope of achieving savings and improving efficiency. They include T.J. Lipton Inc.; Pfizer Inc. and the F & M. Schaefer Brewing Co.

the 'live wire'
in broadcast news
expands to
24 hours
of totally fresh
5-minute newscasts
on March 1—

APRadio, now 370 member stations and growing, adds another important dimension to its flexible, quality news programming. On March 1, full five-minute newscasts will be broadcast regularly on the hour, around-the-clock, seven days a week.* Each hourly newscast will be a *fresh report*—not just an update.

The expanded hourly newscasts will be written, edited, produced and voiced by top-level professionals. And in response to the needs of modern radio, additional features are also being planned for the AP*R* report daily.

To meet the broad range of formats in broadcasting today, AP*R* continues to expand its news coverage and quality sound. Examine thoroughly and extensively how AP*R*adio's around-the-clock news expansion can mean expansion of your station's bottom line profit. AP*R* also means Added Profit Radi*o*!

*For details on how AP*R*'s efficient, flexible news programming can meet your station, or group, requirements, contact your AP Regional Membership Executive or call AP Broadcast News, (212) 262-4011 in New York.*

apradio

THE ASSOCIATED PRESS' TOTAL NEWS SERVICE IN SOUND

* No newscasts, but bulletins and breaking stories as usual 3 a.m. to 5 a.m., Monday, EST.



Court strikes down FCC pre-emption of regulation of leased, two-way cable channels

'Blue-sky' services of CATV are now subject to state oversight

The cable television industry and the FCC have suffered a setback at the hands of the U.S. Court of Appeals in Washington in a decision in which the court held that the commission's authority over cable was not as extensive as the commission had contended. As a result, some cable activities the commission had held were subject to federal regulation—and then chose not to regulate—are now subject to state and local regulation.

The decision was rendered last week by a badly divided court in a case that had been brought by the National Association of Regulatory Utility Commissioners after the commission, in 1974, in "clarifying" the cable rules it had adopted two years earlier, pre-empted state and local regulation of access channels.

These include public, governmental, educational and leased channels, including those used for pay programming. However, the opinion is limited to the area of NARUC's "sole objection": the commission's pre-emption of state common-carrier regulation over the use of cable system leased access channels for two-way point-to-point, nonvideo communications. Such services could be used for surveys, marketing services, burglar alarm devices and educational feedback.

One of the principal reasons cited by the commission in pre-empting regulation of leased access channels was its concern that state regulations would hobble the growth of services such channels could provide. And the National Cable Television Association and Manhattan Cable Television, which intervened in the case on the commission's side, agreed. Manhattan said it managed to cover some of the losses its conventional services had produced by leasing two-way, point-to-point nonvideo communications and broadcasting services.

However, only one of the three judges on the panel that heard the case supported the commission's view that it had the necessary jurisdiction. That was Judge James Skelly Wright, who concluded a 31-page dissenting opinion with the comment that the court's decision, "by insisting on an overly narrow interpretation of prior case law and by failing to recognize the appropriateness of unusually restricted review...is an unfortunate aberration."

The judges who voted to set aside the commission's pre-emption were Malcolm Wilkey and J. Edward Lumbard, a senior

judge for the second circuit, who was sitting by designation. But even they were not in agreement.

Judge Wilkey, who wrote the court opinion in 36 pages, cited two grounds for overruling the commission. He said the "substantial bulk" of the services at issue are intrastate and common carrier in nature, and that the Communications Act denies the commission authority over such services. And he said the commission's assertion of pre-emption jurisdiction cannot be justified under the Supreme Court's holding that the commission may regulate cable to the extent the regulation is "reasonably ancillary" to the commission's regulation of broadcasting.

Judge Wilkey noted that the competition cable operators would face in providing two-way services would not be broadcasters but local telephone companies. And he said it would be unfair to them if the commission were to pre-empt regulation over cable systems in a field "where state rate and service operators is pervasive." Indeed, he said, "the possibility assumes more significance when we observe that the commission not only intends to pre-empt state regulation of the two-way activities, but intends to issue no regulations of its own to govern these activities, thus leaving them completely unregulated."

Judge Lumbard agreed with Judge Wilkey on the ground of ancillarity only. He attacked the common-carrier argument in a manner that left some commission lawyers shaking their heads in wonder. If the commission has in fact imposed common carrier requirements on systems, in ordering leased channels be made available on a nondiscriminatory basis, the judge said, "then the FCC had no jurisdiction to promulgate that order in the first place, and its dicta cannot be used in support of the proposition that cable operators who perform these functions act as common carriers."

As Judge Wright points out in his opinion, the disagreement leaves the court with only the ancillary-to-broadcast regulation as the basis on which to overturn the commission.

Although commission attorneys and officials admitted to various degrees of bewilderment at the opinion, it seemed that its immediate effect, at least in terms of the services affected by the holding, was minimal. Manhattan Cable is said to be the only cable system providing two-way, point-to-point, nonvideo communication services.

But in view of the potential the commission sees in such services for cable systems, the long-range effect could be great.

As for the implications the opinion might hold for the commission's cable regulations generally, there seems to be mixed views. Some officials see it as possibly jeopardizing the commission's local franchising requirement, for instance. The argument might be made that such regulations are not ancillary to the regulation of broadcasting, one official noted. "What broadcast purposes are served, directly or

indirectly, by those requirements?" he asked rhetorically. The same argument might be made regarding the certification process cable systems are required to undergo.

Some cable industry lawyers see the same argument as possibly helping them in their current effort to persuade the Washington appeals court that the commission's pay cable rules are invalid. However, some commission attorneys read the opinion—at least Judge Wilkey's opinion—as strengthening their position. Judge Wilkey said the Supreme Court, in the Midwest Video case—the second one in which it affirmed the commission's authority to regulate cable—held that ancillary to broadcasting means not only "for the protection of broadcasting but also embodies" any regulation "which in its own right serves the purposes pursued by broadcast regulation." That language, one commission official said, could probably be used to support any regulation involved with programming that appears on the viewer's screen.

On the other hand, the same official said, Judge Lumbard's concurring opinion raises a question as to whether the commission has the authority to require cable systems to provide the service on leased channels on a first-come, first-served basis.

The question is not answered, he said. In fact, he added, the opinions "raise a lot of questions and leave a lot of them unanswered."

State meddling in pay rates feared by FCC, cable operators

However, accountability practices are defended as necessary to determining worth of rate requests

Concern is growing among cable television operators and at the FCC that states are leaning towards indirect regulation of pay-cable rates by setting base-rate procedures for regular subscriber services. But many of the states cited as evidence of this trend deny their actions have anything to do with rate-making.

The FCC's 1972 rules require each locality to regulate subscriber rates by a public proceeding. Those rules also pre-empt any state or local regulation of the rates or services on leased channels, including pay-cable service. FCC Cable Television Bureau Chief David Kinley believes that states are now using more "subtle" methods to avoid the FCC's pre-emption of leased-channel practices. He pointed out Connecticut and public utility commissions in other areas are setting up special accounts for pay-cable revenues in

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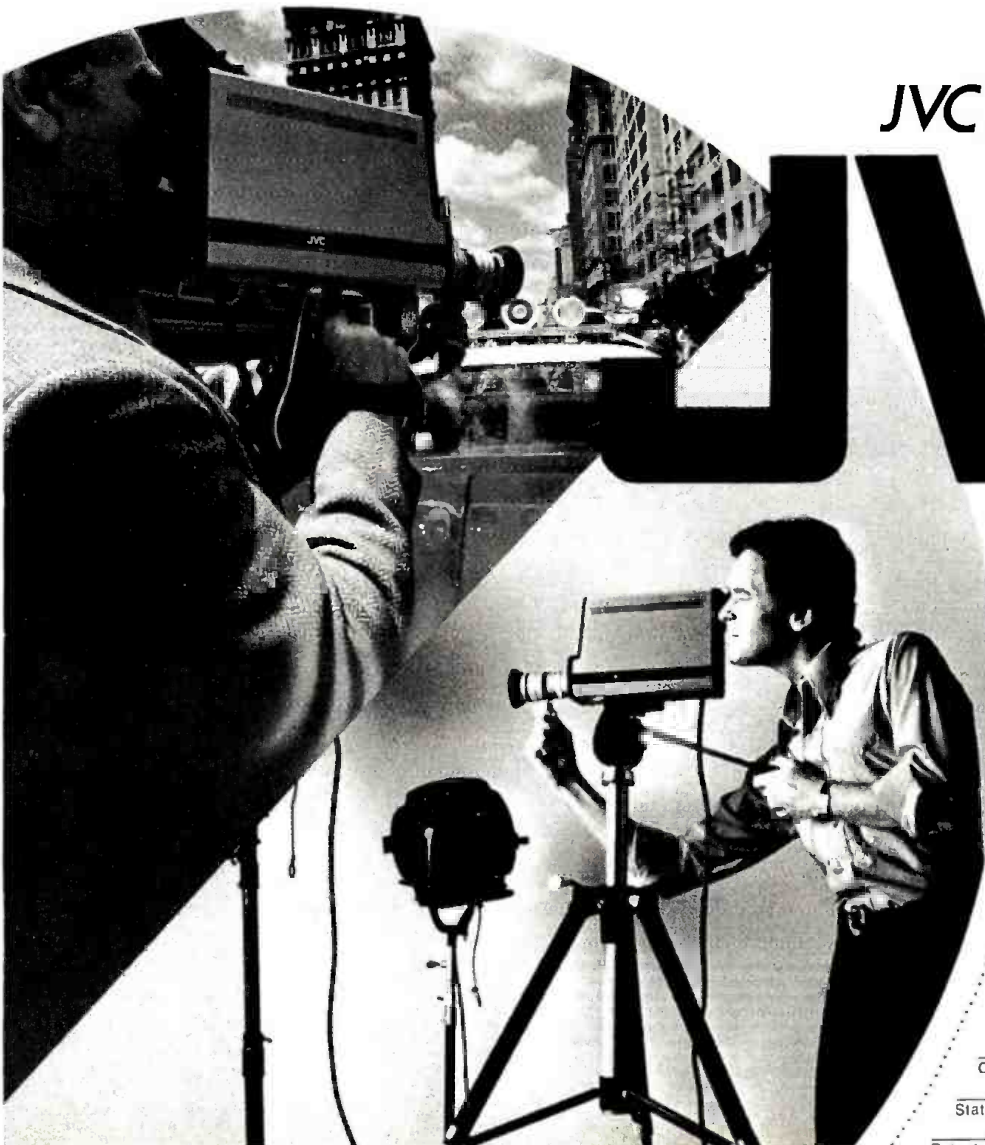
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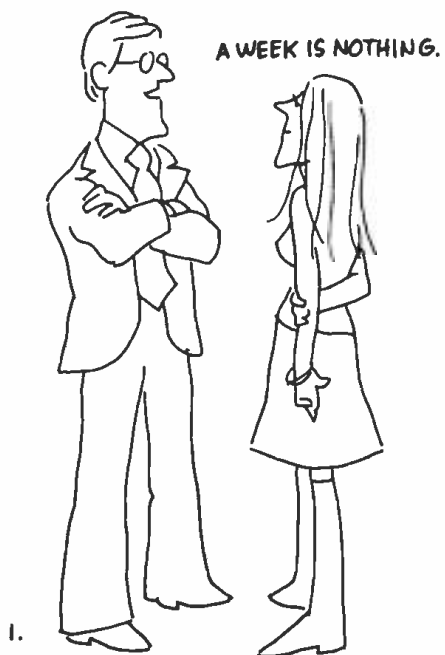
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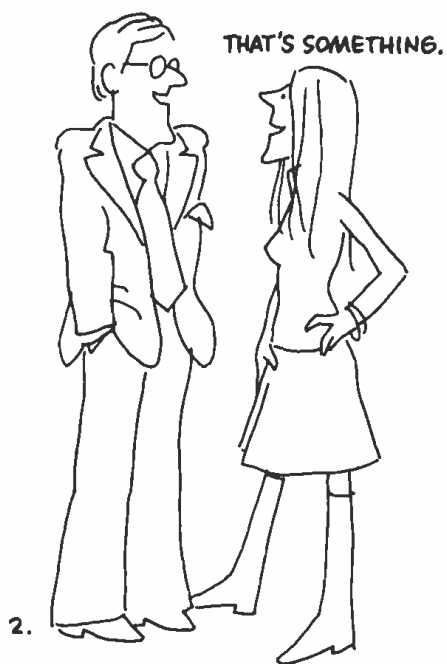
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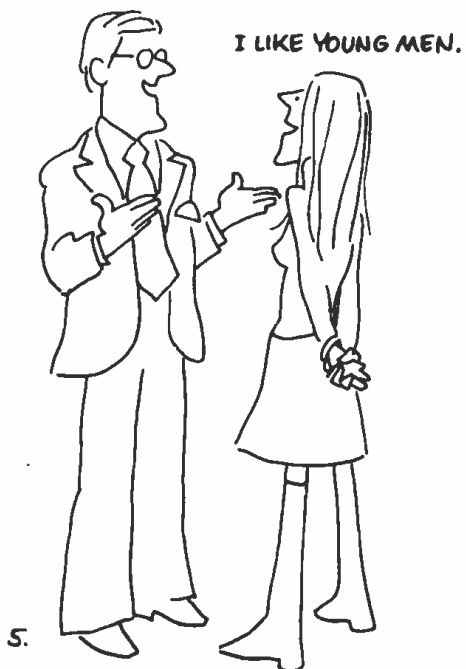
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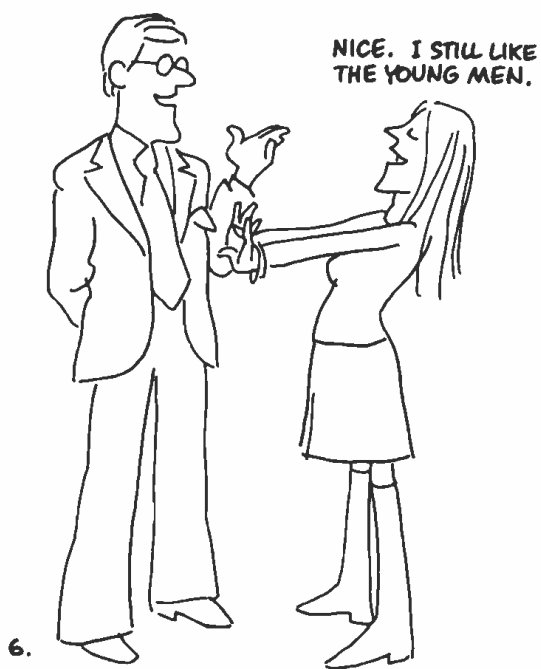
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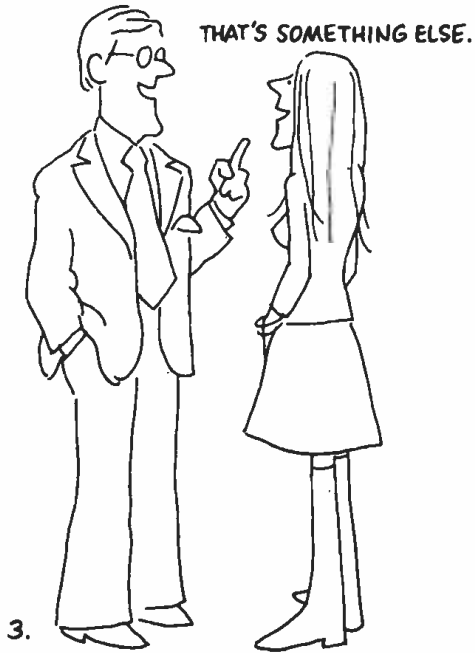
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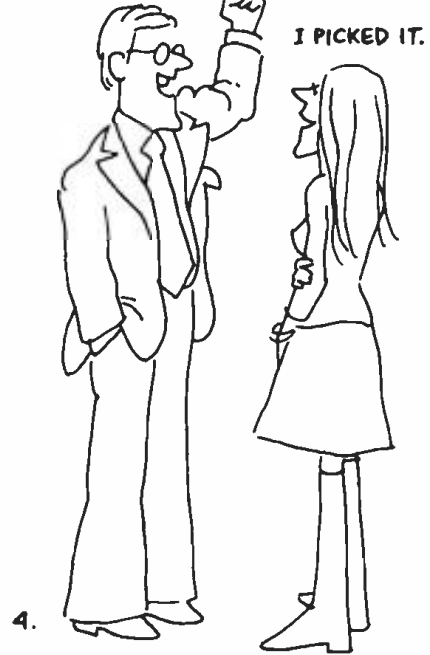
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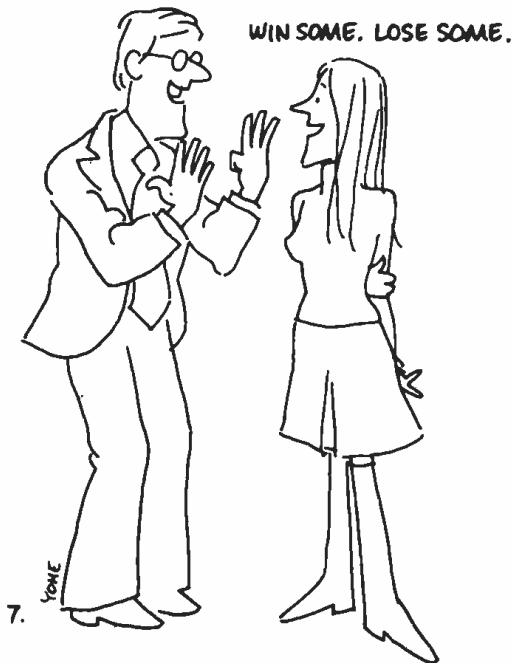
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their reporting forms—a stepping stone to indirect regulation of rates.

A spokesman for the Connecticut Public Utilities Control Authority claimed the establishment of a special revenue account has “nothing to do with rate making.” It was designed only as a means to account for money, he said “The money is there, what are you going to do about it?” he questioned. Without a special account the money would show up anyway, lumped with other revenues, he added.

Jeffrey Forbes, executive director of the Massachusetts Cable TV Commission, illustrated the need for some handle on pay cable revenues. What happens when a cable operator, who enjoys enormous profits from pay operations, comes to a state seeking a basic subscriber rate increase and the state can't look at pay revenues as part of the over-all picture of a CATV system's financial position? he asked.

But that argument does not hold with the FCC's Mr. Kinley. There is no reason why pay subscribers should have to subsidize basic subscribers, if the cost of basic service demands higher rates, he said. Pay revenues should not be part of the financial picture in deciding basic service rates, Mr. Kinley added.

Mr. Forbes contended his desire to ascertain pay revenues is not meant as a lead-in to pay-rate regulation. Once CATV gets into the large cities, it will be difficult for a state agency to regulate rates of one distributor (pay cable) and not others, such as movie houses, he said.

The approach to controlling pay-cable practices is more easily seen in areas of California. There is no statewide CATV regulation in California, but local franchise agencies wrote pay-TV bans into franchises granted in the early 1960's. In many cases those bans are not enforced, but in at least two cases a court battle ensued. The upshot of both was that pay-cable operations were started.

The New York State Commission on Cable Television asserts jurisdiction over all CATV rates. Its uniform accounting procedure segregates pay TV revenues, but, a commission spokesman claims, those revenues are not used in any way for rate-making functions. So far the state has leaned towards marketplace determination of what pay-cable rates should be, he added. “Such information could lead to rate regulation,” he conceded. “It also could lead to lower rates for basic cable service.” How and if information on pay revenues is used by the New York state commission is yet to be determined. The issue is “heating up” and should be addressed in the next several months.

The Office of Cable TV, set up under the New Jersey Public Utility Commission, is also in charge of all rate regulation. Pay rates have not been regulated, but in setting basic rates pay-cable revenues have been taken into account.

In Vermont the pay-cable issue is still very new. Only two systems in the state have started pay cable and only within the last six months. Spokesmen at the Vermont Public Service Board claimed the state is in a “wait-and-see” posture. One

possibility is to exclude both pay-cable expenses and revenues from the rate base formula. Certainly if pay revenues cannot be incorporated in the rate base structure, they said, expenses incurred to deliver pay services could not be subtracted either.

The FCC currently is considering a general inquiry on rate regulation. Early comments have been filed (BROADCASTING, Feb. 9) and the due date for all comments is March 12.

Newly elected chairman of NCTA keeps his eggs in several baskets

Burt Harris is a broadcaster, a multiple-system cable operator, an over-the-air pay-TV hopeful and, above all, a 'businessman'

Burt I. Harris, chairman-elect of the National Cable Television Association, wears many hats. He is sole owner of Harris Cable Corp., which operates and is developing CATV systems in California, New York, North Carolina and Puerto Rico. He is president of Harriscop Broadcasting Inc., licensee of seven television stations and two radio outlets. He is currently applicant for an over-the-air pay TV license in Chicago and is looking into multipoint distribution service operations. And not

Man in the News

all of Mr. Harris's career years (he is 53) have been spent in telecommunications. He has been involved in food processing, construction and syndication of wrestling films.

Maybe that is why Mr. Harris says he views himself as primarily a “businessman” rather than as a cable operator or a



Harris

broadcaster. That is not to say he doesn't have strong views on both.

He does not see a conflict between his cable interests and broadcasting concerns. He admits that cable could have an economic effect on broadcasters, but he is not certain to what degree. CATV penetrates four of his television stations' markets, and there he sees no evidence to prove the possibility.

More significant to Mr. Harris is the potential CATV has for serving the public interest. That service may not even be television in the long term, says Mr. Harris, who admits to being a firm believer in the “wired nation.” The development of ancillary home services could be the future for cable, he says—“TV could be the tail of the dog.” But he admits that development of home services will have to wait for the day when cable opens up the urban markets.

CATV “lives off” broadcast signals, says Mr. Harris. But, he says, those broadcasters who find their signal being brought into a market via cable like CATV; those who find signals being imported into their markets dislike it. No rule is going to make everyone happy, he says.

Mr. Harris does believe that local broadcasters should be protected, however—it is the degree of protection of which he is uncertain. A middle ground can be found that would not harm either industry, he believes.

Pay cable is a “little different,” says Mr. Harris, for it could offer more problems for the broadcast industry. (Mr. Harris is planning to put pay services on all his cable systems and currently uses Home Box Office on his Rochester, N.Y., system.) “Pay television is coming no matter what the broadcasters do,” he says, but its form is not that certain. Indeed, pay TV could develop as an over-the-air service and in effect be “anticable,” he says. Over-the-air pay TV, if successful, is more economical than pay cable, he says, for it is certainly cheaper than wiring the cities. Mr. Harris notes, however, that cable has the advantage in its multichannel capacity.

As pay TV has developed so far it is principally distributed via cable. Mr. Harris does not see pay cable as a threat to broadcasters' ability to secure film product. That fear may well be real in the future, when pay TV can outbid broadcasters for films, but Mr. Harris sees pay cable as only an audience siphon today. And that audience, he adds, consists generally of those who would attend box office exhibitions of films and sports rather than view them on television.

Public television—or what Mr. Harris prefers to call “cultural TV”—is going to make inroads in commercial broadcasting. In a way he says, public TV is another pay TV channel, supported by the government rather than by subscribers. This “pinpricking” from both cable and PTV is going to make broadcasters try to protect the “cracks in the walls,” Mr. Harris says.

Mr. Harris does not want to see CATV systems become broadcast stations and is opposed to CATV origination. He does not

see a tremendous amount of new building for cable in the next few years. He was glad to see the House Communications Subcommittee staff's report take on a "bullish" character (BROADCASTING, Feb. 2), but sees cable legislation of any form at least two or three years off.

It has been 11 years since Mr. Harris got involved with CATV as founder and president of Harriscope Cable Corp., Los Angeles. When Harriscope Cable merged with Cypress Communications Corp. in 1970, it became the fourth largest MSO in the country at that time, with over 150,000 subscribers. Later, Cypress merged into what became Warner Cable Corp. (the second largest CATV MSO in 1972). Mr. Harris was vice chairman at Warner until 1973, when he resigned to develop his own CATV systems. An effort to assemble a \$40 million financing package with other CATV notables—including Jerry Greene and Nathan Levine—fell apart because of the tough money market. It was then that Mr. Harris decided to "pick up the pieces" and go on his own to develop what is now Harris Cable Corp.

It has been even longer since he purchased his first broadcasting station—KWTO-TV Casper, Wyo.—in 1956. When Mr. Harris takes over as chairman of NCTA following the April convention, he will bring with him a knowledge of both sides of the television industry. He is not an evangelist preaching the gospel of either broadcast TV or cable TV. He is, in his own word, a "businessman."

FCC mills continue to grind out grants for earth stations

HBO affiliates find it takes two to three months for application to make its way through; Alascom and PBS satellite network could extend that time frame, however

Since Home Box Office announced its satellite pay-cable network last spring, 28 applications for receive earth stations for the HBO hookup have been OK'd by the FCC, and an equal number are still in the commission pipeline.

As a general rule, it takes between 60 and 90 days for the commission to take action on an earth-station filing—barring any outside opposition or internal policy problems.

Only one earth station application has so far encountered any opposition. UA-Columbia Cablevision's request for an earth station for its system at El Centro, Calif., is being opposed by KECC-TV there. Pleadings have been completed and the parties are awaiting an FCC decision. The objection to the construction of an earth station at El Centro was based on programing considerations. According to KECC-TV's attorney, the station opposed the earth terminal because of the "over-all economics of the market." Any operation that could

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siphon more programming away from the station, he said, is being opposed. The station, a CBS affiliate, has also filed a petition for special relief concerning a cable system in its market that brings in another CBS signal from the Rocky Mountain time zone.

Policy problems are another possible snag to expeditious processing of earth station applications. Jim Warwick, FCC Facilities Branch chief, said that because the satellite area is so new there are often no precedents on which to base decisions. Applications that include joint-use provisions are typical of those that require FCC policy decisions.

The commission processing timetable includes: acceptance of the application to make sure all required data is included (several weeks); placing the application on 30-day public notice for opposition to be filed, and several more weeks to work on the construction permit authorization.

That timetable can and does get interrupted as other non-HBO satellite matters require staff consideration. There are presently four FCC staffers that work full time on satellite matters, including earth terminal applications, and more comprehensive applications involving entire satellite systems. Only two or three of the estimated half-dozen satellite-related applications that the FCC receives every week are concerned with cable television.

The RCA Alascom satellite project involving nearly 100 "bush" terminals and

the Public Broadcasting Service's planned satellite network project, which could involve 165 ground terminals, are two items on the horizon that portend FCC slowdowns.

Low-cost leasing on cable channel to be tried in N.Y.

Variety of programs foreseen; ad rates scaled to small business

Cable television Channel J in New York has been approved by the city for experimental leasing to local producers at reduced rates on the public-access channel. Charlotte Schiff Jones, vice president of Manhattan Cable TV, said the "modest rate" (\$50 an hour as compared to \$200 an hour on commercial channels) "will give novices a chance to test their products in the marketplace," limited to one hour a week, during the one-year trial.

March 1 is the projected start date and so far, according to Mrs. Jones, the response has been good. Teleprompter Manhattan Cable TV is included in the experiment.

Nine or 10 shows each night, some rerun during the week, with 25-30 shows total are expected to be included. The programs range in content from *Natural Childbirth* to *Local News Calendar* to *Midnight Blue*.

New York City receives 10% of the revenues, the rest goes to the cable companies. In addition to offering program producers lower rates, "in the spirit of public access," the plan will enable local business to advertise at affordable rates, compared to commercial channels.

Boos in Philadelphia

Second part of city's cable study is equally unacceptable to citizen groups opposing longer franchises, easing procedures for transfers

The second and final part of a study, commissioned by the city of Philadelphia to analyze cable development there, has been attacked by citizen groups as a "total sellout to the cable television industry."

The study was conducted by the Washington consulting firm of Malarkey, Taylor and Associates and is part of a review of the cable situation in Philadelphia in anticipation of December 1976 when the present five franchises will be up for renewal. MTA's initial report concluded all five cable franchises in the city were in compliance with municipal regulations (BROADCASTING, Sept. 8, 1975).

Citizens for Cable Awareness in Pennsylvania and the Philadelphia Community Cable Coalition had contended that the first report didn't deal with alleged illegal transfer practices involving the original franchise holders. CCAP and PCCC again

charged that issue was notably lacking in the second report.

Other sore points addressed by the citizen groups included the report's recommendation that existing franchise holders be offered renewals without entertaining competitive bids. The report also suggested a 20-25 year franchise period in lieu of the present 10-year term. (The FCC rules hold that 15 years is the maximum allowable franchise period, unless a waiver is granted.) The citizen group also disagreed with the report's recommendation that transfers of franchises be allowed. They also urged that the city ban the sale of fallow franchises. (Only one of the five Philadelphia franchises is operating.)

The citizen groups termed the report's recommendation that public-access provisions be left to the cable operator "unheard of and incredible."

The citizen groups called on the city to reject the report and appoint a citizen advisory board to CATV development in Philadelphia.

Cable Briefs

Kahn-sized ideas. BroadBand Communications Inc., New York, has sent five-pound box of press material and promotional aids to pay-cable systems scheduled to play 13 feature films from American Film Theatre package, starting March 1. Approximately 170 systems will begin to carry the package, including facilities associated with Home Box Office, Warner Cable and Optical Systems. Package is first major offering of BroadBand, which is headed by Irving B. Kahn, president.

Brown sees problem. House copyright bill's provisions for setting up royalty tribunal are in "serious constitutional jeopardy" in view of Supreme Court decision regarding Federal Election Campaign Act (BROADCASTING, Feb. 2). Richard Brown, Community Antenna Television Association's general counsel contended in letter to Subcommittee Chairman Robert Kastenmeier (D-Wis.). Method of selecting tribunal members, Mr. Brown said, is not in line with constitutional guidelines for appointment of "officers of U.S."

Smyrna sold. Jones Intercable Inc., Englewood, Colo., has acquired CATV system serving Smyrna, Ga., for \$125,000 from Anaconda Inc. System serves 1,650 subscribers and 700 pay-cable subscribers over leased-channel pay operations.

System sold. Basil Cable Systems Inc. (Martin Bader, chairman) has purchased cable TV system serving Raymond and South Bend, both Washington, from Joseph Kusky for undisclosed price. System passes 2,700 homes with 52 miles of plant serving 2,400 subscribers at \$6 monthly rate. Basil also owns two systems in Kentucky. Daniels and Associates brokered sale.

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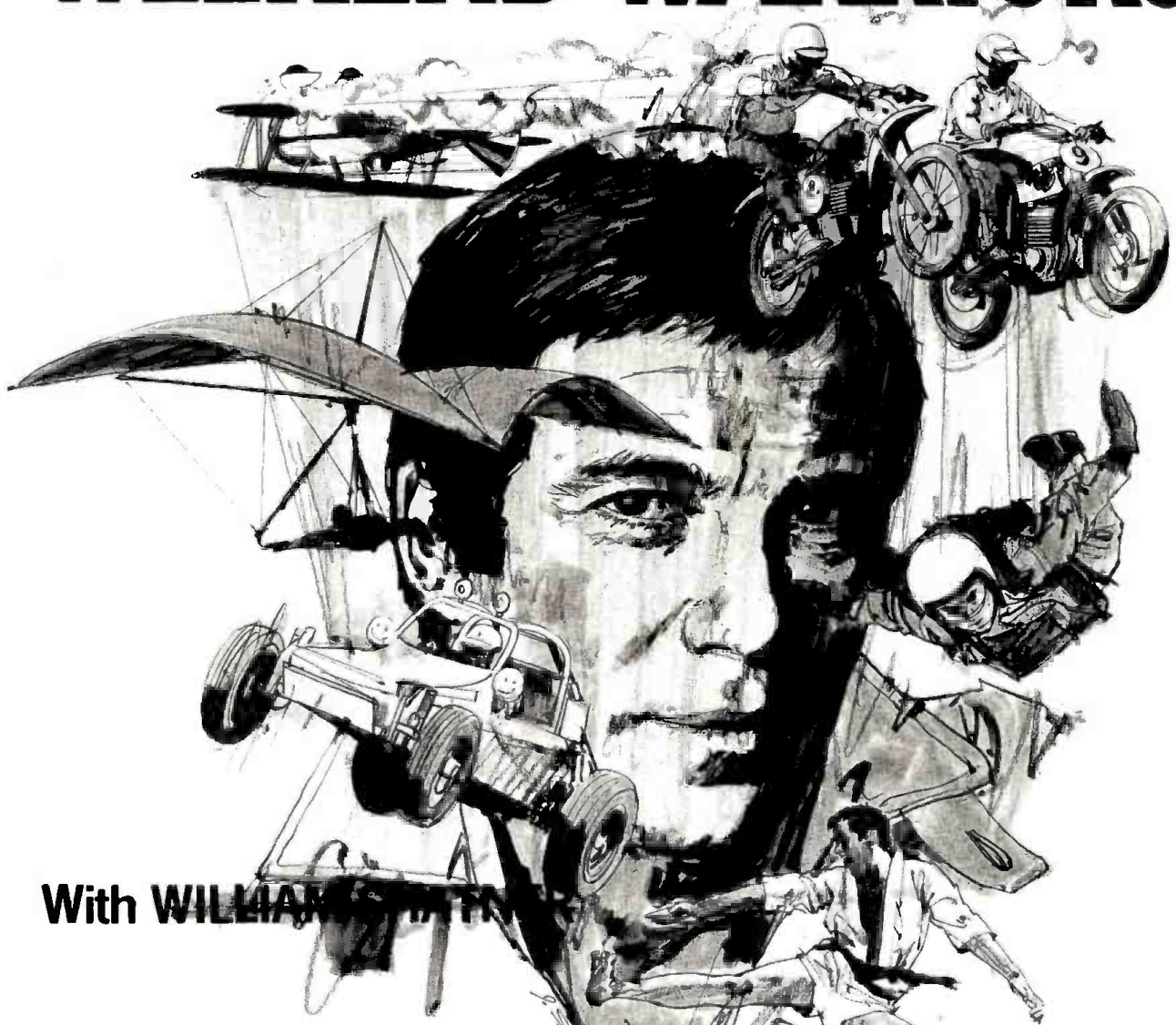
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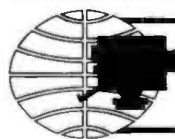
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ABC gets gold and silver ratings medals from Olympics

Games give network a first for the Feb. 2-8 week, a second for season-to-date

ABC-TV, showing surprising ratings strength with its nightly prime-time coverage of the Olympics, latched on to its fourth weekly win in a row and vaulted over NBC into second place in the season-to-date ratings.

For the 22d week alone (Feb. 2-8), ABC scored one of its highest weekly ratings ever (a 22.6), compared to CBS's 19.6 and NBC's 19.0. Added together, these three numbers yielded a total homes-using-television figure that was 5% higher than usual, a percentage which various network researchers attributed to the sizable number of non-habitual TV viewers' turning on their sets just for the Olympics.

In the season-to-dates, CBS maintained its 19.7 rating, with ABC moving up to an 18.3 rating and NBC staying at 18.1.

ABC programmers were admitting privately last week that they hadn't expected the Olympics events to do as well in their first week's ratings as they did. For example, Thursday's coverage (8:30-11 p.m., NYT) yielded a 25.1 rating and 37 share, good for a ninth-place finish for the week. The Olympics on Sunday, Feb. 8 (9-11 p.m.), chalked up a 23.4 rating and 37 share (17th place for the week). The Wednesday (Feb. 4) Olympics' (9-11 p.m.) 23.2 rating and 37 share gave ABC a tie for 18th that week, and Friday's (Feb. 6, 9-11 p.m.) 22.6 rating and 36 share put the network in a tie for 20th.

The over-all 35 share for the Olympics' first six days was eight share points higher than the last Winter Olympics prime-time average (NBC's coverage of the 1972 games from Sapporo, Japan), a fact that most industry observers ascribed to the public's lapping up of a TV event promising them relief from the standard network diet of cop shows, sitcoms and medical shows.

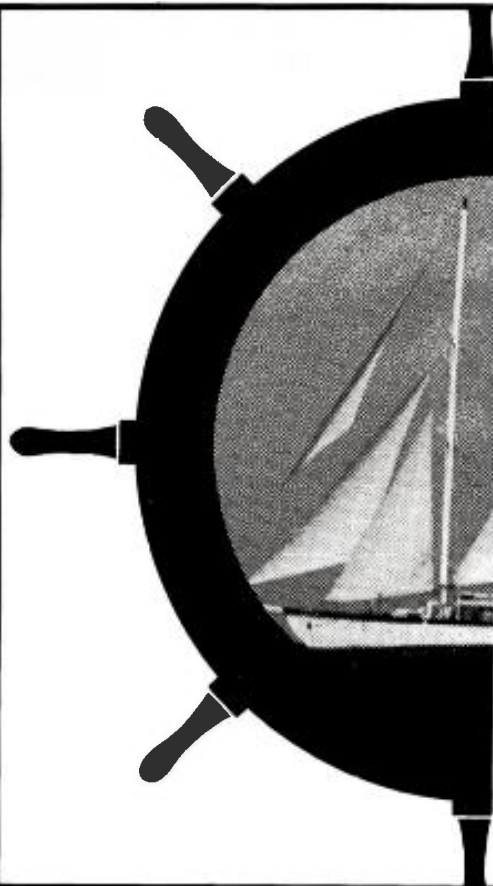
Meanwhile, ABC's second-season entries continued to show the most promise, with 40-plus shares for *Rich Man, Poor Man* (Monday, Feb. 9, 10-11 p.m.) and *Laverne and Shirley* (Tuesday, Feb. 3, 8:30-9 p.m.) and another high-30s share performance for *Donnie and Marie* (Friday, Feb. 6, 8-9 p.m.). ABC's *Almost Anything Goes* continued to go nowhere (a 15.7 rating and 25 share on Feb. 7).

At CBS, the revived *Sonny and Cher*



It's Tarkenton of NBC. Fran Tarkenton (r), star quarterback of the Minnesota Vikings, signs a long-term agreement as sports commentator for NBC Sports as he exchanges quips with Alvin Rush, senior vice president, program and sports administration, NBC. Tarkenton will continue his playing career while contributing film features and opinion pieces to NBC during the football season and will cover a wide range of sports for the network during the off-season. He was scheduled to make his first appearance on NBC-TV yesterday (Feb. 15) on *Grandstand*.

Show (Sunday 8-9 p.m.) had its second solid week in a row (25.1 rating, 36 share on Feb. 8) and *The Blue Knight* (Wednesday, 10-11 p.m.), with ABC's competing *Starsky and Hutch* pre-empted by the Olympics, hit a 19.5 rating and 34 share on Feb. 4, but *Popi* (Tuesday 8:30-9 p.m.)



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stayed in the doldrums (13.2 rating, 20 share on Feb. 4).

NBC rolled to its best series-debut numbers in more than four years with *City of Angels*' (Tuesday, 10-11 p.m.) 28.7 rating and 50 share on Feb. 3. But the rest of NBC's second-season-series news was downbeat. After a strong opening week, the Danny Thomas sitcom, *The Practice* (Friday, 8:30-9p.m.), fell off to an 18.8 rating and 29 share on Feb. 6. *The Rich Little Show's* (Monday 8-9 p.m.) Feb. 9 numbers (17.6 rating, 26 share) continued subpar as did *Jigsaw John's* (Monday, 10-11 p.m.; a 15.2 rating and 25 share). And almost certainly headed for cancellation, according to industry sources, is Norman Lear's *The Dumplings* sitcom (Wednesday, 9:30-10 p.m.), which managed only a 16.3 rating and 25 share on Feb. 4.

One thing is made perfectly clear: Grossman wants better programs for public TV

Product gets number-one priority in maiden speech as PBS president

Larry Grossman began to make his mark in public television last week. He sounded like a man intent on making a difference.

Mr. Grossman, the new president of the Public Broadcasting Service, told that organization's annual membership meeting in Los Angeles that his first three priorities were "programming, programming and programming." "That's what it's all about," he said. "Everything else is secondary, because if we succeed in programming, everything else will fall in place."

Continuing what he called "first thoughts" as PBS president, Mr. Grossman said that public affairs and news programs involving controversy are a "paramount responsibility" for PBS in making up its programming mix. He cautioned that public television should be neither too specialized nor too differentiated in fulfilling the programming needs of minorities. The purpose of PBS should be to provide the best programs of "all kinds—for all people," he said.

Mr. Grossman did not downplay the need for minority input into public television, however. "Our first order of business," he said, is to bring excluded groups into the decision-making process of PBS.

If programming was Mr. Grossman's message to PBS members, it was also a message he wants carried to the television public. "We should have no ambivalence and no shame about going after audiences," he said. As a system that operates with public funds, PBS ought to reach out to the widest possible number of people, he said. Promotion and advertising are the tools to achieve the "aura of

showmanship and excitement" that Mr. Grossman wants to instill in PBS programming.

Answering for his background as an advertising and a commercial television man, Mr. Grossman said, "an iron curtain" between commerce and public service should not be drawn. The problem is in making the world of commerce more responsive to the real needs of society and to make public service more attuned to the people it seeks to serve, he said.

Mr. Grossman was not reticent about calling PBS a "network" instead of "distribution system," as many in public television refer to PBS. The PBS network is "very different" from the commercial

networks, he noted, as money comes from the stations to PBS rather than the other way around. Nevertheless, as a network PBS should stimulate, encourage and select programming without getting into the production end, Mr. Grossman said. If wide opportunity for programming ideas and talent can flourish at the station level, Mr. Grossman said, "that was fine." He is concerned, however, that local broadcasters, required to focus on community needs, have not fulfilled the role of successful national producers. "Stations must separate their local responsibilities from their national production efforts," he said. It is PBS's role to expand the stations' abilities to produce major programs, he added.

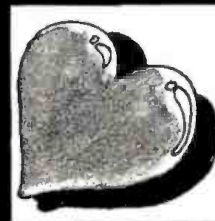
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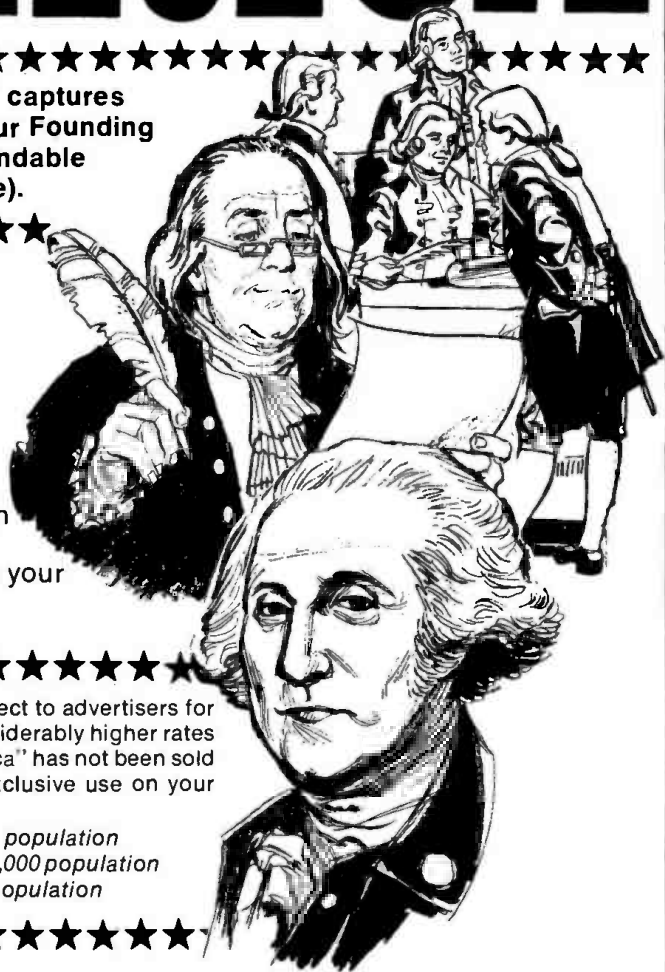


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Court refuses to dismiss suits on family time

Way cleared for trial of charges that FCC euchered broadcasters into sanitizing evening periods

The suits that members of the Hollywood creative community have filed to ban enforcement of television's family viewing concept survived their first major test last week. U. S. District Judge Warren Ferguson, hearing the case in Los Angeles, rejected motions to dismiss the suits.

What's more, he ruled that the plaintiffs could collect monetary damages on First Amendment grounds. Norman Lear's Tandem Productions, in one of the two suits involved, is seeking \$10-million damages.

The motions to dismiss had been filed by ABC, CBS, NBC, the National Association of Broadcasters and the FCC—all named as defendants.

But the judge did grant a motion filed by the commission to exempt it and its members from payment of monetary damages. Judge Ferguson said the commissioners, personally and in their official capacity, enjoy "sovereign immunity."

The plaintiffs say family viewing time, under which the networks and NAB members have agreed to schedule between 7 and 9 p.m. only those programs that are suitable for the entire family, was adopted at the instigation of FCC Chairman Richard E. Wiley. And they say its implementation violates the First Amendment and the no-censorship provision of the Communications Act.

The defendants had argued that the plaintiffs were in the wrong forum, that they had not exhausted all of their administrative remedies, if indeed they had a cause of complaint, which the defendants disputed.

Judge Ferguson, however, said that the "exhaustion of remedies is not required when the exhaustion would be futile, when the remedy would be plainly inadequate and when an agency has taken action beyond its jurisdiction and imposed immediate burdens on the exercise of important rights."

He also rejected the commission's argument that if anyone's First Amendment rights were involved, it was Chairman Wiley's. The commission made that point in response to plaintiffs' charges that the chairman's speeches had played a part in the decision of the television industry to adopt family viewing.

The plaintiffs allege more than that the chairman had made programing suggestions, the judge said. "They contend that the government defendants used their authority and resources actually to interfere with the private licensees' independence in making programing decisions," he said, adding: "That contention is a

serious one because it suggests that the broadcasters' status as public trustees has been compromised by the FCC."

Judge Ferguson made it clear his concern was whether the broadcasters have retained responsibility that he feels is theirs to make programing decisions.

"If a government agency itself were given the power of individual ad hoc decision-making as to programing, the potential for abuse would be manifest," he said. "It is clear that broadcasters bear the primary responsibility to decide what shall be on the air, not the Congress, the courts, the agencies, the screen writers, directors or actors.

"Whether or not the independence of the broadcasters has been compromised

by the government defendants' actions in this case cannot be decided on a motion to dismiss," he added.

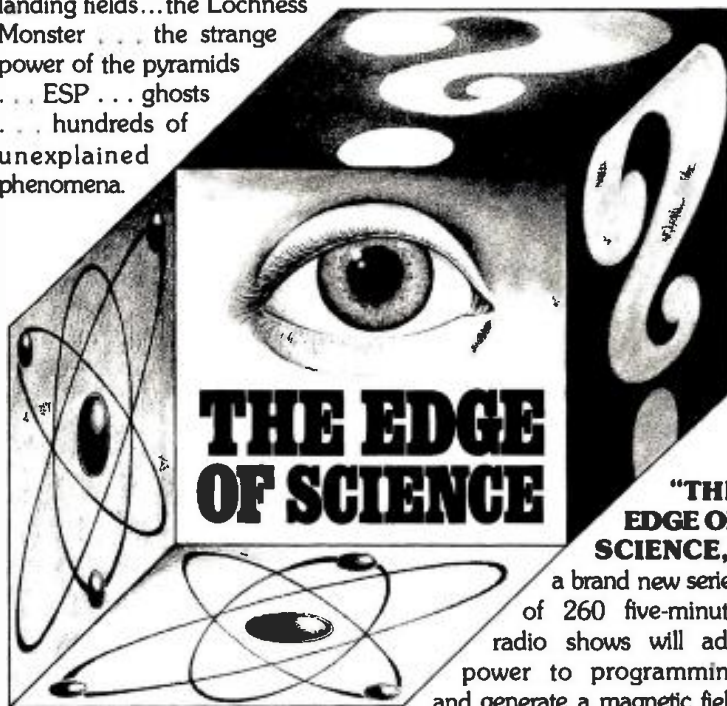
Judge Ferguson's ruling appeared to clear the way for the case to go to trial without a jury on April 6.

In the meantime, the commission will be under court order to produce documents requested by the plaintiffs, who hope the material will buttress their claim that the commission or individual members attempted to pressure the networks into adopting policies that could not be imposed by the commission through rulemaking.

Judge Ferguson, in another ruling, permitted Action For Children's Television, the Motion Picture Association of

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America and National Citizens Committee for Broadcasting to participate in the case, but only to the extent of filing friend-of-the-court briefs.

TV programmers in record lot prepare for S.F. conference

It's seen as biggest market yet for distributors and buyers

With an anticipated 1,800 registrants, a score of big names on the program and a record number of company hospitality suites, the National Association of Television Program Executives is gearing up for its 13th annual convention, its biggest ever, in San Francisco next week.

The registration figure constitutes almost 500 more than last year, according

to Lew Klein, the executive vice president of Gateway Communications and chairman of the conference. The 82 hospitality suites contracted for at last year's NATPE get-together in Atlanta have ballooned to 126 this year (as of Feb. 9; a few more companies may reserve suites before the dust has settled).

The celebrity contingent, Mr. Klein says, is expected to include, among others, Bob Newhart, Doris Day, Andy Williams, Dinah Shore, Monty Hall, Mike Douglas (who will tape some material at NATPE for use on his show) and Ara Parseghian.

Marv Chauvin, the station manager of WOTV-TV Grand Rapids, Mich., president of NATPE, commenting on the agenda, said last week: "We're opening strong" with the keynote address by Richard E. Wiley, FCC chairman (Feb. 23, 9:30 a.m.), and added that the most noteworthy panel would probably be the one entitled "The Yeas and Nays of Family Viewing" (Feb. 23, 10:30 a.m.).

Mr. Klein noted that the NATPE board of governors will go all out this year "to foster active participation by the local pro-

graming people." To that end, he continued, "we'll have microphones and portable TV cameras scattered throughout the hall during each panel session. We've made it a point to instruct all the panel members to limit their opening remarks so there'll be more time for interchange among the panelists, and between the panelists and the guys in the auditorium."

Sandy Frank makes third try for rule against stripping

Sandy Frank Program Sales Inc. was back figuratively knocking on the FCC's door last week, again asking that consideration be given to its anti-stripping proposal, one it says would advance the prime-time access rule's goal of increasing diversity of programming.

Frank had originally proposed the rule in March 1974, in seeking reconsideration

The NATPE agenda

Thursday, Feb. 19

10-6 p.m. Staff meetings for station groups and distributors.
7:30 p.m. NATPE executive committee meeting.

Friday, Feb. 20

1:30 p.m. NATPE board of directors meeting.
8-11 p.m. Preview, hospitality suites.

Saturday, Feb. 21

9 a.m.-5 p.m. Registration desk open.
10 a.m.-7 p.m. Screenings, hospitality suites.

Sunday, Feb. 22

9 a.m.-5 p.m. Registration desk open.
11 a.m.-6 p.m. Screenings, hospitality suites.
12 a.m. Liaison brunch with officers of industry organizations. Moderator: John Comas, wxii-TV Winston-Salem, N.C. Participants: Herman Land, INTV; Roger Ottenbach, Broadcast Promotion Association; Jane Cohen, American Women in Radio and Television; William Carlisle, National Association of Broadcasters; Conrad Cagle, Television Programming Conference; Ralph Kuehn, Production Managers Association; Wayne Vriesman, Radio Television News Directors Association; Roger Rice, Television Bureau of Advertising; Marvin Chauvin, NATPE; John Cannon, Academy of Television Arts and Sciences; Ken Harwood, National Association of Educational Broadcasters; Roy Danish, Television Information Office; Stan Moger, International Radio and Television Society; Rolanda Savada, Society of Motion Picture and Television Engineers; James Greenwald, Station Representatives Association.
6:30-8:30 p.m. Cocktail reception hosted by associate members.

Monday, Feb. 23

9-9:30 a.m. Call to order—Lew Klein, conference chairman, and Marvin Chauvin, NATPE president. Welcome—George Moscone, for city of San Francisco.
9:30 a.m. Keynote address—Richard E. Wiley, chairman of the FCC.
10:30 a.m. "The Yeas and Nays of Family Viewing." Moderator: Marvin Chauvin, WOTV-TV Grand Rapids, Mich. (NATPE president). Speakers include Gary Marshall, producer; Norman Lear, producer; Robert B. Beusse, U.S. Catholic Conference.
12 noon. Break.
12:30 p.m. Program excellence awards luncheon. Chairman: Allen Sternberg, WCKT-TV Miami. Helper: Bob Newhart. Salute to industry organizations.

2:30 p.m. Simultaneous meetings of individual stations and affiliates of the three TV networks. Moderators: Charles Sorelein, WCCO-TV Minneapolis, for CBS; Vic Skaggs, KTVU-TV St. Louis, for ABC; A.R. Van Cantfort, WSB-TV Atlanta, for NBC, and Al Korn, RKO General Television, for independents. Speakers at independents' meeting include Av Butensky, Dancer-Fitzgerald-Sample; Jerry Smith, Worldvision; Robert Glaser, RKO General Television, and Robert Wormington, KBMA-TV Kansas City, Mo.
4-7 p.m. Screenings, hospitality suites.

Tuesday, Feb. 24

9 a.m. "The Syndication Syndrome." Moderator: Zvi Shoubin, WMAQ-TV Chicago. Speakers include Bob Kelly, KCRA-TV Sacramento, Calif.; Hal Protter, KPLR-TV St. Louis; Don Menchel, MCA TV; Robert Buchanan, J. Walter Thompson.
10:30 a.m. "Bicentennial Programming." Moderator: Roger C. Ottenbach, WEEK-TV Peoria, Ill., with an assist from the BPA.
11:30 a.m. "Do Cable Systems Make Good Bedfellows?" Moderator: Bill Hillier, KPX-TV San Francisco. Speakers: Ramsey Woodworth, cable attorney, Hedrick & Lane; David Kinley, FCC Cable Television Bureau; David Baltimore, W8RE-TV Wilkes Barre, Pa.
12:30 p.m. Break.
1 p.m. Past presidents luncheon. Scholarship awards. Address: Robert Mead, television advisor to President Ford.
3-7 p.m. Screenings, hospitality suites.
7 p.m. Cocktail reception, Grey Advertising as host for Andy Williams.

Wednesday, Feb. 25

8:30 a.m. "Old Problems, New Treatments," a workshop. Moderator: Alan Franz, WJZ-TV Baltimore. Participants include Jack Fentress, KYW-TV Philadelphia; Bill Hillier, KPX-TV San Francisco; Betty Hyder, WCAU-TV Philadelphia; Dick Borden, Borden Productions.
10 a.m. "Movie Time Matinee," a feature film workshop. Moderator: Phil Boyer, ABC. Speakers: Seymour Horowitz, WABC-TV New York; Milt DeReyna, WEAR-TV Pensacola, Fla.; Avra Fliegelman, Broadcast Information bureau; Jerry Birdwell, KTLA-TV Los Angeles.
11 a.m. "The Vision in Television." Moderator: Jim Major, WJBK-TV Detroit. Speakers: Bruce L. Paisner, Time-Life Films; Adele Kenyon, IRTS; Edwin H. James, BROADCASTING magazine; Jonathan Ward, CBS Radio News; David Levy, Caucus for Producer, Writers and Directors.
12:30 p.m. Award of the year luncheon.
2:30 p.m. Elections and business meeting.
3:30 p.m. Adjournment.

of the commission's second version of the prime-time access rule. And Frank repeated the proposal when the commission, under orders from the U.S. Court of Appeals in New York, reopened the rulemaking proceeding for further comment.

The commission two years ago described the proposal as an "interesting" one, and said it might be appropriate for exploration "at some point in the future." But on both occasions that it was offered, the commission said the issues it raised were not involved in the pending proceeding.

Now, with PTAR III on the books, Frank has embodied its proposal in a petition for rulemaking, in order to get it before the public, it said, "for comment and eventual adoption by the commission."

Essentially, the proposal would ban the multiple exposure, or stripping, in the same week of more than one episode of the same program, except for local news or public affairs, in the access periods which PTAR III has opened up for local or independently produced programming.

The proposed rule is aimed at the game shows which many stations have stripped in the access periods. Frank said it is not concerned about the quality of the game shows but their presence in so many access periods.

Ban stripping, it said, and program distributors, like Frank, will be able to compete more effectively for time slots PTAR III has made available. Frank said the growth of stripping—"which is an easy way out for lazy station licensees"—has inhibited the development of a healthy independent television program industry and retarded the optimum use of access time for local, community-oriented public affairs programs. PTAR III, in limiting network affiliates to three hours of network and off-network programming in prime time, Monday through Saturday, and in banning motion pictures in access time, has made available a maximum of 36 half-hour access slots in top-50 markets with three affiliates (the ones affected by PTAR III).

But Frank said multiple exposed shows occupy more than one-third of the access half hours from Monday to Friday in the top-50 markets, and in some cases fill 17 of 30 half hours. Accordingly, it said, banning stripping would have the same public-interest purpose as clearing the same periods of network and off-network programs and "old movies."

Barry and Colbert team up in new TV company

Formation of The Jack Barry and Dick Colbert Group, a television program distribution firm, was announced last week. Mr. Barry is the veteran producer and host of game shows. Mr. Colbert is former president of Four Star Entertainment.

The company said its first syndication offering will be a "nighttime access version" of *Break the Bank*, with celebrity

participants and Mr. Barry as host. It also said a daytime version of the program, with Tom Kennedy as host, was under consideration at ABC-TV.

The new firm is located at 1900 Avenue of the Stars, Los Angeles 90067; telephone: 213-277-3414.

See you real soon: Disney plans another 'Mickey Mouse Club'

Success of 50's series in syndication prompts development of color version that will premiere in January 1977

Walt Disney Productions plans to offer an updated color version of *The Mickey Mouse Club*, its 1950's vintage series, once the 390 half-hour episodes currently in syndication run out in January 1977.

Disney had speculated about a new series early last year (BROADCASTING, Feb. 24, 1975), assuming *Mickey Mouse* continued its high ratings.

According to Ed Rapollo, who will coproduce *The New Mickey Mouse Club* for Disney, the new series will retain the old format of cartoons, serialized stories and Mouseketeers. Mr. Rapollo said Disney's initial goal is 26 weeks of half-hour episodes five days a week. Since the series is still on the drawing board, he said, it is too early to estimate production costs.

The original *Mickey Mouse* was carried on ABC-TV from 1955-57, revived in syndication from 1962-65 and reissued again last year.

'Name That Tune' goes '\$64,000 Question' \$36,000 better

The return to the big-money quizzes that was signalled last year when Viacom Enterprises announced plans to introduce a syndicated version of *\$64,000 Question* in the 1976 season (BROADCASTING, March 10, 1975) was reinforced last week with the announcement that Sandy Frank Syndication's *Name That Tune* will introduce a \$100,000 prize this fall. The Ralph Edwards-hosted *Tune* is going into NBC's O&O markets (and some 85 others) for its fourth season.

Three CBS O&O's were among the first to sign for *\$64,000 Question* last year, but they later canceled in the face of CBS policy limiting prizes to a maximum of \$25,000. NBC has no such limit for its stations.

In the past, *Name That Tune*'s top award has been \$15,000 in cash plus automobiles and other prizes for contestants who successfully name a "Golden Medley" of seven tunes in 30 seconds. Next season, those who win at that level will be called back the next week for a crack at an additional \$100,000 in cash, based on identifying a single "Mystery

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Bigger and better. Ground has been broken on a \$4.5-million expansion program at CBS's Television City in Los Angeles. The addition, shown in the forefront, will increase the facility by one third and means an extra 138,000 square feet of space on three levels. The expansion is expected to be complete by Jan. 1, 1977. Gin Wong Associates is the architect. Television City originally was completed in 1952.

Tune." Because the season's programs will all have been taped in advance (by July), stations airing the show will be able to tie in promotion to the \$100,000 prize segments.

No other network O&O group has signed up for Viacom's \$64,000 series, although Metromedia stations—including the New York and Los Angeles outlets—joined the line-up last week, bringing the station list to about 50. Viacom is investigating the possibility of doing that show live. Toronto, Nashville, New York and Los Angeles are in contention as the originating city.

KPIX to roll its own in prime-time access

Group W officials said last week that they've given their approval to KPIX(TV) San Francisco to strip a new, locally produced half-hour magazine-type show in its Monday-through-Friday prime-time access periods next fall. This move will entail the cancellation by KPIX of the five game shows now holding down those periods, including such popular series as *The Price Is Right* and *Name That Tune*.

Group W sources said the station would make a full-year commitment to the new series at a cost of upwards of \$400,000.

"We think a show of this type can work as alternative programming to the standard game and animal shows in prime access," said Win Baker, the president of Group

W's TV stations. The new series, which is still untitled, will encompass three broad areas. The first is "serious, in-depth investigative pieces of the *60 Minutes* variety." A second will be consumer-information reports, which he said would not be so much a hard-digging, naming-of-names format as a comparison shopper's guide to where to get the best buys. The third area, more entertainment-oriented than information-oriented, "will focus on lighter, more featurey-type material," he concluded.

Program Briefs

Boo. Warner Bros. TV has made initial sale of *13 Classic Thrillers*, package of off-network feature films, in 13 top-100 markets, including WNEW-TV New York, KTTV Los Angeles, WXIX-TV Cincinnati, WFAA-TV Dallas and WCCO-TV Minneapolis.

Skins' stations. Washington Star Station Group and Washington Redskins have signed new three-year radio-TV contract. WMAL(AM) will cover preseason, regular season and any playoff games of pro football team and will feed to 21-station Redskins network. WMAL-TV will carry preseason games only with away games live and home games on delayed tape. WMAL has been broadcasting the Redskins continuously since 1964, WMAL-TV since 1971.

MBS in Memphis. WDIA(AM) Memphis has

become 685th affiliate of Mutual Broadcasting System. Licensed to Sonderling Broadcasting Corp., WDIA is on 1070 khz with 50 kw day and 5 kw night.

Hoppy rides again. U.S. Film Office Inc., Northbrook, Ill.-New York, has been appointed by William Boyd Enterprises as distributor of Hopalong Cassidy motion pictures for TV. Distributor in turn has named Dalton Danon, Teleworld Inc., to handle sales west of Mississippi and Robert King, King World for area east of Mississippi.

Partners. Jack Kent Cooke, president of California Sport Inc., and Clair Higgins, president of Video Tape Enterprises, Los Angeles, have become partners in enterprise that gives VTE exclusive access to all Los Angeles Forum sports events including Lakers basketball, Kings hockey and Forum boxing matches. VTE originates programming for Home Box Office Inc. and provides remote mobile-TV coverage of sports and special events in California.

Into the breach

Wes Harris, vice president, programs for the NBC-owned TV stations, has urged local stations to get involved in the production of shows and help fill the gap created by the decline in numbers of off-network syndicated series. Speaking at luncheon sponsored by New York chapter of National Academy of TV Arts and Sciences, Mr. Harris cited four reasons for the drying up of off-network properties: 1) the move to more long-form series on network TV (theatrical and made-for-TV movies) at the expense of 30- and 60-minute series, 2) fewer original episodes of network series, 3) higher casualty rates resulting in a small fraction of series hanging on long enough to qualify for syndication, and 4) family-viewing restrictions on when stations can play police series.

Try the local variety

Local television stations were urged by Paul Dooling, president of the William Esty Co., New York, to devise new local programming ideas instead of relying on networks or syndicators for the "least objectional alternative" programs. Mr. Dooling told a convention of the Michigan Association of Broadcasters in Lansing last week that local stations must "regenerate the excitement that the medium has enjoyed in the past." He claimed that newspapers, radio and magazines had come up with formats of specialized interest and said that local TV stations should be able to develop ideas and concepts related to their communities. He said that Esty's programming department would be happy to work with local stations on programming ideas and the agency has clients interested in sponsoring telecasts with local appeal.

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CPB proposal for low-power V's gets negative reaction from broadcasters

The revival of an old idea—low-powered VHF stations—by the Corporation for Public Broadcasting in its comments on the FCC's VHF drop-in inquiry (BROADCASTING, Jan. 19) has drawn the same criticism from broadcasters in their reply comments as in their initial remarks on drop-ins (BROADCASTING, Dec. 22, 1975).

The Association of Maximum Service Telecasters had opposed drop-ins, claiming the short-spaced stations would interfere with existing V's and stunt the growth of UHF. AMST objects to CPB's low-power plan on the same grounds.

Citing numerous engineering studies, AMST said the low-power V's would bring about "massive interference, all of which was intended to be precluded by the commission's rules." In addition to this interference (estimated by AMST to cause a loss or impairment of service of up to 16,440 square miles in some cases) the service areas of such stations, it said, "would be grossly undersized." A UHF station in the same area could provide interference-free grade B service to an area 17 times greater than a low-power class A drop-in, AMST estimated.

Because of the small area of coverage, said ABC, the drop-ins chances of economic survival are low since the construction and operating costs for a low-power station would not be substantially less than those of a full power station, while the revenues would be significantly smaller.

AMST agreed and gave as an example data for a proposed drop-in in Atlanta. It concluded, "Serving so small a portion of the Atlanta metropolitan area, a low-power drop-in, whether public or commercial, could not hope to have revenues sufficient to provide effective programming."

Commenting on CPB's idea that the low-power stations be set aside for non-commercial broadcasting, ABC said that expanded public television or minority ownership could be better accomplished "through the full development of UHF." In addition, it said, "this approach to additional VHF service is fundamentally inconsistent with the UHF promotion policy," arguments offered by many broadcasters against the drop-ins in the earlier comments.

Multimedia, Cosmos Broadcasting, Cox Broadcasting and Newhouse Broadcasting noted in joint comments that the low-power stations would not be compatible with nominal offset systems; instead they would add to the "destructive interference which would be caused to both existing and proposed new services."

AMST concluded that available UHF frequencies can provide "higher quality and more extensive service...without causing interference to existing service."

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Compact storage, swift transmission offered in new TV recording system

First use of Goldmark's RTS will be in education field

A "learning system" that stores large volumes of TV programming in a fraction of the space normally required and which is capable of transmitting it at extremely high speeds has been developed and patented by Dr. Peter C. Goldmark of Goldmark Communications, who is said to regard it as the video counterpart of the long-playing phonograph record, which he also invented.

The system, called Rapid Transmission and Storage (RTS) Mark II and considered applicable primarily in the education field, is said to be capable of compressing into a single cassette like the ones that Dr. Goldmark holds in the accompanying photo, the equivalent of all the TV programming contained in the 30 one-hour video-tape reels shown on his desk. Or the cassette can store 60 half-hour programs.

Up to 30 stored programs can be displayed simultaneously on conventional TV sets by the RTS unit. Or they can be transmitted over the air, by cable or by satellite at high speeds—a half-hour program in 12 seconds, according to a Goldmark spokesman—for storage and playback later. Goldmark sources said that educational TV stations, for example, might transmit educational material in the RTS format during nonbroadcast hours and that this material could be recorded in schools or homes on RTS recording attachments costing about \$300 for playback at more convenient hours.

Goldmark said a first-generation RTS system, called Mark I, will be introduced this fall in learning centers in churches, libraries, schools and other institutions in six community-college districts across the U.S. This first RTS cassette unit will in this case be carried by car from one community learning center to another, at each one transmitting up to 30 different educa-



Man and machine. Dr. Goldmark and the RTS.

tional programs by cable to TV sets in nearby classrooms and study areas. Thus in an eight-hour day, Goldmark officials said, each of five learning centers will be able to offer 30 different lessons from a single Mark I unit. The cost of the unit was said to be less than \$20,000.

The first three courses, dealing with health sciences, consumer problems and introduction to business, are already in preparation, according to the announcement. Goldmark has formed a wholly owned subsidiary, Electronic Publishing Inc., headed by Wilbur S. Edwards, which is producing the course texts and picture material in the RTS format in collaboration with individual college design teams. The subsidiary plans to make the courses available to the more than 1,100 community colleges in the U.S., and to educational TV, cable TV and adult learning centers.

Technical Briefs

Closer. Airpax Electronics Corp., whose Huntsville, Ala., subsidiary—American Data Division—manufactures broadcast equipment, has approved merger with North American Philips, New York, at exchange rate of two Airpax shares for one Philips share. Merger must still be approved by Airpax shareholders and North

American Philips board.

ABC buys from Ampex. ABC has placed \$1-million-plus order with Ampex Corp., Redwood City, Calif., for video-tape recorders to use in network's coverage of Olympics, conventions and special events. Order includes 10 AVR-2 modular recorder reproducers.

Sold American. RCA Broadcast Systems Inc., Camden, N.J., has sold 14 VHF transmitters worth more than \$2.5 million during November and December 1975, with Brazilian broadcasters ordering four; Peruvian TV stations two, and U.S. stations eight.

3M switcher. Video Products, Mincom Division, 3M Co., Gaithersburg, Md., has introduced broadcast production switcher with 11 input, 4 bus and special effects generator. Designated model 1114, unit provides 14 special effects including circle.

DA checking. FCC has set minimum standards for installation and maintenance of sampling systems for directional-antenna monitors at AM stations. Rules are effective March 18 and apply to new stations, those making major changes or those with inadequate monitoring systems causing antennas to go out of adjustment.

FCC seeks greater details on technical needs of satellite

Inquiry would permit U.S. to ascertain its needs prior to coming international meeting

To get more input on the potential needs and uses of the 11.7-12.2 ghz band in planning for the 1977 World Administrative Radio Conference, the FCC has issued its second notice of inquiry.

Specifically, the commission would like more details on orbit-spectrum requirements and technical characteristics of satellite systems than were received in its first notice (BROADCASTING, Aug. 11, 1975).

Since the purpose of WARC is to set up "an appropriate international regulatory framework," the commission does not propose to establish domestic regulations. These would be covered in future rulemakings. The commission's primary objective is to identify the satellite needs best served in the 11.7-12.2 ghz band and to assure "that the international radio regulations do not restrict our ability to implement satellite systems to satisfy such domestic needs."

In the area of orbit-spectrum utilization the commission would like opinions on the use of the following principles: maximum flexibility with respect to system characteristics; cross polarization; frequency interleaving; crossed-path geometry; paired service areas; clustering, and how to accomplish equitable sharing of the interference burden.

Criteria being considered in relation to

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technical sharing of the geostationary orbit include: power-flux density; satellite-station keeping error and repositioning capability; modulation characteristics; energy dispersal; polarization and frequency plans; earth-station antenna size, discrimination and repointing capability; earth-station receiver retuning capability, interference-rejection capability and noise temperature; in-band interference limit; out-of-band emission limits, and emission control. Comments are due at the FCC by March 5, replies by March 24.

the cost of the 14 receive-only ground terminals will be paid by SECA members at a cost of approximately \$12,000-\$14,000 per terminal. The relatively low earth station price results from the CTS satellite's high power: Most commercial communications satellites use about 20-watts power, while CTS employs 200 watts, enabling the use of smaller and less sophisticated ground equipment. (The vendor for the earth stations has not yet been selected. Westinghouse, Varian in Beverly, Mass., and Terra-Com in San Diego are being considered.)

As many states have statewide educational TV networks already in place, the

number of earth terminals contemplated is less than the number of stations that will have access to satellite transmitted programming. For example, Mississippi already has a statewide land-line network and can interconnect all its stations with just one ground terminal at operations headquarters in Jackson. Conversely, stations in Texas do not have a statewide network set-up and individual stations will have to provide their own terminal

If the experiment is successful, SECA contemplates continuing the system by leasing channel space on a commercial satellite. Existing ground terminals could be converted to receive signals from other

Regional group plans to test satellite relays to member ETV's

SECA experiment to start in October with help of CTS

The Southern Educational Communications Association plans to use a satellite in October to distribute regional programming to member public television stations in 16 states. Conceived as an "experiment" the project will use the Communications Technology Satellite (which is operated as a joint venture between the National Aeronautics and Space Administration and Canada's Department of Communications) and run for a one-year period.

Forty-eight stations will have access to the satellite via 14 pickup points or ground terminals. Programming will be transmitted from NASA's uplink facility at Rosman, N.C., after being originated at SECA headquarters in Columbia, S.C. The project may be extended an additional year to test a distribution system with several stations having transmit capacity.

SECA spokesmen emphasized the CTS satellite project is separate and independent from the Public Broadcasting Service's nationwide interconnection system. That system will continue to be the basis for programming distribution, they point out, with the CTS project allowing greater regional distribution. As PBS has come to offer more and more national programs over its terrestrial interconnection system, there has been a corresponding decrease in the amount of time available for regional "breakouts" or inter-distribution loops on the land-line facilities.

If PBS goes ahead with its plan for satellite networking, SECA spokesmen feel there will still be enough demand for regional programming to warrant the separate CTS satellite service. With six other regional public television networks, they reason, SECA may still not find enough time available on the fourth PBS transponder to develop and offer the instructional and regional programming its plans.

CTS was designed as an experimental research satellite to test high-powered satellites and will allow SECA to use the satellite at no cost. The use of NASA's uplink facility will also be free. However,

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high powered satellites, according to NASA officials. Antenna parts would have to be replaced and mechanical changes made on the existing ground terminal to adjust for the new location and frequency of a commercial satellite. However, while other high-powered satellites are expected to become available in the future it is unlikely that one will be ready in one or two years.

It is doubtful the proposed SECA terminals could be converted to receive signals from those communications satellites now in operation, including the Westar satellite which PBS proposes to use for national networking.

Ampex, IVC call off eight-year court fight

Ampex Corp. and International Video Corp. have settled out of court three lawsuits involving patent-infringement charges. Ampex Corp. holds the patent to the Ginsberg FM process and IVC manufactures video-tape recorders. The settlement allows each company access to the other's patents involved in the suit.

The court battle started some eight years ago with an IVC request for a declaratory judgment that it had not infringed on the Ampex patent. Ampex filed a counterclaim infringement suit, which was later expanded to include 11 other patents besides the FM process. Eventually,

both sides filed antitrust suits against one another asserting unfair arrangements with other manufacturers. The suit was settled, according to IVC's attorney, when it became evident that the case would not go before district court in San Francisco for some time.

Conrac planning merger

The boards of directors of Conrac Corp., a New York-based electronics and broadcast equipment manufacturer, and Rixson-Firemark Inc., a Franklin Park, Ill., architectural hardware maker, have authorized a merger of Rixson-Firemark into a subsidiary of Conrac. Shareholders of both companies must now approve the merger.

Under the terms of the agreement, the Conrac subsidiary will purchase not less than 296,000 or more than 330,000 shares of the 899,000 Rixson-Firemark common shares outstanding at \$8 per share. Those Rixson-Firemark shareholders who do not elect to tender their shares will receive Conrac convertible preferred shares at the rate of one share for each four common shares of Rixson-Firemark. The Conrac preferred shares, having a value of \$30 per share, for liquidation and conversion purposes, will be initially convertible into Conrac common shares on a share-for-share basis. They will be entitled to cumulative dividends at the rate of \$1.50 per share and will not be callable for five years.

Brooks wants no network control of House coverage

He introduces resolution that would allow any broadcaster to cover Congress from gallery; internal functions would be under congressional administration

Representative Jack Brooks's (D-Tex.) opposition to the House Rules Ad Hoc Subcommittee on Broadcasting's plan for instituting live broadcast coverage of House floor proceedings took solid form last week in a resolution designed to dilute the role of the television networks in any such coverage.

The subcommittee's resolution, H.Res. 875, approved two weeks ago (BROADCASTING, Feb. 9), would have the networks and Public Broadcasting Service under contract to the House and cooperating in producing coverage of all House floor proceedings from beginning to end. The broadcasters would own the feed and would sell it to stations and to Congress for live viewing in selected congressional offices and storage in the Library of Congress. The idea that the networks would produce and control the only audio and visual record available to stations, to Congress and to the historical record is distasteful to Mr. Brooks. One of his aides last week said the ad hoc subcommittee's resolution in effect "gives the networks the right to market Congress."

Mr. Brooks's counterproposal would allow any broadcast station, including the networks, to record House proceedings with its own equipment from a location in the gallery above the chamber and under rules set out by the Speaker of the House.

The archival record of the proceedings would be made by fixed cameras manned by technicians contracted by the House Administration Committee. The picture and sound from those cameras would also be piped live to monitors in each congressional office. The aide said Mr. Brooks does not have it in mind for the networks to run the fixed cameras.

The Brooks resolution, H.Res. 1028, has been referred to the House Rules Committee, the same panel before which H.Res. 875 is pending. The members of the subcommittee, under Chairman B.F. Sisk (D-Calif.) were to have met with House Speaker Carl Albert (D-Okla.) last Wednesday, but that meeting was postponed until Feb. 23 to accommodate House Majority Leader Thomas P. O'Neill (D-Mass.), who has asked to attend.

Mr. Albert registered two objections to the ad hoc subcommittee proposal two weeks ago. First, he objected to the provision making the Rules Committee the supervisory authority over the broadcast arrangements, pointing out that traditionally the House Speaker has absolute

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control over the activities in the chamber. Second, he wants all mention of the networks removed from the resolution. An Albert aide said the latter request was merely a matter of "legislative form." It could not be determined at midweek last week if Mr. O'Neill's request to be included in the Feb. 23 meeting indicates he has an objection.

Despite the recent obstacles raised in the path of the subcommittee's resolution, Chairman Sisk remains optimistic that the public will begin seeing Congress on television by July 4 this year. The Rules Committee is divided 8 to 6 in favor of the resolution, with two members undecided, according to one poll. The eight for are Representatives Sisk, Claude Pepper (D-Fla.), Spark Matsunaga (D-Hawaii), Morgan Murphy (D-Ill.), Gillis Long (D-La.), John Moakley (D-Mass.) and Andrew Young (D-Ga.) and John Anderson (R-Ill.). Against it are Committee Chairman Ray Madden (D-Ind.), James Delaney (D-N.Y.), James Quillen (D-Tenn.), Delbert Latta (R-Ohio), Del Clawson (R-Calif.) and Trent Lott (R-Miss.). Representatives John Young (D-Tex.) and Richard Bolling (D-Mo.) are so far uncommitted.

Audio news release service set to go

New PR Communications will operate from NAB convention

PR Communications, New York, will begin operation March 1 of an audio newswire service that is to facilitate simultaneous release of public-relations information to participating broadcast news organizations. Subscribers will tape news releases for distribution to stations and networks, which so far include ABC, CBS, NBC, Mutual, AP and UPI audio, National Public Radio, Black Audio Network, Mutual Black Network and National Black Network and a number of regional radio operations.

Dave Isaacson, president of the six-months old firm, said some 800 subscribers are set for the service which, he stresses, exercises no editorial judgment and "no objectivity...we're strictly a conveyance paid for by subscribers." AT&T lines will be leased for the audio hook-up and AP teletype will be used for a written outline of what the "actuality" will comprise. The service will cost \$50 per year plus \$60 per usage (for three minutes in 24-hour periods with \$10 per minute each additional minute).

Regional offices are being set up in Washington, Chicago, Atlanta and Los Angeles and the firm plans live segments from the National Association of Broadcasters' Chicago convention (March 21-24) and raw tape feeds from the summer Montreal Olympics. Plans in the TV sector are "limited and not this year".

PR Communications' offices are at 166 Madison Avenue, New York 10016.

Logistics will be tough for covering the conventions this summer

Space is at a premium especially in Madison Square Garden, and two of the TV networks will rent space outside the hall; Kansas City presents a different set of problems

The squeeze is on, literally, as networks prepare to cover the political party conventions.

The 30,000 square feet originally requested by ABC, CBS and NBC as the minimum for each to house radio and television facilities has been scaled down to roughly one-sixth of that, divided unequally among them, at the Democratic convention beginning July 12 at Madison Square Garden, New York.

Network sources say the wheeling and dealing for space at the Democratic site continues, and everyone is making do—setting up camp outside the main hall, renting offices and making way for trailers.

Lines are still being drawn on the Democratic National Committee's blueprints and there is a reluctance to announce square footage, since location, shape and access to the convention floor are better criteria. But the redrawn figures for the radio and TV networks allow 5,000 square feet for CBS, and 7,500 square feet each for ABC and NBC. The last two reduced the size of their anchor booths; CBS opted for a larger booth and less work space.

The House Radio-TV Correspondents Gallery is taking care of major group broadcasters' applications for space, including AP Radio, UPI Audio, Storer, Cox, Taft and Corinthian. Mutual Broadcasting is included in the association's request for booth allotments but it will apply individually for work space. Most of the same procedures will apply for the Republican convention a month later, but the Gallery is said to be concentrating on

logistics for New York at this time.

While space allotments inside Madison Square Garden are still fluid, the networks have made headway in securing work areas outside and nearby.

NBC News will set up headquarters at One Penn Plaza—an office building directly across 33d Street from the Garden. Extensive space in the glass-front main floor area of the office building, the whole outdoor plaza and a section of the one-story extension bordering the plaza on the Eighth Avenue side will house the main part of NBC's programing and electronic operations. The *Tbday* program will originate live during the convention from a stage under a bubble in the one-and-a-half-acre outdoor plaza.

Inside the Garden, the networks will use their respective areas with some variation, but generally will have radio and TV anchor spots, studios off the convention floor for interviews, "ready rooms" for floor reporters and maintenance-engineering areas for minicam equipment. Reports from outside NBC put that network's expenses for the rental and reconstruction of the One Penn Plaza facilities at around \$130,000.

ABC News hopes it will have enough space inside, in addition to trailers outside the Garden plus its 66th Street headquarters, so that rented space will be unnecessary. According to Walter Pfister, vice president in charge of special television news programs, "If facilities are not actually located inside the rotunda [the large area encircling Madison Square Garden's arena], it makes little difference whether you're 20 blocks away or just outside"—except for the sake of publicity.

A spokesman for CBS News said, "We thought of that" but decided to rent 10,000 square feet at Penn Plaza which (combined with the 5,000 square feet inside the Garden) is still only half the area the network occupied at the 1972 Miami convention, when it took 15,000 square feet inside plus 15,000 outside in trailers. The Penn Plaza offices will hold master control equipment, editing machines and other support facilities.

Kansas City presents different problems as a convention site. While hotels and sup-

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White House welcome. Following a five-hour executive branch briefing for 186 Radio Television News Directors Association members (BROADCASTING, Feb. 2), President Ford took time out for a few words with RTNDA officers. As Margita White, assistant press secretary to the President (far left), looks on, Mr. Ford greets (l to r) John Salisbury, president (KXII-AM-FM Portland, Ore.); Wayne Vriesman, president-elect (KWGN-TV Denver); Tom Frawley, immediate past president (Cox Broadcasting, Washington), and Paul Davis, secretary-treasurer (WCIA-TV Champaign, Ill.).

port facilities are in close proximity in New York, space within the convention arena is exceedingly tight; in Kansas City, hotels are several miles away, Kemper arena, the convention site, lacks adjoining floor space and parking will be a problem, but two large buildings nearby will accommodate support staffs and work space. Initial proposals have been filed with the Republican National Committee for space at the convention, to begin Aug. 16. After a one-day meeting in mid-December with the television networks; the RNC has assigned booths, but work space adjacent to the hall remains to be parceled. Existing glassed-in "skysweeps" in Kemper Arena will be modified into anchor booths. Each network will have the equivalent of four skysweeps. Again, each network requested 30,000 square feet of work space in the Governors Exposition building or in the American Royal building, both to be connected by covered walkways to Kemper (a sports arena seating 17,000 people). They will, however, be sandwiched into 11,000 square feet each, plus 17,000 square feet each in outside work space. Independents groups (in 1972 there were 375 such organizations included), have yet to make formal requests. National Public Radio wants 1,800 square feet in addition to anchor booths; AP Radio wants 1,500 square feet plus booths; Mutual Broadcasting requested 2,400 square feet and the broadcast/audio/foreign press pool together requested 12,750 not including parking, according to Eliot Bernstein, pool producer for ABC.

Journalism Briefs

One less NIS. NBC—which has had originality of its new logo challenged on two fronts (BROADCASTING, Feb. 9)—apparently has fared better with its News and

Information Service. Under reorganization, American Newspaper Publishers Association's Newspaper Information Service (NIS) scrapped that name in favor of Public Affairs Department. According to former NIS, its NBC namesake had nothing to do with change; rather, new name was said to describe better department's new functions.

On campaign trail. CBS Radio on Feb. 23 will start *Campaign '76* in spot held by *Mike Wallace at Large*. Summaries of day's political developments by various correspondents will be aired weekdays, 7:30-7:34 p.m., and Saturdays, 1:06-1:10 p.m., through November elections.

Fox fellowships. Law and journalism graduate and upper division undergraduate students may apply for third annual Matthew H. Fox fellowships, conducted by National News Council, One Lincoln Plaza, New York 10023. Council's areas of interest are First Amendment issues and complaints about fairness and accuracy in national news reporting.

Journalism organization asks lawyers to stay their hand on guidelines

The Society of Professional Journalists, Sigma Delta Chi, has asked the American Bar Association not to act on a proposed revision of guidelines that could limit press coverage of trials. ABA says the proposal, which its house of delegates will consider at a meeting in Philadelphia this week, was designed to give full consideration to the constitutional guarantees of a free press and fair trial, and "would help avoid conflicts between" those two guarantees. But SDX President Robert McCord, executive editor of the *Arkansas*

Democrat, said in a letter to Judge Paul H. Roney, chairman of the ABA committee considering the issue, that adoption of the proposed revision "would be premature and only increase polarization of press and bar." He noted that the Supreme Court may rule this term on a judicial gag order imposed by a Nebraska state court.

Mr. McCord also asked that the ABA consider a National News Council proposal to create a bar-press study committee to research press coverage of controversial trials to determine what effect, if any, the coverage has on juries. "The public interest will best be served if the bar association waits on the Supreme Court decision, and in the meantime, gives full consideration" to the National News Council's proposal, he said.

Cooperation helps overcome challenges to Hearst coverage

Besieged by small army of newsmen, judge and UPI's Thackeray set up workable plan for broadcast-print

As the bank robbery trial of newspaperheiress Patricia Hearst enters its third week, the anxieties of broadcasters covering the proceedings appear to have subsided—at least among Bay Area television news directors. "It's working out beautifully," Sherm Bazell, KTVU(TV) Oakland, Calif., news director said. Mr. Bazell's colleagues at San Francisco's four VHF television stations agreed.

Although some broadcasters disagreed with presiding U. S. District Judge Oliver Carter's decision to lock them out of most of the jury selection, their main fear, shared with print journalists, was the seating plan within the courtroom. With an estimated 300 news representatives in town to cover the trial and only 183 seats in the courtroom, Judge Carter worked with a team of print journalists to arrange a seating plan. Reserved for specific news representatives were 65 seats, another 52 were reserved for the press on a first-come, first-served basis. That arrangement resulted from a series of formal and informal meetings between Judge Carter and five press representatives led by UPI correspondent Donald B. Thackeray.

"We're trying to keep it from being a stampede," Mr. Thackeray said, before jury selection ended. He explained that the judge felt that those news organizations that gave the most coverage to the pretrial proceedings deserved special consideration as did major outlets. However, Mr. Thackeray cautioned that this did not work to the detriment of smaller organizations. The number of individualized reserved seats has grown as Mr. Thackeray has managed to squeeze more chairs into the courtroom. Reservations, however, are

conditional, If a news organization does not fill its chair for any day of the trial, it loses that place.

The media representatives who met with Judge Carter were all "pencil press," Mr. Thackeray said, adding that most of them were regularly on the federal building beat. Broadcasters also met with the judge but the lack of representation for them on Mr. Thackeray's committee drew "vociferous complaints," he said. He mentioned that at the height of those complaints, reserved seats broke down exactly half print and half broadcast.

Broadcast organizations that currently have reserve seats for reports (and in some cases, artists), include the three major commercial networks; National Public Radio; KGO-TV, KPIX(TV), KRON-TV and noncommercial KQED(TV), all San Francisco; KTVU(TV) Oakland and KCRA-TV Sacramento, both California; KGO(AM) and KCBS(AM) San Francisco; KNEW(AM) Oakland; Australian Broadcasting Co.; West German Radio.

Jim Reiman, KRON-TV news director, not only had to make sure that his representatives were given a seat, but also as Northern California division president of the Radio Television News Directors Association, had to support all members of the broadcast media. KTVU's Sherm Bazell, a former local president, also had that task. According to Mr. Reiman, "the media seems content with everything," at this point. While there had been lines for the first-come, first-served seats earlier last week, by Tuesday he said he "walked right in." He noted that for some less committed news organizations, some of the "pizzazz" is gone.

Peter Jacobus, news director at KGO-TV, whose reporter was among those caught in a shuffle when Randolph Hearst asked for seats formerly reserved for the press, so his family could be closer to his daughter, said that the coverage is working well, with "a lot of high visibility" and an unusually high spirit of cooperation at his station. Paul Jeschke, KPIX(TV) news director, said that now any reporter who wants to get in can. Mr. Jeschke, like his counterparts in town, has assigned a reporter full time to the trial. Patty Hearst's courtroom arrival and departure is being covered jointly with a pool among KPIX, KGO-TV, KTVU and KRON-TV. ABC, CBS and NBC, and all news directors of these stations claim to be making heavy use of minicams.

While the number of news representatives allowed in the courtroom was limited, it was not so in the press room, Mr. Jeschke said. He explained that a special room has been set up in the federal building to accommodate the crowds of reporters. Originally intended to serve as offices of the Internal Revenue Service, the room is now stocked with telephones, typewriters, teletype machines and other equipment. It's also been used, Mr. Jeschke said, for statements from F. Lee Bailey, Ms. Hearst's defense attorney.

While all four stations file regularly with hard news and "perspective" pieces on the trial during their newscasts, KRON-TV



An artist's view. The day after jury selection ended and the media were allowed back in the courtroom, KPIX(TV)'s Don Juhlin made this sketch of Patty Hearst's day in court. At her left is assistant defense counsel Al Johnson.

breaks into its regularly scheduled programming each day at 4 p.m. for a one to one-and-a-half minute live remote. Mr. Reiman views this as a way of keeping the public abreast of the proceedings. Another news director in town, however, questioned whether or not these were self-serving since they do not seem to contain bulletin quality.

KTVU, an independent, not only covers the station for its own audience but for others across the country. As a member of the Independent Television News Association, it has been selling feeds to such stations as WNEW-TV and WPIX(TV), both New York.

At noncommercial KQED(TV) San Francisco, news director George Osterkamp claims to have a news format which easily provides the necessary in-depth coverage. During KQED's evening news, Hearst stories normally run an average length of three minutes but have lasted as long as seven when necessary. While the mechanics of coverage have been going smoothly at his end, one problem he has encountered has been in contacting his artist during the proceedings. At a time

when he wanted his artist to leave the courtroom, he hesitated fearing that the reserve seat would be lost and it wouldn't be easy for the artist to return. Joe Russin, who left his position as KQED news director two weeks ago and is scheduled to assume that responsibility at KPIX today (Feb. 16) wonders if the trial is being overcovered. "There are other problems in the world," he said, but admitted that the extensive play given trial is "inevitable." Mr. Jeschke, whom he replaces, will become a KPIX executive producer.

Before jury selection ended and press coverage returned inside the courtroom, Mr. Thackeray wasn't willing to predict what would happen among members of the press vying to get into the courtroom. He stressed that the seating plan was only an attempt to make things easier. But he claimed to have learned "there's no way to make anybody happy." Apparently, that evaluation was premature. Sherm Bazell, for one, was enthusiastic about the stipulations set down and said that Don Thackeray "did one helluva job" and Judge Carter "couldn't have been more generous."

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Media



Healy

Sappenfield

John T. Healy, VP, planning and administration of ABC Inc.'s Leisure Group I, elected VP, corporate planning, ABC Inc. **Ronald E. Sappenfield**, VP, corporate planning and development, named VP, corporate development, ABC Inc. **Ray C. Adam**, president of NL Industries Inc., diversified producer and manufacturer, elected to ABC Inc. board of directors, filling one of vacancies created by earlier departures of **Walter A. Schwartz** (BROADCASTING, Dec. 15, 1975) and **Robert D. Kreatel** (BROADCASTING, Dec. 1, 1975).

John P. (Tim) Dolman Jr. and **Al Magnane**, account supervisors, Benton & Bowles, New

York, named VP's. **Frank J. Kopec**, VP/associate media director, Needham, Harper & Steers, New York, named associate media director, B&B, Chicago.



O'Connell

Raymond T. O'Connell, director of station relations for NBC-TV, named VP, station relations administration. He will be responsible for operation and administration of department, continuing to report to **Donald J. Mercer**, VP, station relations.

Ronald G. Smith, general manager, WOK(FM) Cleveland, named to same position, WJW(AM) there.

Donald S. Kane, VP/general manager, WAAB(AM)-WAAF(FM) Worcester, Mass., named general manager, WJAR(AM) Providence, R.I.

Robert S. Kerr, general manager, KTCM(TV) Helena, Mont., named to same position, KABY-TV Aberdeen, S.D.

James P. Miller, business manager/controller, WCVB-TV Boston, named VP of station and

licensee, Boston Broadcasters Inc.

John Marshall, sales manager, WWDC(AM) Washington, named general manager.

J. Michael Shoemaker, director general of planning, Canadian Radio-Television Commission, Ottawa, named executive director. **Chris Johnston**, acting general counsel, confirmed as general counsel. **Guy Lefebvre**, director general, licensing, named secretary general. **Jean Baby**, director general, broadcast operations, named director general, telecommunications. **Ralph Hart**, special adviser, operations, named special policy adviser/senior broadcasting consultant. **Pierre Billon**, commission secretary, named senior coordinator, policy development. **Eric Boyd**, director of finance/management services, named director general, administration.

James P. Gilmore, senior VP, Canadian Broadcasting Corp., Ottawa, has retired. He joined CBC in 1941.

Roger C. Field, assistant manager, National Association of Broadcasters, Hollywood code office, named manager, succeeding **Frank J. Morris**, who died Jan. 26 (BROADCASTING, Feb. 2).

Gene Windham, assistant controller, KFI(AM) Los Angeles, named controller, KTVU(TV) San Francisco-Oakland.

Sandy Stahl, promotion assistant, WRKO(AM) Boston, named promotion director.

Alfonza E. Hobbs, sales manager WTLC(FM) Indianapolis, named station manager, succeeding **Andrew C. Johnston**, VP/treasurer of parent, Community Media Corp. there.



Greene

Adele S. Greene, senior VP, Ruder & Finn public relations, New York, named VP for public affairs, Corporation for Public Broadcasting, Washington, effective March 15.

Patricia L. Lee, creative service manager, WBT(TV) Charlotte, N.C., and **Michael D. Jones**, managing director, Jefferson Data Systems there, named assistant VP's of parent, Jefferson-Pilot Broadcasting there.

Nancy Upchurch, assistant traffic manager, KHOU-TV Houston, promoted to traffic manager.

Thomas Bennett, on-air promotion writer, WTHR(TV) [formerly WLVI(TV)] Indianapolis, named assistant promotion director.

Valeria Baker, graduate, Simmons College, Boston, named promotion assistant, WSBK-TV there.

Frank Gardner, executive producer, noncommercial WQED(TV) Pittsburgh, named special projects director, WMC-TV Memphis.

Marvin M. Freeman, promotion manager, WBen-TV Buffalo, N.Y., named to same position at KTAR-TV Phoenix.

NATPE NOTICE

Ron Curtis & Company will be at the NATPE Convention to meet with station owners and corporate officers concerning executive recruitment. To arrange a confidential meeting, call Mike Walker or Dave Boylan at (312) 693-6171. (Or contact us at the Stanford Court during the Convention).

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Dick Bradley, president, Magic Circle radio network, Springfield, Mo./VP, Tiger Broadcasting, Columbia, Mo., named general manager, Tiger's KTGR-AM-FM there.

Laura Graff, traffic coordinator/production assistant, public affairs programing, KNTV(TV) San Jose, Calif., named promotion manager/public service director.

David D. Perris, promotion department, WTNH-TV New Haven, Conn., named promotion manager.

Claude W. Cain, VP/station manager, KID-TV Idaho Falls, Idaho, elected president, Rocky Mountain Broadcasters Association. Other newly elected officers: **Joseph S. Sample**, president, KTVQ(TV) Billings, Mont., and Garyowen stations there, VP; **Henry H. Fletcher**, board chairman, KSEI(AM) Pocatello, Idaho, executive director.

Mike Ransdell, music director/air personality, KTTR(AM)-KZNN(FM) Rolla, Mo., named operations manager.

Broadcast Advertising



Kelliher

Richard J. Kelliher, senior VP and director of national sales for Metro Radio Sales, New York, named president filling post that has been vacant since resignation of **Harry Durando** last June (BROADCASTING, July 21, 1975).

Frank Di Giacomo, senior VP/executive committee member, and **Stan Block**, VP/creative management supervisor, Rosenfeld, Sirowitz & Lawson, New York, named VP/creative directors, Cohen Pasqualina Timberman there.

Robert N. Lepre, group product manager, Carter-Wallace Corp., New York, named advertising manager, American Motors Corp., Detroit.

Warren R. Schultz, account executive, Eastern sales office, NBC Radio Network, New York, named sales manager.

Herb Fisher, director, Campbell-Ewald, Europe, headquartered in London, named vice chairman, Campbell-Ewald International there.

Gaston Vadasz, local/national sales representative, CBS FM Sales, New York, named sales manager, WMAL(AM) Washington.

Joel Hochberg, VP, creative director, Leo Burnett Co., Chicago, named senior VP and group creative director, Needham, Harper & Steers Advertising Inc./Chicago.

Richard Sanborn, media supervisor, McCann-Erickson, New York, named to same position, Clinton E. Frank, Chicago.

Rick Spinner, account executive, WPVI-TV Philadelphia, named sales manager, KTRK-TV Houston.

Eddie Sachs, sales executive, WWDC(AM) Washington, named sales manager.

Douglas B. Hacker, account executive, KERE(AM) Denver, named sales manager.



Fischer

Greeman

Karl M. Fischer, VP, radio-TV production, and **Peter A. Greeman**, VP, associate creative director, BBDO, New York, named senior VP's.

Hal Shaw, account executive, WTOP-TV Washington, named retail sales manager, WTOP(AM).

Joseph A. DelGaldo, account supervisor, Ted Bates, New York, named VP/account supervisor, Warwick, Welsh & Miller there.

Joan Hafey, associate corporate relations director, Young & Rubicam International, New York, named VP.

Thomas J. Adams, general programing executive, Compton Advertising, New York, named VP.

Mario Hewitt, media planner/buyer, Compton Advertising, New York, named account executive, Blair Television, New York station division, CBS sales unit.

Michael Raounas, VP/sales manager, National and Capital teams, Katz Television, New

York, named sales manager, Pacific sales team.

Robert (Mike) Braker, account executive, San Francisco office, Avery-Knodel, named manager of that office, replacing **William E. Moore**, who has retired after 22 years with A-K.

Amy Andrews, research psychologist, Young & Rubicam, New York, named research account manager, Norman, Craig & Kummel there.

Joan Yonkler, account executive, Henry J. Kaufman & Associates, Washington, promoted to media director.

David Reynolds, announcer/writer, UPI, New York, named account executive, Dick Doty and Associates, Fort Lauderdale, Fla., advertising/marketing agency.

Dee Hansford, producer, Ruben, Montgomery & Associates, Indianapolis advertising/marketing/public relations firm, promoted to copy/broadcast director.

Gloria Prager, political media buyer and planner, Ruth Jones Ltd., New York, named manager, children's program sales, NBC-TV New York.

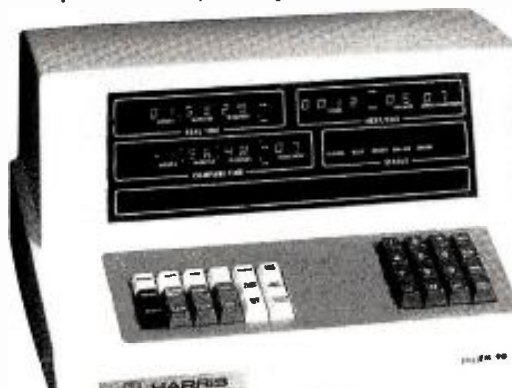
Jack G. Watt, VP, principal and manager of Sperry-Boom's Quad-City office, and **James M. Watt**, account executive with that agency, have acquired Sperry-Boom Quad City office with new name of *Watt Advertising Inc.*, 250 Duck Creek Plaza building, Bettendorf, Iowa. Sperry-Boom continues headquarters operation in Chicago with branch in Tampa, Fla.

Curtis Fields, VP/associate creative director, Clinton E. Frank, San Francisco, resigns "to provide advertising services to ad agencies and

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business in 'informal' association" with **John A. Odell**, former VP/creative director, J. Walter Thompson Co., who has been freelancing for four years.

John T. Stirling, senior financial officer, Clinton E. Frank's Los Angeles and San Francisco offices, has opened his own consulting firm specializing in financial management for small and medium size ad agencies. *J.T. Stirling Associates, P.O. Box 8657, San Marino, Calif., 91108 (213) 793-1566.*

James W. Freeman, account executive, Eastman Radio, Los Angeles, named Southern California sales representative, Spanish International Network, and national sales manager for affiliated KMEX-TV Los Angeles.

Thomas J. Anderson, local account executive, KABL-AM-FM Oakland-San Francisco, given additional duties as national sales manager.

Bob Sill, account executive, WKTQ(AM) Pittsburgh, named local sales manager.

Dan Orren, producer/director, WTCN-TV Minneapolis, named to newly created position of commercial production sales manager.

Eileen Drake, associate director, GMA Research Corp., Bellevue, Wash., named marketing director, KIRO-TV Seattle.

Adrienne Hall and **Joan Levine**, principals of Hall & Levine Advertising, Los Angeles, division of Foote, Cone & Belding/Honig, named Advertising Persons of the Year by Western States Advertising Agencies Association there.

Kathleen Lackey, assistant production manager, J. Walter Thompson, San Francisco, named production manager, Fletcher/Mayo/

Associates, advertising/public relations agency there.

Regina Matthews, researcher, Metropolitan Museum of Art, Chattanooga, named staff artist, Lindsey, Bradley & Johnson advertising there. **Robin Baras**, from *Southern Living* magazine, Chattanooga, named LB&J creative group coordinator.

Programing

Robert M. Newgard, VP, Film Service Corp., Los Angeles, named executive VP, Four Star Entertainment Corp., Beverly Hills, Calif. **Karl von Schallern**, production/distribution firm owner, named Midwest sales manager, Four Star, Chicago.

Eleanor Ross, casting/business affairs director, Charles H. Stern Agency, Los Angeles, named administrator, talent/program negotiations, NBC Television Network, Burbank, Calif. **Eileen Furey**, casting department, NBC-TV, New York, named manager, daytime casting there.

Joseph F. D'Angelo, VP/general manager, King Features Syndicate (television, film, newspapers), New York, subsidiary of Hearst Corp., named president, succeeded by **Benson M. Srere**, VP/editorial director.

Richard Colby, MCA/Universal law department, Los Angeles, joins 20th Century-Fox Television there as senior counsel.

Jack Fentress, executive producer, KYW-TV Philadelphia, named program manager, succeeded by **Susan Horowitz**, producer. Mr. Fentress succeeds **Robert T. Sutton**, named program manager, WWJ-TV Detroit.

Judy Coppage, assistant to VP, creative affairs, Paramount Television, Hollywood, named program development director. **Maxine Goldenson**, researcher/producer's assistant, ATV, London, named Paramount associate program development director.

James J. Chirumbolo, promotion manager, WTNH-TV New Haven, Conn., named program manager.

Don Goodman, VP for television, Avco Embassy Pictures, New York, has resigned, effective March 1, to form own production-distribution business.

Joel Roberts, production manager, WWDC(AM) Washington, named program director. **Dwight Douglas**, assistant to national program director, WKTQ(AM) Pittsburgh, named program director, WWDC-FM.

Mac Heald and **Reedy Mason**, executive producers, special projects, WTHR(TV) [formerly WLWI(TV)] Indianapolis, named special projects unit, producing minidocumentaries.

Paul H. Kretschmann, graduate of New York University School of Law, appointed attorney, law department, Viacom International Inc., New York.

Donna Anne Damon, continuity director/promotion manager/public service director, WDEF(TV) Chattanooga, named radio production coordinator, LBJ Productions there.

Larry Roberts, program director, WAYL(FM) Minneapolis-St. Paul, named to same position, KXL-AM-FM Portland, Ore.

Thomas Wood, announcer/production assistant, WWVY(FM) Columbus, Ind., named program director.

Neil Gray, program director/salesman, KTKN(AM) Ketchikan, Alaska, named sports director/air personality, KOTY(AM) Kennewick, Wash.

Michael Wolfe, sports reporter, WTOP-TV Washington, named sports director.

Ed Ripley, programing/operations manager, WYOU(AM) Tampa, Fla., named program director.

F. Robert McCourt, program director, wsoc-TV Charlotte, N.C., named program operations manager.

Bill Perry, sports director, former WCIC(TV) Ithaca, N.Y., named to same position, WCBD-TV Charleston, S.C.

Phillip Rock, television production instructor, University of Missouri, Webster College and Florissant Valley Community College, all St. Louis, named executive producer, noncommercial KETC(TV) there. **Kathy Welsch**, producer/director, noncommercial WSKG(TV) Binghamton, N.Y., rejoins KETC as producer-writer.

Broadcast Journalism

William D. Thomas, writer, daily electronic feed, (DEF), ABC News Syndicated Services, New York, named domestic news editor. **Mareta Singletary**, responsible for foreign operations and domestic late feeds, named night editor. **John Yarborough**, formerly with noncommercial WNET(TV) New York, named weekend domestic editor, DEF. **James F.**

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Plante and **Walter F. Peters**, with ABC News, named foreign news editor and weekend foreign editor, respectively, for DEF.

Eric Jon Engberg and **James McManus**, correspondents for Group W, Washington bureau, named reporters, CBS News, New York. Both will be on CBS Radio Network *News on the Hour* and newfeed service to affiliates; Mr. Engberg will also anchor hourly newscasts on occasion.

Reg Laite, executive editor, KFVB(AM) Los Angeles, named news manager, WNVN-FM New York.

Steve Porter, co-anchor, *News on the Hour*, NBC Radio Network, New York, assumes additional duties as anchorman, *Update/People*, Saturdays on network.

David McGrail, news producer/director, WJW-TV Cleveland, named director of news shows, KTVU(TV) San Francisco-Oakland. **Kirby Perkins**, news producer, KPIX(TV) San Francisco, and **Judd Hambrick**, anchor, KABC-TV Los Angeles, named to same respective positions at KTVU.

Doug Miller, reporter/anchor, KARN(AM) Little Rock, Ark., named managing editor, KARN and co-owned Arkansas Radio Network there.

Barry Bernson, reporter, WAVE-TV Louisville, Ky., named to same position, WMAQ-TV Chicago.

Spence Gregory, news producer/operations supervisor, WCVB-TV Boston, named assignment editor.

Tom Gray, weekend anchor/producer, WISH-TV Indianapolis, named assignment editor, succeeded by **Tim Fritz**, news director/anchor.

Bill Dean, news director, WTHR(TV) [formerly WLWI(TV)] Indianapolis, given additional duties as executive news producer. **Pat Dennis**, producer, named assignments manager. Other WTHR news personnel additions: **Jan Giese**, reporter, WFRV-TV Green Bay, Wis., named consumer reporter; **Bob Campbell**, reporter/photographer, KOMU-TV Columbia, Mo., named to same position; **Bob Neul**, photographer, WRAU-TV Peoria, Ill., named to same post; **Jill Swenson**, publications department, University of Missouri, Columbia, named graphic artist.

Deiores Handy, reporter/substitute anchor, KNXT(TV) Los Angeles, **Betsy Ashton**, reporter WTTG(TV) Washington, and **John David Klein**, correspondent, NBC-TV, Chicago, and *Television News*, New York and Chicago, named reporters, WMAL-TV Washington.

Bill Buckmaster, assistant news director, KORK-AM-FM Las Vegas, promoted to news director.

David Baer, executive news producer, KXJB-TV Fargo, N.D., named to same position, KXTV(TV) Sacramento, Calif.

Dave Raymond, district manager, automotive division, Imperial Eastman Corp., Chicago, re-joins WNW(AM) Valparaiso, Ind., as news director.

Jodi Jergenson, news department KVFD(AM) Fort Dodge, Iowa, and **Bill Henry**, news director, WLBH(AM) Mattoon, Ill., named reporters, WHBF-AM-FM-TV Rock Island, Ill.

Joseph M. Russin, news director, noncommercial KQED(TV) San Francisco, named to same position, KPIX(TV) there.

Cable

Burt Rosenburgh, assistant sales manager, Gold Key Entertainment, New York, named director, CATV programing, TeleMation Program Services there.

Ronald D. Hartman, assistant branch manager, 3M Co., Lansing, Mich., named manager, Coptinental Cablevision, Jackson, Mich.

Jim Deveraux, Community TV Systems of Wyoming (Casper), elected president of Rocky Mountain Regional Cable Television Association. **Don Schilling**, Colorado Springs (Colo.) Cablevision, named association VP. **Oscar Davis**, Antennavision of Silver City (N.M.), remains secretary treasurer.

Equipment & Engineering

Jack E. Banister, manager, telecommunications marketing, RCA Broadcast Systems, Camden, N.J., appointed manager, sales development and proposals.

James M. Cope, engineering director, WNOE-AM-FM New Orleans, named to same position, Snider Corp., Little Rock, Ark., (Arkansas Radio Network and KARN(AM)-KKYK(FM) there and KFIN(FM) Jonesboro, Ark.).

Wil Smith, materials manager, production planning, Varian Associates, Palo Alto, Calif., named to same position, Commercial Electronics Inc., Mountain View, Calif. **Rose Ward**, CEI production lead, named production supervisor.

Joseph Freitag Jr., VP, commercial programs, Norden division, United Technologies (formerly United Aircraft), Washington, named business development director, Comsat General Corp. there.

Jimmie R. Adair, senior field engineer, Vital Industries, Gainesville, Fla.; **John C. Labin**, electronics designer, Hathaway Instruments, Denver, and **Carl A. Hedberg**, electronics researcher/designer, Denver Research Institute, named senior electronics engineers, Duca-Richardson Corp., Evergreen, Colo., manufacturer of video switching systems.

Robert W. Kuhl, former manager, national accounts, International Video Corp., Sunnyvale, Calif., rejoins firm in same capacity.

Nicolay E. Johannsen, VP/assistant to president, General Tire International, New York, named finance VP/chief financial officer, Superscope Inc., Sun Valley, Calif.

James G. Potter, associate engineering director, Federation of Rocky Mountain States, Denver, named director of planning and analysis, Public Service Satellite Consortium, Washington.

Joseph J. Zabkar, marketing VP, Intersil Inc., Cupertino, Calif. semiconductor manufacturer, named sales manager, Communications Transistor Corp., San Carlos, Calif.

Allied Fields

Al Vecchione, executive director of public affairs programing, WETA-TV/National Public Affairs Center for Television, Washington, named broadcasting consultant, 1976 Democratic national convention.

Laura R. Bazell, Detroit attorney, named attorney advisor to administrative law judges, FCC, Washington.

Joseph P. Dougherty, president, broadcast division, Capital Cities Communications Inc., New York, appointed chairman of Projects and Review Committee, Catholic Communications Foundation, New York.

Deaths

Kathryn A. Duncan, 66, owner/general manager, WTAY-AM-FM Robinson, Ill., died Jan. 25 at Robinson Memorial hospital there after massive heart attack. She had managed stations since 1958.

Tomasz B. Dobrowolski, 61, radio writer, Polish service, Voice of America, died after heart attack Feb. 1 at Arlington (Va.) hospital. He is survived by his wife, Maria Elzbieta, and three children.

Percy Faith, 67, music composer, conductor and arranger, died of cancer at Valley Presbyterian hospital, Van Nuys, Calif., Feb. 9. He conducted for Carnation, Coca-Cola and Woolworth, among other network sponsors. He also scored *The Virginian* for NBC-TV. He is survived by his wife, Mary, and one daughter.

Pauline MacDonald, 64, former actress, *Lux Radio Theater*, died Jan. 29 at Encino (Calif.) hospital.

Frank B. Powers, former business manager, Scripps Howard Newspapers, Cincinnati, died Feb. 3 in Knoxville, Tenn., after long illness. He resigned in 1971. He is survived by his wife and two sons.

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The Broadcasting Playlist™ Feb 16

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

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a 10a	3-7p 3p	7-12p 7p	12p	
2	1	50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	1	1	1	1
1	2	I Write the Songs (3:39) Barry Manilow—Arista	2	2	2	2
3	3	Love Roller Coaster (2:52) Ohio Players—Mercury	6	5	3	3
8	4	Breaking Up is Hard to Do (2:53) Neil Sedaka—Rocket	4	3	5	5
12	5	Theme From S.W.A.T. (4:07) Rhythm Heritage—ABC	7	4	6	4
4	6	Convoy (3:48) C.W. McCall—MGM	3	7	4	9
14	7	Evil Woman (3:15) Electric Light Orchestra—United Artists	8	6	10	6
10	8	Fox on the Run (3:24) Sweet—Capitol	9	8	7	8
5	9	Love to Love You Baby (3:12) Donna Summer—Oasis	16	9	8	7
9	10	I Love Music (3:37) O'Jays—Philadelphia Int'l	13	10	11	10
16	11	Love Machine, Part 1 (2:55) Miracles—Tamla	10	14	9	11
6	12	Sing a Song (3:26) Earth, Wind & Fire—Columbia	5	12	14	13
15	13	You Sexy Thing (3:30) Hot Chocolate—Big Tree	12	11	12	12
7	14	Theme from 'Mahogany' (3:19) Diana Ross—Motown	11	16	13	19
21	15	All By Myself (4:22) Eric Carmen—Arista	14	17	15	17
19	16	December 1963 (3:21) Four Seasons—Warner Bros.	17	13	16	21
22	17	Fanny (Be Tender with My Love) (3:26) Bee Gees—RSO	20	15	22	15
18	18	Wake Up Everybody (3:39) Harold Melvin & the Blue Notes—Phil. Int'l.	18	20	18	18
13	19	Walk Away from Love (3:18) David Ruffin—Motown	19	19	20	16
17	20	Take It to the Limit (3:48) Eagles—Asylum	15	21	17	25
26	21	Dream Weaver (3:15) Gary Wright—Warner Bros.	21	22	24	23
11	22	Saturday Night (2:56) Bay City Rollers—Arista	28	18	25	14
20	23	Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M	22	24	19	20
27	24	Dream On (3:25) Aerosmith—Columbia	26	26	21	22
24	25	Squeeze Box (2:39) Who—MCA	23	27	23	26
23	26	Love Hurts (3:03) Nazareth—A&M	24	25	26	27
30	27	Rock & Roll All Night (3:20) Kiss—Casablanca	38	23	27	24
46	28	Money Honey (3:17) Bay City Rollers—Arista	29	29	28	29
25	29	I Feel Like a Bullet (5:30) Elton John—MCA	25	31	29	31
28	30	Times of Your Live (3:19) Paul Anka—United Artists	27	32	31	32
31	31	That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records	31	28	32	30
29	32	Over My Head (3:17) Fleetwood Mac—Reprise	43	30	33	28
32	33	Slow Ride (3:45) Foghat—Bearsville	32	37	30	33
40	34	Sweet Thing (3:18) Rufus featuring Chaka Khan—ABC	35	33	34	34
33	35	Tracks of My Tears (3:12) Linda Ronstadt—Asylum	30	35	36	36
39	36	Junk Food Junkie (3:03) Larry Groce—Warner Bros.	34	34	40	35
47	37	Only Sixteen (2:44) Dr. Hook—Capitol	33	38	38	38
45	38	Love Is the Drug (3:00) Roxy Music—ATCO	44	36	45	37

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a 10a	3-7p 3p	7-12p 7p	12p	
43	39	Somewhere in the Night (3:31) Helen Reddy—Capitol	45	40	35	46
38	40	Paloma Blanca (3:27) George Baker Selection—Warner Bros.	36	41	41	42
35	41	Grow Some Funk of Your Own (4:45) Elton John—MCA	39	44	39	43
—	42	Golden Years (3:27) David Bowie—RCA	42	48	42	40
—	43	Bohemian Rhapsody (5:55) Queen—Elektra	40	45	44	41
37	44	Fly Robin Fly (3:06) Silver Convention—Midland Int'l.	37	*	37	49
42	45	The White Knight (3:57) Cledus Maggard & Citizens Band—Mercury	41	42	47	44
—	46	Renegade (3:15) Michael Murphey—Epic	50	47	46	*
—	47	Cupid (3:02) Tony Orlando & Dawn—Elektra	47	49	48	50
36	48	Sky High (2:53) Jigsaw—Chelsea	46	*	43	*
48	49	Nights on Broadway (2:52) Bee Gees—RSO	*	39	*	39
50	50	Till It's Time to Say Goodbye (3:33) Jonathan Cain—October Records	48	*	49	48

Country

2	1	Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	2	4	2	3
1	2	More Than She Loves Me (2:27) Conway Twitty—MCA	3	1	6	9
7	3	Faster Horses (2:51) Tom T. Hall—Mercury	5	2	5	7
9	4	Sometimes (2:52) Bill Anderson & Mary Lou Turner—MCA	1	8	3	5
4	5	Hank Williams You Wrote My Life (3:06) Moe Bandy—Columbia	9	3	7	12
5	6	Remember Me (2:50) Willie Nelson—Columbia	4	9	4	6
3	7	The White Knight (3:57) Cledus Maggard & Citizens Band—Mercury	8	16	1	1
6	8	The Roots of My Raising (2:44) Merle Haggard—Capitol	7	6	12	4
18	9	Don't Believe My Heart Can Stand Another You (2:48) Tanya Tucker—MCA	12	5	11	2
24	10	Since I Fell for You (3:02) Charlie Rich—Epic	11	11	8	10
8	11	Happiness of Having You (2:16) Charley Pride—RCA	6	14	13	15
13	12	Feel Again (2:38) Faron Young—Mercury	10	15	9	18
10	13	Broken Lady (2:37) Larry Gatlin—Monument	13	7	19	8
21	14	Standing Room Only (3:04) Barbara Mandrell—ABC/Dot	18	12	16	11
19	15	Don't Stop in My World (2:43) Billy Walker—RCA	20	13	15	13
23	16	Convoy (3:48) C.W. McCall—MGM	14	10	21	21
14	17	Motel and Memories (3:10) T.G. Shephard—Melodyland	17	20	10	19
15	18	Somebody Hold Me Until She Passes By (2:52) Narvel Felts—ABC/Dot	16	118	13	23
20	19	Love lifted Me (3:38) Kenny Rogers—United Artists	19	17	20	14
12	20	Somebody Loves You (2:17) Crystal Gayle—United Artists	22	19	17	20
11	21	Amazing Grace (3:17) Amazing Rhythm Aces—ABC	15	23	22	17
17	22	I'm Sorry Charlie (3:10) Joni Lee—MCA	*	24	23	16
22	23	Let It Shine (2:26) Olivia Newton-John—MCA	*	*	24	24
—	24	Queen of the Silver Dollar (2:45) Dave and Sugar—RCA	23	*	18	*
25	25	Overnight Sensation (2:45) Mickey Gilley—Playboy	25	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 of House floor proceedings has been voted out of House Rules Ad Hoc Subcommittee on Broadcasting (BROADCASTING, Feb. 9). Resolution (H. Res. 875), which now goes to full Rules Committee, would have networks and Public Broadcasting Service producing and administering distribution of broadcast feed under contract with House. Future of H. Res. 875 is uncertain; it has powerful opposition from House Speaker Carl Albert, Rules Committee Chairman Ray Madden (D-Ind.) and Jack Brooks, chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage led to current activity. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, 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). Private interparliamentary conference of members of U.S. Congress and Canadian Parliament also produced some hope ("Closed Circuit," Feb. 9). Next meeting will be in Washington, before end of this month.

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 has been submitted to membership for ratification.

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. Promised veto by President apparently has stalled conference to resolve differences between two bills.

■ **Copyright legislation.** Both houses are moving on omnibus copyright revision bills, both establishing copyright liability for cable TV operators and public broadcasters. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, after lengthy hearings, has begun markup of its bill, H.R. 2223. Senate bill, S. 22, already past Judiciary Committee, is in floor debate stage (BROADCASTING, Feb. 9); arguments are due to resume this week.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different cir-

cuit 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).

■ **Fairness doctrine bills.** Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's 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) and plaintiffs have replied. 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 ac-

cess 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 licensee's 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.

■ **License renewal legislation.** House Communications Subcommittee appears to be nearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; 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. Senate will take no action until House makes first move. Meanwhile, National Radio Broadcasters Association continues to work toward introduction in Congress of radio-only renewal legislation.

■ **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). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). 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 December (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

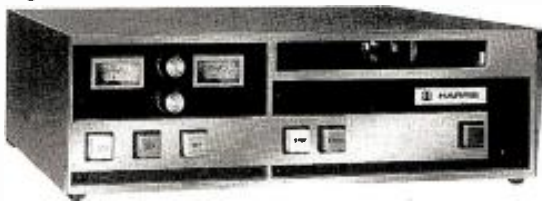
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Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14, 1975). Petitioner, Accuracy in Media, had requested full-court rehearing of panel's order, but was turned down. AIM has asked for Supreme 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).

■ **Ratings.** Nielsen prime-time averages season-to-date (22 weeks): CBS 19.7, ABC 18.3, NBC 18.2. Twenty-second week alone: ABC 22.6, CBS 19.6, NBC 19.0.

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 ap-

pealed 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. 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 in another session, yet unscheduled. 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.

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's office.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments 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, Feb. 2 through Feb. 6 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 actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WABC-TV New York, July 30 (BMPCT-7610); *WHMM Washington, July 30 (BMPET-859). Action Jan. 30.

AM actions

■ KUFU Agana, Guam—Broadcast Bureau, in accordance with licensee's request, canceled CP which authorized station and deleted the call letters. Action Jan. 30.

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

■ KWJJ Portland, Ore., July 1 (BMP-14130). Action Jan. 18.

FM applications

■ Shafter, Calif.—Brandon-Dorsey Communications seeks 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o

Anthony Brandon, 3300 Bessemer-Brighton Pike, Bessemer, Ala. 35020. Estimated construction cost \$87,000; first-year operating cost \$42,000; revenue \$84,000. Format: MOR, rock. Principal: Anthony S. Brandon (90%) and Terry L. Dorsey (10%). Mr. Brandon has 35% interests in WYAM(AM) Bessemer, Ala. and KERN(AM) Bakersfield, Calif. Mr. Dorsey is general manager of KERN, and 5% shareholder in KEST(AM) San Francisco. Ann. Feb. 4.

■ Boise, Idaho—Gem State Broadcasting Corp. seeks 105.1 mhz, 43 kw, HAAT 2,574 ft. P.O. address: 5601 Cassia, Box 5278, Boise, Idaho 83705. Estimated construction cost \$103,078; first-year operating cost \$36,000; revenue \$36,000. Format: MOR, pops. Principals: George C. and Wilda Gene Hatch (21.6%); Randall and Jeffrey Hatch (14.6% each); Michael Hatch Zbar (14.6%); Diane G. Urmann (14.6%); and Deborah Lynne Hatch Maack (20%). Hatch family, through various companies and trusteeships, own percentages in KGEM(AM) Boise, KUTV-TV Salt Lake City, KALL-AM-FM Salt Lake City, KGHL(AM)-KBMS(FM) Billings, Mont. and other media-related holdings. Ann. Feb. 2.

■ *Madisonville, Ky.—Madisonville Christian School Inc. seeks 89.9 mhz, 15 kw, HAAT 303 ft. P.O. address: c/o Rev. Bob Lamb, 721 Princeton Pike, Madisonville, Ky. 42431. Estimated construction cost \$51,495; first-year operating cost \$25,000; revenue none. Format: religious, information. Principal: Applicant is non-profit educational institution. Ann. Feb. 4.

■ Benzonia, Mich.—Chief Pontiac Broadcasting Corp. seeks 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 580, 1111 Sixth Ave., Cadillac, Mich. 49601. Estimated construction cost \$35,000; first-year operating cost \$48,000; revenue \$48,000. Format: easy listening. Principals: I.T. Wedin (60%), Thomas H. Harris (20%) and Marguerite Harris (20%). Mr. Wedin is principal owner of a manufacturing firm; Mr. and Mrs. Harris are general manager and secretary-treasurer of same. Applicants also own WITW-FM Cadillac, Mich. Ann. Feb. 4.

■ Eldon, Mo.—Eldon Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Dalton Wright, 290 S. Madison, Lebanon, Mo. 65536. Estimated construction cost \$40,594; first-year operating cost \$55,000; revenue \$40,000. Format: Variety. Principals: Dalton C. Wright (37%); Warren H. Goforth (20%); James N. Myers (37%); and Helen M. Riggins (6%). Mr. Wright is owner of Missouri publishing interests and on board of directors of KLWT(AM) Lebanon, Mo. Mr. Myers owns accounting firm. Mr. Goforth is managing editor of Mr. Wright's newspapers. Ms. Riggins has media background. Ann. Feb. 4.

■ *Overland, Mo.—Ritenour Consolidated School District seeks 90.1 mhz, 10 w, HAAT 80 ft. P.O. address: 2420 Woodson, Overland, Mo. 63114. Estimated construction cost \$28,495; first-year operating cost \$30,000; revenue none. Format: school related programming. Principal: Applicant is public educational institution, Ritenour High School. Ann. Feb. 4.

■ Surfside Beach, S.C.—Theodore J. Gray Jr. seeks 103.1 mhz, 3 kw, HAAT 253 ft. P.O. address: Box 512, Altavista, Va. 24517. Estimated construction cost \$29,783; first-year operating cost \$34,700; revenue \$40,000. Format: C&W, religious. Principal: Mr. Gray is majority owner of WKDE-AM-FM Altavista, WTTX(FM) Appomattox, both Va.; WCRE(AM) Cheraw, S.C. and WRNB(FM) New Bern, N.C. Mr. Gray has applications pending for FM stations in Cheraw and Appomattox. Ann. Feb. 4.

■ Ashland City, Tenn.—Andrew Jackson Broadcasting Corp. seeks 1170 khz, 500 w-D. P.O. address: Box 23, Ashland City, Tenn. Estimated construction cost \$49,625; first-year operating cost \$59,000; revenue none. Format: C&W, gospel. Principals: A.J. Hendrickson Jr. (30%), Darwin Lankford (30%) and Homer J. Tidwell (30%); two others. Mr. Lankford has banking and advertising interests. Mr. Hendrickson owns WCOR-AM-FM Lebanon, Tennessee. Mr. Tidwell has banking and other interests. Ann. Feb. 5.

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	4,463	50	4,513
Commercial FM	2,704	0	63	2,767	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

■ Marshall, Tex.—Big Country Broadcasting seeks 103.9 mhz, 3 kw, 11AAT 135 ft. P.O. address: 2 Stonegate Court, Brownwood, Tex. 76801. Estimated construction cost \$34,782; first-year operating cost \$19,080; revenue \$16,800. Format: C&W, good music. Principal: Ralph Wayne (100%) is majority owner of KKYN(AM) Plainview, Tex. and proposed assignee of KDOX(AM) Marshall, Tex. Mr. Wayne has banking interests. Ann. Feb. 4.

■ Berryville, Va.—Berryville Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 10, Greencastle, Pa. 17275. Estimated construction cost \$78,504; first-year operating cost \$57,154; revenue \$75,000. Format: C&W, oldies, religious. Principals: Benjamin F. Thomas (90%) and Jacob L. Ricker (10%). Mr. Thomas owns WKSL-FM Greencastle, Pa., WCCS-FM Central City, Pa. and various housing-oriented companies. Mr. Ricker is sales manager of WKSL-FM. Ann. Jan. 28.

■ Torrington, Wyo.—Kermit G. Kath seeks 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: W. Valley Rd., Box 670, Torrington, Wyo. 82240. Estimated construction cost \$51,575; first-year operating cost \$24,000; revenue \$36,000. Format: C&W, soft music. Principal: Mr. Kath owns KGOS(AM) Torrington and minority interests in KWOR(AM) Worland, Wyo., KCSR(AM) Chadron, Neb., KVSH(AM) Valentine, Neb., and KBMN(AM) Bozeman, Mont. Ann. Feb. 4.

FM actions

■ Twin Falls, Idaho—Inland Radio Inc. Broadcast Bureau granted 97.7 mhz, 50 kw, HAAT 590 ft. P.O. address: Box 346, Twin Falls 83301. Estimated construction cost \$42,550; first-year operating cost \$35,000; revenue \$36,000. Principals: Gordon L. Capps (53.12%), David N. Capps (18.11%); Gary L. Capps (17.81%) and Charles E. Harland (7.42%). Inland Radio is licensee of KSRV(AM) Ontario, Ore. and KEEP(AM) Twin Falls. David and Gary Capps also have interest in KTIX(AM) Pendleton, Ore. (Doc. 20439). Action Jan. 15.

■ *Gettysburg, Pa.—Gettysburg College. Broadcast Bureau granted 90.3 mhz, 10 w. P.O. address: c/o Dr. David F. Haskell, Gettysburg 17325. Estimated construction cost \$6,277; first-year operating cost \$6,515. Principal: C.A. Hanson, president of private educational institution (BPED-2059). Action Jan. 28.

■ Gregory, S.D.—West Central Investment Co. Broadcast Bureau granted 101.5 mhz, 100 kw, HAAT 640 ft. P.O. address: Box 150, Gregory 57533. Estimated construction cost \$93,079; first-year operating cost \$66,000; revenue \$55,000. Format: variety. Principals: C.E. Bradshaw, Ben Dak Investment Co., real estate company (50% each), et al. Mr. Bradshaw has interest in Hilltop Theaters of Gregory (BPH-9215). Action Jan. 28.

■ Austin, Tex.—Dynamic Communications of Austin. ALJ Joseph Stirmer granted 102.3 mhz, 741 w, HAAT 548 ft. P.O. address: 8703 Stillwood Lane, Austin 78758. Estimated construction cost \$61,026; first-year operating cost \$65,700; revenue \$150,000. Format: Spanish. Principals: Jose Jaime Garcia Sr. (34%), announcer at KOKE-FM Austin; John Norman Vasquez (24.5%), Austin policeman; Soledad Guajardo (20%), grocery store owner, et al. (Doc. 20447). Ann. Feb. 5.

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

■ KIKO-FM Globe, Ariz., June 13 (BMPH-14713); WNGC Athens, Ga., July 21 (BMPH-14706). *KCBF Dallas, July 15 (BMPED-1355). Action Feb. 4.

FM starts

■ KCTB-FM Flagstaff, Ariz.—Authorized program operation on 93.9 mhz, ERP 100 kw (H), 90 kw (V), HAAT 1510 ft. Action Jan. 21.

■ KGRA Lake Charles, La.—Authorized program operation on 103.7 mhz, ERP 100 kw, HAAT 470 ft. Action Jan. 20.

■ *WCVT Towson, Md.—Authorized program operation on 89.7 mhz, ERP 1.85 kw, HAAT 400 ft. Action Jan. 21.

■ *KAYE-FM Tankawa, Okla.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Jan. 21.

■ KDSE Alice, Tex.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 20.

■ *KRTV San Antonio, Tex.—Authorized program operation on 91.5 mhz, ERP 140 w, HAAT 120 ft. Action Jan. 22.

Ownership changes

Applications

■ WRRR(AM) Rockford, Ill. (1330 khz, 1 kw-D)—Seeks assignment of license from Radio Rockford Inc. to Miller Broadcasting for \$500,000. Seller: Sole owner of seller is Alan H. Cummings who also owns WNAM(AM) Neenah-Menasha, Wis., KARR(AM)-KOPR-FM Great Falls, Mont., and recently sold, subject to FCC approval, WTLD(AM) Evanston, Ill. Principal in buyer is Howard Miller, WIND(AM) Chicago air personality and former owner of WGIL(AM) Galesburg, Ill., WFOX(AM) Milwaukee (now WNOV) and WGEZ(AM) Beloit, Wis. Ann. Feb. 6.

■ WTRE-AM-FM Greensburg, Ind. (AM: 1330 khz; FM: 107.3 mhz)—Seeks assignment of license from Soundiana Inc. to WTRE Inc. for \$250,000. Sellers: Robert V. Doll (16%); William C. Clay Jr. (79%) and Robert Spradlin (5%). Mr. Doll wishes to devote more time to ownership of WAOP(AM) Otsego, Mich. and proposed FM there. Mr. Clay has small interest in WMST-AM-FM Mount Sterling, Ky. Mr. Spradlin owns same. Buyers: Robert A. Kincaid (20%); Keith L. Reising (55%) and Thomas M. Allebrandi (25%). Mr. Kincaid is vice-president and general manager of WTRE-AM-FM. Mr. Reising has 50% ownerships in WART(AM) Plainfield, Ind. and WQXE(AM) Elizabethtown, Ky. and 25% interest in CATV company. Mr. Allebrandi is partial owner of WART. Ann. Feb. 6.

■ KOAX(FM) Dallas (105.3 mhz, 100 kw)—Seeks assignment of license from Able Communications of Texas to Penton Broadcasting Co. for \$1,700,000. Selling organization, owned by Louis Marx, also owns KJOI(FM) Los Angeles. Buyer is subsidiary of Cleveland-based publishing company; it also owns 25% of WQSA(AM)-WQSR(FM) Sarasota, Fla. Ann. Feb. 6.

■ WVLR(FM) Sauk City, Wis. (96.7 mhz, 3 kw)—Seeks assignment of license from Sauk Prairie Radio to Daryl L. Fredine for \$120,000. Sellers: Thomas F. and Diane M. Clark and Gertrude Clark who have no other broadcast interests. Buyer is selling, subject to FCC approval, KESM-AM-FM El Dorado Springs, Mo. Ann. Feb. 6.

Actions

■ WHCT-TV Hartford, Conn. (ch. 18)—Seeking assignment of CP from Faith Center to The Christian Broadcasting Network. Broadcast Bureau dismissed application at request of assignor (BAPLCT-117). Ann. Feb. 2.

■ WCAS(AM) Cambridge, Mass. (740 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Kaiser Broadcasting Corp. to Wickus Island Broadcasting Corp. for \$225,000. Seller: Kaiser Broadcasting Corp., Don B. Curran, president, has major interest in Kaiser Broadcasting Co., licensee of several stations including WLVI-TV Cambridge. Buyers: Stone Family Trust, Melvin L. Stone, trustee, Frederic Arnold Miller (both 33-1/3%), et al. Mr. Stone has interest in WRUM(AM) Rumford, WGUW(AM) Bangor, both Maine, and together with Mr. Miller owns WDCS-FM Portland, Me. (BAL-8288). Action Feb. 4.

■ KMRS(AM) Morris, Minn. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Western Minnesota Broadcasting Co. from Clifford L. Hedberg, revocable trust (51% before; none after) to Florence E. Hedberg, Paul C. Hedberg and Northwestern National Bank, trustees (none before; 57% after). No consideration. Principals: Mrs. Hedberg owns 13% of KMRS in her own name. Mr. Hedberg owns 25% in his own name and also owns KBEW-AM-FM Blue Earth, Minn. and 75% of KQAD-AM-FM Luverne, Minn. (BTC-7855). Action Feb. 2.

■ WKQW(AM) Spring Valley, N.Y.—Broadcast Bureau granted assignment of license to Jeffrey Sapir, trustee in bankruptcy (BAL-8585, BALRE-2960). Action Feb. 2.

■ WDEB-AM-FM Jamestown, Tenn. (AM: 1500 khz, 1 kw-D, 500 w-CH; FM: 103.9 mhz, 1.2 kw)—Broadcast Bureau granted transfer of control of Surber Broadcasting from O.F. and Jerry Surber (50% before; none after) to N.A. Baz (49% before; 99% after). Consideration: \$10,000 and liabilities. Principals: N.A. Baz and wife, N. Jean Baz (1% before and after) shared station ownership and car dealership with Surbers. Sale will also purchase dealership which has liabilities Mr. Baz will assume as part of contract. Action Feb. 4.

■ KWAS(FM) Amarillo, Tex.—Broadcast Bureau granted assignment of permit from Gary L. Acker and James E. McCuiston to Gary L. Acker tr/as the Good News Broadcasting Co.; consideration \$1,933 (BAPH-586). Action Feb. 2.

■ KQIN(AM) Burien, Wash. (800 khz, 500 w-D, DA)—Broadcast Bureau granted assignment of license from Suburban Broadcasters to KETO Co. for assumption of debt, promise of employment. Buyer: KETO Co. is jointly owned by KETO-FM Associates and Suburban. KETO-FM Associates (70%) is a limited partnership, and licensee of KETO-FM Seattle, John W. Mowbray is president of Suburban Broadcasters (30%) BAL-8540). Action Feb. 4.

■ KETO-FM Seattle—Broadcast Bureau granted assignment of license to KETO-FM Associates, a limited partnership and Suburban Broadcasters Inc. dba KETO Company (BALH-2199, BALST-282). Action Feb. 4.

Facilities changes

TV actions

■ KXGN-TV Glendive, Mont.—Broadcast Bureau granted CP to change type trans. (BPCT-4887). Action Feb. 3.

■ WZTV Nashville—Bureau granted CP to change ERP to 1000 kw (V), 191 kw (A); change type trans. and ant.; make changes in ant. system, ant. height 410 ft. (BPCT-4902). Action Feb. 3.

■ KTRE-TV Lufkin, Tex.—Broadcast Bureau granted waiver of rules to identify station as Lufkin-Nacogdoches, Tex. Action Jan. 13.

AM applications

■ KIUL Garden City, Kan.—Seeks CP to change ant. and trans. location, type trans. and change ant. system. Ann. Feb. 4.

■ WTCR Ashland, Ky.—Seeks mod. of CP (BP-20,038) to change ant. system (decrease height). Ann. Feb. 6.

■ WKYK Burnsville, N.C.—Seeks CP to change frequency to 940 khz; and nighttime power with 250 w, and change hours of operation to unlimited. Ann. Feb. 6.

■ WKKR Pickens, S.C.—Seeks CP to include daytime power to 10 kw, install 1 kw CH operation. Ann. Feb. 6.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KOPY Alice, Tex. (BP-19,789), Jan. 20.

FM applications

- KFJC Los Altos, Calif.—Seeks CP to install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP: 0.108 kw (H&V); HAAT: 1845 ft. (H&V). Ann. Feb. 4.
- KLCC Eugene, Ore.—Seeks CP to change frequency to 89.7 mhz; change TPO; ERP: 9.68 kw and HAAT, 719 ft.. Ann. Feb. 4.

FM actions

- *KVHS Concord, Calif.—Broadcast Bureau granted CP to change ant. trans. location to Port Chicago, 3 miles NE of Concord, Calif.; ERP 265 w. (H&V); ant. height 450 ft. (BPED-2105). Action Feb. 4.
- *KSIU Iowa City—Broadcast Bureau granted CP to change trans. location to 3.5 miles north of West Branch, Iowa; change studio location to University of Iowa, 3300 Engineering Building, Iowa City, Iowa; operate by remote control from proposed studio site; install new ant. and trans.; make change in ant. system; ERP 100 kw (H), 92 kw (V); ant. height 1310 ft.; conditions (BPED-1991). Action Jan. 30.
- *WBUR Boston—Broadcast Bureau granted mod. of CP to change studio location and remote control to 640 Commonwealth Ave., Boston; change ant.; ERP 15 kw (H&V); ant. height 250 ft. (BPED-1300). Action Jan. 30.
- Following stations were authorized program operating authority for changed facilities on date shown: KAMC Arlington, Tex. (BPH-9592), Jan. 20; WHNN Bay City, Mich. (BPH-9623), Jan. 20; WIYQ Ebsenburg, Pa. (BPH-9610), Jan. 20; WLQR Toledo, Ohio (BPH-9374), Jan. 21; WWRH Columbus, Ga. (BPH-9181), Jan. 20; WXID Mayfield, Ky. (BPH-9025), Jan. 20; *KCUR-FM Kansas City, Mo. (BPED-1825), Jan. 20; *KIOS-FM Omaha, Neb. (BPED-2029), Jan. 22; *WSHA Raleigh, N.C. (BPED-1973), Jan. 20.

In contest

Designated for hearing

- WPLR(AM) Charlotte, N.C., **renewal proceeding**: Voice of Charlotte Broadcasting Co. (Doc. 20701)—Commission designated for hearing application of Voice of Charlotte for renewal. It said it also must be determined whether Voice of Charlotte willfully or repeatedly was operating with excessive power and failure of operator on duty to sign operating logs, and, if Voice of Charlotte is found to be liable, whether an order of forfeiture should be issued. Hearing issues include determination whether Voice of Charlotte is technically qualified to operate WRPL, whether it exercised adequate control and supervision of station to ensure its operation in public interest, whether it has requisite qualifications to remain FCC licensee, and whether grant of renewal would serve public interest, convenience and necessity. Action Feb. 3.

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

- WAIR(AM) Winston-Salem, N.C., **renewal proceeding**: Holiday Broadcasting Corporation (Doc. 20688)—Designated ALJ John H. Conlin to serve as presiding judge; scheduled a prehearing conference for March 10 and the hearing for April 21 in Winston-Salem. Action Feb. 3.
- WSEZ-FM Winston-Salem, N.C., **renewal proceeding**: Triad Broadcasting Co. (Doc. 20689)—Designated ALJ Joseph Stirmer to serve as presiding judge; scheduled hearing for April 27 in Winston-Salem. Action Feb. 3.

Procedural rulings

- Homewood, Birmingham, Ala., **TV proceeding**: Chapman Radio and Television Co. and Birmingham Broadcasting Co. (Doc. 15461, 16761)—ALJ Reuben Lozner set certain procedural dates and scheduled hearing for May 17. Action Jan. 30.
- WHAM(AM)-WHFM(FM) Rochester, N.Y., **renewal proceeding**: Rust Communications Group (Doc. 20477)—ALJ Lenore G. Ehrig set certain procedural dates; set hearing for May 24 at Rochester, N.Y. Action Jan. 29.
- Red Lion, Pa. **TV proceeding**: Red Lion Broadcasting Co. (Doc. 18136)—ALJ Chester F. Naumowicz Jr. scheduled hearing for Oct. 4. Action Feb. 2.

- Rockport, Tex., **FM proceeding**: James H. Belote, seeking 102.3 mhz (Doc. 20666)—ALJ James F. Tierney, on request of Belote, extended certain procedural dates and scheduled the hearing for April 6 in lieu of Feb. 10. Action Feb. 2.

- Centerville, Utah, **AM-FM proceeding**: Davis Broadcasting Co. (KLAT-AM) and Lois I. Pingree, Executrix of Estate of Howard W. Pingree (KBBC-AM-KSTU-FM) (Docs. 20458-60)—ALJ James F. Tierney set certain procedural dates; set hearing for May 18 in Salt Lake City. Action Jan. 26.

Joint agreements

- Shreveport and Bossier City, La., **FM proceeding**: G.F. Abendroth, et al. and Coastal Broadcasting Corp., competing for 100.1 mhz (Docs. 20537-8)—ALJ Joseph Stirmer granted joint request by applicants and approved settlement agreement; authorized reimbursement to Coastal in the amount of \$18,417.68; dismissed with prejudice application of Coastal; granted KOKA's application; and terminated proceeding. Action Feb. 2.

- Eveleth, Minn., **FM proceeding**: Mesabi Communications Systems and Eveleth Radio, competing for 100.1 mhz (Docs. 20526-7)—ALJ Joseph Stirmer granted joint request by applicants and approved settlement agreement; authorized reimbursements to Eveleth Radio in amount of \$9,000; dismissed Eveleth application with prejudice; granted Mesabi application; and terminated proceeding. Action Feb. 4.

Initial decisions

- Monroe, Ga., **AM proceeding**: Community Broadcasting Co. (WKUN[AM] Monroe, 1580 khz); Monroe Broadcasting; Charles Haas, James N. Williamson and Raymond Dehler, competing for 1490 khz (Docs. 20060-2)—ALJ John H. Conlin granted application of Monroe Broadcasting Inc. (MBI). In same action, Judge Conlin denied competing application of Community Broadcasting Co. Inc., to improve facilities of its station WKUN Monroe, which operates daytime only. Community proposed to change WKUN to unlimited time station on 1490 khz. Judge also denied mutually-exclusive application of James N. Williamson and Raymond Dehler, joint venture, for new station on 1490 khz at Monroe. Ann. Feb. 6.

- Philadelphia, **TV proceeding**: CBS Inc. (WCAU-TV Philadelphia) and First Delaware Valley Citizens Television, competing for ch. 10 (Docs. 20010-1)—ALJ Thomas N. Fitzpatrick, on request of CBS, granted its application for renewal of license to operate WCAU-TV on ch. 10, Philadelphia, for term expiring July 31, 1978, subject to outcome of certain pending civil suits involving CBS, and terminated proceeding. Action Feb. 5.

Fines

- Washington—FCC notified licensees of seven D.C.-area radio stations of apparent liability for fines up to \$3,000 each for broadcasting lottery information. Licensees and amounts of fine are: Metromedia Inc. (WASH(FM) Washington, \$3,000; O.K. Broadcasting Corp. (WELL) Fairfax, Va., \$3,000; High Fidelity Broadcasters Inc. (WHFS(FM) Bethesda, Md., \$3,000; The Evening Star Broadcasting Co. (WMAL-FM) Washington, \$3,000; Arlington-Fairfax Broadcasting Co. (WEAM) Arlington, Va., \$2,000, and First Media Corp. (WPGC-AM-FM) Morningside, Md., \$2,000. During November, 1975, seven stations broadcast commercial messages on behalf of Allyn's Pants Ranch, local clothing retailer. Announcements advertised sales promotion that FCC said appeared to contain necessary legal elements of lottery—prize, chance and consideration. Action Feb. 4.

- WMOU(AM)-WXLQ(FM) Berlin, N.H.—ALJ James F. Tierney, in an initial decision recommended one-year renewal and ordered that licensee, White Mountain Broadcasting Company Inc., forfeit \$10,000 and make full restitution of all amounts it unjustly acquired through nearly five years of fraudulent billing. Judge Tierney found that beginning in February 1969 and continuing through August 1974, White Mountain "knowingly and repeatedly issued affidavits to 14 local Berlin retailers which contained false information concerning the cost and quantity of advertising broadcast on WMOU-WXLQ(FM) on behalf of these accounts." The licensee was ordered to file within 30 days verified statement of terms and condition, in depth and detail, of full restitution of amounts unjustly acquired. Full restitution must be effectuated within three months, Judge Tierney ruled. "Failing that, in any material respect, shall terminate the tenure of the

licensee of stations WMOU and WXLQ(FM)..." he said. In addition to fraudulent billing, Judge Tierney said record reflected rebate arrangement with one account—Morin Wholesalers—whereby White Mountain returned to Morin one-half advertising money it received from Schlitz Breweries (Doc. 20456). Action Feb. 5.

- WHWH(AM) Princeton—WPST(FM) Trenton, N.J.—Commission admonished Nassau Broadcasting Co., licensee, for threat that its stations editorially would not support state bond issue unless advertising time was purchased on New Jersey stations to promote issue. Action Feb. 4.

Other actions

- WSPK-FM Poughkeepsie, N.Y.—FCC renewed license of Lance Communications Inc., on condition that licensee submit additional equal employment opportunity information as part of its next renewal application. Renewal will expire June 1, 1978. On Feb. 25, 1972, Lance filed for renewal. On May 2 of that year, Mid-Hudson Valley Broadcasting Group filed petition to deny, requesting FCC designate WSPK's application for hearing on issues of inadequate ascertainment of needs of black community, inadequate past and proposed programming, employment discrimination and various allegations of misrepresentation. Action Feb. 3.

- WONH-TV Syracuse, N.Y.—Broadcast Bureau granted request of Onondaga UHF-TV Inc., for reinstatement of application, construction permit and call sign and ordered application set for oral argument before review board. Issues include determination whether failure to construct was due to causes not under control of Onondaga UHF-TV Inc., whether there were other matters sufficient to justify further extension of time to construct station, and whether grant of application would serve public interest. Last December 5, chief of Broadcast Bureau dismissed WONH-TV application, canceled construction permit and deleted station's call letters (Doc. 20599). Action Jan. 22.

- WYXI(AM) Athens, Tenn.—Commission renewed license remainder of normal license period. Station is licensed to John P. Frew and Julia N. Frew (3 J's Broadcasting Company). Action on renewal application had been deferred pending final disposition of hearing involving application for new FM facility at Athens. FCC's Review Board denied FM application, and commission affirmed ruling. Board found John Frew knowingly submitted false jurat, that he was guilty of reporting failures and that he was responsible for numerous logging violations. Commission said such conduct represented considerable deviation from norm of sound licenseeship and therefore raised serious questions as to Frew's fitness to serve as licensee. However, FCC noted that neither false jurat nor reporting failures were connected with operation of WYXI. Action Feb. 3.

Allocations

Actions

- Atlanta—Broadcast Bureau assigned ch. 69. Action was in response to rulemaking based on proposal by John Hartrampf that sought assignment of ch. 63, or any other available and unassigned UHF channel. Hartrampf objected to assignment and urged commission to issue further notice proposing assignment of ch. 63, 66 or 67. Bureau noted it originally considered three channels suggested by Hartrampf, along with ch. 69, for their assignment possibilities to Atlanta. However, ch. 63 cannot be assigned because it would be short-spaced to existing assignment. Ch. 67 may not be used because its use has been proposed at Bryson City, N.C., in petition filed by University of North Carolina (spacing requirements prohibit assignment of ch. 67 to both Bryson City and Atlanta). Assignment of ch. 66 to Atlanta would have greater preclusionary impact than would assignment of ch. 69 (Doc. 20375). Action Jan. 28.
- Pana, Ill.—Broadcast Bureau assigned 100.9 mhz (ch. 280A) (Doc. 20616). Action Feb. 3.
- Montgomery City, Mo.—Broadcast Bureau assigned 103.9 mhz (ch. 280A) (Doc. 20616). Action Feb. 3.
- Malta, Mont.—Broadcast Bureau assigned 100.1 mhz (ch. 261A) (Doc. 20616). Action Feb. 3.

- **Shallotte, N.C.**—Broadcast Bureau assigned 93.5 mhz (ch. 228A) (Doc. 20616). Action Feb. 3.
- **Rainelle, W.Va.**—Broadcast Bureau assigned 96.7 mhz (ch. 244A) (Doc. 20616). Action Feb. 3.

Rulemaking

Actions

- Commission amended rules concerning station identification announcements to permit insertion of licensee's name between call sign and city of license. Action was in response to petition by Straus Communications, Inc. Straus contended that no purpose was served by literal adherence to provisions which required that in station identification announcements, station's call sign shall be "immediately followed by the name of the community or communities specified in its license as the station's location." KGMI Inc. supported Straus' petition, but also proposed that FCC permit insertion such as XXX "the sound of" any town in station identification announcements. Commission said that inclusion of licensee's name in identification would aid, not hinder, informational purposes of these announcements. Moreover, it pointed out that grammatically, insertion of licensee's name between call letters and location would provide for better flow than licensee's name being mentioned after station location. It said, however, insertion of phrase like "the sound of" as KGMI sought, was material that has no function in terms of station identification, and would likely result in confusion. Moreover, it posed problem in terms of commission policy prohibiting inclusion of promotional material in these announcements. In response to petition by William E. Loucks seeking requirement that state as well as city of license be required in station identification announcements, FCC said such requirement had not been shown to be necessary, but it encouraged such announcements in instances where they might be useful in avoiding confusion. Action Feb. 3.
- FCC denied two requests for rulemaking to explore question of whether use of separate call letters by commonly-owned AM-FM-TV combinations would lessen listener confusion and enhance competition. Rulemaking petitions were filed by Lincoln Broadcasting Co. and Suffolk Broadcasting Corp. Petitioners argued use of common call letters could lead to confusion and situation where listeners might not remember clearly which station they listened to during period for which audience rating survey was being conducted. Petitioners said this would give competitive advantage since audience ratings are important in placing advertising. Commission said that although Lincoln and Suffolk were "obviously sincere in their belief that the use of common call letters poses a problem, their petitions do not contain a showing adequate to convince us that such is the case." Action Feb. 3.

Cable

Applications

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

- **International Cable**, for Blasdell, Cheektowaga, Sloan, Hamburg, Lackawanna & W. Seneca, N.Y. (CSR-975): Petition for special relief to add signal of CHCH-TV Hamilton, Ont. Canada.
- **Big Valley Cablevision**, for Stockton & contiguous portions of San Joaquin county, Calif. (CSR-976): Requests carriage of additional distant signals of television stations KGO-TV, KRON-TV, KPIX-TV, and KGSC-TV, on three year experimental basis.
- **Valley Cablevision, Inc., Colorcable, Inc., and Teleprompter of Seattle**, for Kent, King county, Renton, Des Moines, Issaquah, King County, Seattle, Normandy, and Tukwila, all Wash. (CSR-977T): Petition for special temporary authority to carry signal of KTVU Oakland, Calif.
- **Coral Springs Cablevision**, for Coral Springs, Fla. (CAC-05675 Amended): WSWB-TV Orlando, WTOG-TV St. Petersburg, Fla.
- **Warner Cable of Island Falls/Patten**, for Patten, (town of) Me. (CAC-06024): CKCW-TV Moncton, N.B. Canada.
- **Micro-Cable Communications Corp.**, Box 333, Oakland, N.J. 07536 for Lincoln Park. (borough of) N.J. (CAC-06025): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WPIX New York; WLIW Garden City, N.Y.; WXTV Paterson, N.J.; WNET, WBTB-TV, Newark, N.J.; WPHL-TV, WTAF-TV, Philadelphia; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.
- **Tele-Media Co. of Van Wert**, for Van Wert, Ohio (CAC-06026): WBNS-TV Columbus, Ohio.
- **Warner Cable of Roaring Springs**, for Freedom township, Pa. (CAC-06027): Requests certification of existing operations.
- **Coffeyville Cable TV**, for Coffeyville, Kan. (CAC-06028): Requests certification of existing operations.
- **Sullivan Cable TV Co.**, for Sullivan, Ind. (CAC-06038): Requests certification of existing operations.
- **Cablevision of Gaffney**, for Gaffney, S.C. (CAC-06039): WTCC Atlanta.
- **Cablevision of Union**, for Union, S.C. (CAC-06040): WTCC Atlanta.
- **Metropolitan Cablevision Corp.**, 1018 Lincoln Ave., Box 2538, Evansville, Ind. 47714 for Lawrence township Ind., and Warren township, Ind. (CAC-06041-2): WRTV, WISH-TV, WTHR, WHMB-TV, WFYI, Indianapolis; WTIU, WTTV, Bloomington, Ind.; WGN-TV, WSNS, Chicago.
- **Warner Cable of Kosciusko County**, Kosciusko county, Ind., Warsaw, Ind. and Winona Lake, Ind. (CAC-06043-5): WTTV Bloomington, Ind. and delete: WFLD-TV Chicago, Ill.
- **Warner Cable of Roaring Spring**, Claysburg, Pa. (CAC-06046): Requests certification of existing operations.
- **H B Cable TV**, for McKinleyville, Calif. (CAC-06029R): Requests renewal of certificate of compliance.
- **Cotton Hill Cablevision**, for Malden, Mo. (CAC-06030): WMC-TV Memphis, Tenn.; KMOX-TV St. Louis; WKMU Murray, Ky.
- **Lebanon Valley Cable TV Co.**, 118 N. Eighth St., Lebanon, Pa. 17042 for Wernersville, (borough of) Pa. (CAC-06031): WHP-TV, WTPA, Harrisburg, Pa.;

WLYH-TV, WGAL-TV, Lancaster, Pa.; WITF-TV Hershey, Pa.; WSBA-TV York, Pa.; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV, Philadelphia; WKBS-TV Burlington, N.J.; WBFF Baltimore; WLVT-TV Allentown, Pa.

■ **Western TV**, 1020 Main St., Evanston, Wyo. 82930 for Evanston, Wyo. (CAC-06032): KUTV, KTVX, KSL-TV, KUED, Salt Lake City; KWGN-TV Denver; KTWO-TV Casper, Wyo.

■ **Salem All-Channel Cablevision**, for Salem, Ind. (CAC-06033): WGN-TV Chicago; and delete: WHMB-TV Indianapolis.

■ **H.C. Ostertag Cable Television Co.**, for W. Hempfield (township of) Pa. (CAC-06034): Requests certification of existing operations.

■ **Delaware Teleservice Co.**, for Dover, Del. and (unincorporated areas of) Kent county, Del. (CAC-06035-6): Requests certification of existing operations.

■ **Mobile Park Properties**, for Venice, Fla. (CAC-06037): Requests certification of existing operations.

Certification actions

■ **San Joaquin county and Stockton, Calif.**, Big Valley Cablevision—Commission modified certificates of compliance to permit its cable television systems to carry the non-Spanish language programming of KEMO-TV San Francisco. Originally, commission authorized Big Valley's two cable systems to carry the signals of 11 television broadcast stations, including KEMO-TV. However, FCC subsequently granted KLOC Broadcasting Company, licensee of KLOC-TV (foreign language) Modesto, Calif., reconsideration and denied Big Valley authority to carry KEMO-TV on its Stockton and San Joaquin County systems. It said public interest would be served by avoiding potential harm to KLOC-TV, an already vulnerable UHF station. On September 5, 1974, Commission denied Big Valley reconsideration of that decision. Action Feb. 3.

■ **Cable Bureau** granted applications of Adirondack Cablevision Inc. for certificates of compliance to resume service at town of Adams and village of Adams, N.Y., both located within Watertown, N.Y. smaller television market; denied objection to applications for certificates of compliance and request for special relief filed by St. Lawrence Valley Educational Television Council Inc., licensee of WNPE-TV Watertown, N.Y. (CAC-05352, CAC-05353). Action Jan. 30.

■ **Cable Bureau** granted applications for certificates of compliance filed by Colonial Cablevision for cable TV systems at Queensbury, Kingsbury, town of Ft. Edward (northern portions), village of Hudson Falls and village of St. Edward, N.Y. (CAC-4055-4059); denied without prejudice Colonial's application for certificate of compliance for a system at Moreau, N.Y. (CAC-4054); granted in part and denied in part objections filed by Poole Broadcasting and Sonderling Broadcasting. Action Jan. 30.

■ **Eldred township, Pa.**, Blue Ridge Cable Television—Commission granted certificate of compliance for new cable television system at Eldred township, located in Wilkes-Barre-Scranton, Pa., major television market. It rejected opposition to certification filed by Citizens for Cable Awareness in Pennsylvania and Philadelphia Community Cable Coalition (CCAP). Blue Ridge is wholly-owned by Pencor Services Inc., which also owns Palmerton Telephone Company, a local telephone common carrier, and publishes Lehighon, Pa., Times-News, which serves Eldred township. Action Jan. 27.

■ **CATV Bureau** granted following operators of cable TV systems certificates of compliance: Tele-Vue Systems, Mountlake Terrace, Wash. (CAC-04868); Cheaha Cablevision, Albertville, Ala. (CAC-05561); Triad CATV of Charlotte for Charlotte, Mich. (CAC-05712); Medicine Lodge CATV, Medicine Lodge, Kan. (CAC-05729); Smyth Cable Co., areas of Smyth county, Va. (CAC-05773); Sullivan Cable Systems, Du Quoin, Ill. (CAC-05819); C-K Video, Catlettsburg, Ky. (CAC-05822); Tower Communications, New Philadelphia, Ohio (CAC-05823); Coast Communications, Co., Ocean Shores, Wash. (CAC-05842); Coast Communications Co., north beach area of Gray's Harbor county, Wash. (CAC-05843); Border Area Cable TV, Baudette, Minn. (CAC-05844); Potomac Valley Television Co., Paw Paw, W.Va. (CAC-05851); Battlefield Cablevision, Catoosa county (specified unincorporated areas adjacent to Ft. Oglethorpe, Ga. (CAC-05855); Ajo Television Service Co., unincorporated community of Ajo and adjacent areas, Ariz. (CAC-05857); Cablevision of Pennsylvania, borough of West Conshohocken, Pa. (CAC-05862). Action Jan. 30.

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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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.

California daytimer, seeking an experienced sales manager, who can sell, lead and direct sales staff. Salary, incentives and benefits. Box P-46, BROADCASTING.

Group broadcasting company seeking experienced executive to head radio division. Candidate must possess station management experience; strong on sales and administration. EOE. Send complete resume to Box P-84, BROADCASTING.

West, Sales Mgr., fulltime AM in beautiful, competitive, growth market. Must have successful on-the-street sales record and fit into small, enthusiastic, hard working staff. First year potential \$14,000 and \$16,000 plus thereafter. Interest in future management essential. Expanding group that believes in promoting from within. EOE-M/F. Box P-85, BROADCASTING.

General Manager. Strong on sales for major market AM. Religious-Gospel format. Good salary and incentives with coast-to-coast chain. Box P-97, BROADCASTING.

Are you a motivator? An organizer? A successful sales manager with well rounded knowledge all phases of radio? Ready to move into station management? Midwest opportunity. Stable small company, broadcaster owned. Send qualifications background and references to Box P-122, BROADCASTING.

Operations Manager with emphasis on manager needed for 50KW 1-A clear in important Northeast market. Administrative ability, good programming sense and impeccable background needed for this MOR giant. Rick Davenport, Ron Curtis & Company, 5725 East River Road, Chicago, IL 312-693-6171.

Top rated Northern California medium market station needs equally top sales manager. Strong personal sales, sales training, and business-like attitude a must. \$25K first year. Perfect area. Rick Davenport, Ron Curtis & Company, 5725 East River Road, Chicago, IL 312-693-6171.

HELP WANTED SALES

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.

Need experienced production, sales person for well established small Pennsylvania market station. Full medical benefits, pleasant rural living. Box P-57, BROADCASTING.

Sales proven community minded General Manager needed for long established midwest AM daytimer in growth area. Station doing strong gross. Position offers challenge, opportunity to build. Box P-123, BROADCASTING.

Experienced sales person, proven sales record for top pay. Largest "share of audience" (18-49) ARB. Liberal salary, liberal incentive. KFMQ Radio, Terminal Bldg., Lincoln, NE.

Colorado AM/FM needs experienced salesperson to take over excellent account list. Resume, salary, references first letter. K11X, Box 2204, Ft. Collins, 80522.

HELP WANTED SALES CONTINUED

Sales persons, KSOM 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, sports-minded wholesome community of twelve thousand. Send complete sales track record to Dave Button, mgr., KSVP AM/FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

WZPR-FM Stereo is offering a single station market to the salesperson who will take time to develop the full potential of this Northwestern Pennsylvania college, industrial agricultural area. Easy listening BPI format on a completely automated ICM system. Our first priority is Meadville-Crawford County, however, our present mail response shows a fifty mile penetration. Draw-commission. Member of a six station group. Send your qualifications to General Manager, James R. Nicholson, WZPR-FM Stereo, 964 Park Avenue, Meadville, PA 16335.

Announcer/sales suburban station 400,000 market area. Exclusive territory, unlimited potential. Experienced in sales. Near beaches, North Carolina. Salary, commission. Dale Brooks 919-865-5198.

Sales Representatives syndicated radio programs & specials. We are looking for experienced sales representatives to sell our unique radio programs in all J.S. & Canadian markets. Send resume to: Pete Kline, Concept Broadcasting, 11818 Wilshire Blvd., Suite 103, Los Angeles, CA 90025.

Young expanding company needs experienced salespeople. All formats, Kansas, Oklahoma, and Colorado. Bob Freeman, President, American Media, 7397 W. Central, Wichita, KS 67212.

HELP WANTED ANNOUNCERS

Wanted: Bright sounding Midwest Top Forty personality. Box P-8, BROADCASTING.

Midwest college town. Experienced jocks with good voices for Contemp. MOR AM and non-screamer rock FM. EOE. Box P-32, BROADCASTING.

Need announcer salesperson, that's an eager beaver. Could become assistant mgr. Send details & references to Box P-118, BROADCASTING.

Experienced announcer willing to learn all facets of successful CW operation, group station, near fast growing Texas metro area. Reply Box P-131, BROADCASTING.

Changing format, need two experienced Contemporary announcers. No drifters. Excellent opportunity to grow in Deep South. Send salary requirements and resume. Box P-163, BROADCASTING.

Help wanted. Play by play Mississippi State University baseball. High school football. Sales or announce. Box P-171, BROADCASTING.

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.

Colorado AM needs experienced jock. Good production a must. Knowledge and experience with oldies could land you the Program Directorship. Resume, references, salary, tape, first letter. K11X, Box 2204, Ft. Collins, 80522.

HELP WANTED ANNOUNCERS CONTINUED

Morning personality needed by May 1st. Applicants must be able to handle play by play for local college and high school games. Modern studios, ABC affiliate, No. 1 station in area. Tapes and resumes to KTRR/KZNN FM Rolla, MO 65401 or call Mike Ransdell, 314-364-2525.

Top 40 afternoon drive personality, production, new facilities, tape/resume to WELK, Box 1294, Charlottesville, VA 22902.

On-air personality. WGST Radio is seeking a radio personality. A minimum of two-years experience in the industry required. Must have 3rd class FCC operators license. Send tape and resume to Bill Sherard, WGST Radio, PO Box 7886, Atlanta, GA 30309. We are an Equal Opportunity Employer.

Above average pay for friendly, experienced morning announcer. Do not apply if you are any one of these: lazy, cynical, slow, ill tempered, skeptical, unhappy, unfriendly, or dull. We want a person who is happy and glad to be alive. Will replace present announcer who is moving up. Beautiful midwestern city of 9,000 where most people don't even lock their doors at night. Apply to John E. Scrivner, Asst. Mgr., WJBD & WJBD-FM-Stereo-100, Box 119, Salem, IL 62881.

Florida coastal 100,000 watt station wants personality prog. Top 40 announcer. Changing to live from automated. Send resume, tape, starting salary and shift preference to Hudson Millar, WOVV FM, Ft. Pierce, Equal Opportunity Employer.

Western Oregon radio needs announcer salesperson combo. Should be experienced in both. Sports and engineering ability preferred, not required. 1-503-367-6381.

Need immediately first phone announcer some maintenance for Md. directional. Call Bill King 304-765-7373.

HELP WANTED TECHNICAL

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.

Chief Engineer wanted for 2 AM station growing chain. Must be heavy on maintenance. Good salary and excellent fringe benefits. Box P-108, BROADCASTING.

Chief Engineer. Midwest Class IV AM/stereo FM. Must have solid experience in all phases of transmitter and studio maintenance, as well as complete knowledge of FCC rules. Send confidential resume and salary requirements to: Box P-133, BROADCASTING.

1st class engineer, automation background, offered opportunity for increased responsibility and technical control. Must have production background. Mid Atlantic region, access to No. 1 market. Box P-135, BROADCASTING.

Chief Engineer, needed at once for top rated AM and FM stereo automated stations on Florida's East Coast. Must be experienced in all phases of maintenance, audio and automation. Good pay and benefits for the right person. Need is yesterday. EOE. Write Box P-144, BROADCASTING.

Experienced professional chief engineer. Leading AM-FM Midwest (Ohio-Ky-Ind) medium market. Good future excellent starting salary. Reply held in confidence. Box P-160, BROADCASTING.

**HELP WANTED TECHNICAL
CONTINUED**

Outstanding opportunity for bright first class engineer to learn from real pro. Will work with our director of engineering on AM, FM stereo, SCA and soon directional operation. Chance to learn data processing in our in house computer. Stable position, good future and excellent fringes. Equal Opportunity Employer. Complete details, including experience, salary desired and references, first letter. Rick Jakle, WJKL/WRMN, 18½ Douglas Ave., Elgin, IL 60120.

Need immediately first phone announcer some maintenance for Md. directional. Call Bill King 304-765-7373.

Chief operator 5000 watt dA. SCM Automation. Need aggressive self starter with at least three years experience in radio station maintenance. Salary open. Black Hills recreation area nearby. Excellent company benefits. EOE. Write Fred Wuenschel, Director of Engineering, Duhamel Broadcasting Enterprises, PO Box 1760, Rapid City, SD.

HELP WANTED NEWS

Rocky Mountain medium market AM has news opening. Anchor and reporting ability. Complete resume, salary and references, first letter. Box P-86, BROADCASTING.

Newsperson-Director. Hustler. Heavy actualities. Must be interested in getting involved with local news. Contemporary group station. Short air shift. No hassles if follow directions. Immediately. \$500 monthly. Jimmy Carter's hometown. Joe Langworthy, WDEC, Americus, GA. 912-924-3681.

News Director Long hours, six day week. One man plus stringers setup. Honest dedication to total, factual, unbiased local reporting. EOE. Peter Bardach, Pres., WSUS Franklin, NJ 201-827-2525.

Immediate opening for experienced newsperson to head news department in medium market. Must be heavy on local news gathering. Send resume, tape to Bob Brewer, Box 756, Okmulgee, OK 74447. 918-756-3646. Equal Opportunity Employer.

Aggressive, gutsy news reporting. Must have ability to dig, write, edit and read news. Plus, a flair for showmanship in the gathering and reporting of strictly local news in rapidly growing small market station. Equal Employment Opportunity. Send resumes to Box 1566, Sierra Vista, AZ 85635.

**HELP WANTED PROGRAMING, PRODUCTION,
OTHERS**

Midwest Rocker needs take charge, experienced, on air, P.D. Must be able to lead and motivate. Great facilities. Resume, salary requirements to Box P-109, BROADCASTING.

WQXI Radio is looking for a Program Director. Prefer at least 5 years in a medium to major size market. We are looking for someone with experience as program director and who is extremely creative, able to work with people, and who has administrative capabilities. WQXI is an Equal Opportunity Employer. Anyone interested, please send resumes and tapes, if available, to: Gerald S. Blum, General Manager, WQXI Radio, 2970 Peachtree Road, N.W., Atlanta, GA 30305. No phone calls or drop ins please. "WQXI is an Equal Opportunity Employer."

Music Director. Noncommercial FM public radio station located on campus of southeastern university. Programming emphasis: classical music, fine arts and public affairs. Responsibilities will include music programming, announce, supervision of station announcers and liaison with fine arts programming sources. Work under immediate supervision of program director. Qualifications: Bachelor of Music degree and/or experience as a classical music performer, working knowledge of the languages required for classical music announcing, FCC third class license with endorsement and prefer previous experience in music programming for classical music/fine arts station. Applicants should be career motivated toward public radio. Must submit audition tape and be available for personal interview. References will be checked. An Equal Opportunity Employer. Send resumes and tapes to: WUOT, University of Tennessee, Knoxville, TN 37916.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

Brown Institute graduate to teach at Florida school. Minimum of three consecutive years experience in radio required. First phone preferred. Immediate opening. No phone calls, please. Send letter and resume to Personnel, Brown Institute, 111 N.E. 44th Street, Fort Lauderdale, FL 33334.

Radio/TV news and editing instructor. Media and teaching exper. Ph.D. preferred; M.A. required. Affirmative Action, Equal Opportunity Employer. Write Dean of Liberal Arts, University of Texas at El Paso, 79968.

SITUATIONS WANTED MANAGEMENT

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.

Sales oriented manager, 15 yrs. experience all phases, desires permanent, responsible position, prefer midwest, southeast. Box P-88, BROADCASTING.

G.S.M. Young but seasoned mountain climbing sales manager looking for the right move up. Got a mountain needs climbing? Box P-127, BROADCASTING.

Outstanding mountain climbing team of GM and GSM plus several hard charging sales AEs, willing to relocate. Potential employer must want to reach new heights. Let one or more of these shirt sleeved people make a molehill out of your mountain. Box P-151, BROADCASTING.

Manager/Engineer. Proven engineer with leadership abilities. Mature, settled, excellent references. Twice as much for your money. Box P-152, BROADCASTING.

Just sold my station. Heavy sales. Excellent management. Hire me as your next GM. 813-867-5845 evenings.

Improve your sales, engineering and operations. Two pros ready to help you. 206-424-3637.

SITUATIONS WANTED SALES

I will put \$40,000 in new revenue on your books the first year. Build revenue, ratings, results with ideas, all tried and proven. Box P-78, BROADCASTING.

Salesman, seeks permanent position with group operator. Sales experience in radio, direct, retail. First phone, single, middle age, sober. State salary. Box P-166, BROADCASTING.

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.

New York sports Director. Play by play exp. Will relocate. Box P-61, BROADCASTING.

Classical announcer. Producer with 3rd class. Music and languages background. Prefer noncommercial. Box P-68, BROADCASTING.

Love life & radio. Experienced jock and P.D. looking for stable medium market station that believes in personality and having fun on the air. College grad. Station or chain with future. Box P-76, BROADCASTING.

Midwest. Twenty years allround experience. Finest background. Solid references. Strong news background, on air and writing. Professional production. Veteran. Third endorsed ticket. Present employer, best reference. Box P-79, BROADCASTING.

Lively, friendly talk show. Husband/wife team will job-share or co-host talk. Settled couple, 4 kids looking for middle or major market home. College grads, on-air experience, time sales too! Box P-83, BROADCASTING.

Sportscaster/RAB salesman. 7 year pro. Basketball/football PBP/college and pro. Box P-119, BROADCASTING.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Is your station in or near a big city? Looking for that pro to complete your staff? Then try the exciting communicative style of this announcer. College grad with major market experience in news plus tops in production & sales, currently employed. So you don't forget send your requests for both tapes and resumes before midnight tonight to Box P-124, BROADCASTING.

Made station number one in market. Looking for MOR medium market. Currently PD & morning man. Box P-137, BROADCASTING.

Hard working, dependable announcer seeking progressive rock station. 2 yrs. experience, 3rd endorsed, I want progressive rock, will relocate. Box P-168, BROADCASTING.

DJ, 26, Navy vet, no experience, seeks first break. Broadcast school grad, 3rd endorsed, willing to travel, 914-666-2623 after 6 PM. Box P-169, BROADCASTING.

Charley Donovan, ABC O&O Houston. Seeks Major/Lg. Med. Contemporary. 713-789-1532.

Add an asset to your station. Experienced DJ, production man, 3rd endorsed, seeks permanent position, top-40, oldies, MOR. Will relocate. Married. 25, blind, but not handicapped. Hard-working, reliable. Salary negotiable. John Holiday, 13335 NE 6th Ave., Apt. 35, North Miami, FL 33161. 305-893-8722.

Airman seeks major/medium Contemporary. Chuck, 3737 Hillcroft No. 160, Houston, TX 77057.

Hi! How about stepping in the shoes of providence by placing a buoyant relator of news, song & cheer; kindly reach out for John Pluta, 121 Whitesboro St., Yorkville, NY 13495.

Hal Murray, top pro. Air personality. Big ratings. Master ad-lib talk/or adult MOR. Polished, humorous, topical, literate. Also P.D. Hard worker. Seek challenge, permanent niche. Tapes, brochure. 813-866-2203.

Humorous, first phone, air personality desires small market Top 40 or Contemporary. 213-386-0286 No. 319 S.H. Green.

Honest John: If I wasn't so honest, I wouldn't be looking. Contemporary, experienced, production, degree, third. 217-787-3295.

Announcer-engineer available to adult MOR station anywhere. Interview preferred. Call after 7:30 PM. 717-264-2120.

DJ 3rd phone. 1½ yrs. exp. Calif. FM C&W. Relocated and desire position in Ozarks or surrounding area. Ph 501-365-9076. "Country" Bill Wagler, 724 W. Gordon, Harrison, AR 72601.

Beautiful Music Host! First phone. Production. Promotional. Extensive background. Relocate. Married. Fort Wayne, IN. 219-436-8781.

Sportscaster. Did only basketball in college, interested in doing baseball. 3rd endorsed. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543. 914-698-4826.

Available now! First phone announcer. 3 yrs. radio experience, all phases. Seeks radio or TV position in Southeast, Walter Burden, 404-882-5664.

3rd endorsed D.J. 2½ years experience Rock, Progressive, or Jazz. B.A. in Communications. Young, reliable, and very knowledgeable in music. East Coast. Guy Mallarino, 19 Randolph Drive, Mt. Holly, NJ 08060. 609-267-1063.

Give me a break! Young jock needs job, good voice, hard worker. Chuck 315-331-3785.

Ambitious young announcer, experienced. Good news, production, conducted weekly "Community Affairs" talk show. North Eastern states only, esp. New England. Richard Goodman, c/o B. Marchese, 3755 N.E. 167th Street, North Miami, FL 33160. 305-868-6534.

Laughable, lovable vet. Jock, play-by-play, news, TV big market experience. 1st ticket, MOR, or easy. Bob Myers, 2329 Winthrop Ave. SW, Roanoke, VA 24015. 703-982-3830.

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.

You desire a strictly above board person that's extremely reliable??? I am available. Need chance and a place to learn more. Qualifications: 4 yrs. announcer, good voice, musically inclined, Top Forty/Contemporary formats, First phone, ham, 2 yrs. ENG medium maint. 2 yrs, TV-ENG/Announ/Director. Require secure operation in medium or large market: Prefer warm climate. Box P-116, BROADCASTING.

Available: Experienced AM-FM Engineering Director, with a talent for organization and an ear for quality in sound. Experience includes AM-FM studio and audio systems design and construction, and transmitter facility design and construction. Audio processing, remote control, STL's, automation, RF and audio proof of performance. Extensive experience includes directional antenna installation and adjustment, all maintenance, also management and supervision. Overseas employment considered. Currently engaged. Box P-126, BROADCASTING.

Chief Engineer, mature, experienced AM-FM desires change. Fine references. Box P-143, BROADCASTING.

CE-DA, FM exp 6 yrs. Some CET TV Radar. 301-944-1750.

SITUATIONS WANTED NEWS

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.

Experienced newsmen wants to locate in central or western Iowa. References if desired. 20 years experience. Mature & stable. Box P-130, BROADCASTING.

Newsman-Announcer, recent Missouri DJ. Commercial experience, 3rd endorsed. Gather, write, report. Strong on-air. Box P-146, BROADCASTING.

Veteran, all-around reporter, ND experience. Wants association with management committed to professionalism. Box P-149, BROADCASTING.

Newsman and/or sportscaster, 2 years experience, seeking advancement, currently small market news director, strong local news and actualities, 2 years PBP, prefer Northeast. Box P-156, BROADCASTING.

News Director After 8 years in dominant Northeast 50KW news department number three man wants to move up to number one in smaller, warmer market. An aggressive professional with strong air sound and 12 years experience, college grad, married, looking for permanent position with a quality, news-oriented station. Resume and aircheck on request to Box P-164, BROADCASTING.

Small market position sought by versatile reporter who knows news and can prove it. Gregory Mysko, 3651 N. Paris, Chicago, IL 60634, 312-625-7637.

Newsman/Interviewer. Radio/TV 5 yrs. own show. Contemp/MOR air personality and newscaster. Strong, clear voice. Investigative and documentary newsreporting exp. on award winning team. Edit/copy/comm/prod. 3rd endorsed. Paula Ollick, PO Box 1984, Hato Rey, PR 00919.

News Director-Operations Manager. 20 years experience. first phone, seeking major-medium market position. Consider telephone talk, anchor, programming, television. 214-528-3555, 4619 Lake Ave., No. 159, Dallas, TX 75219.

I'm tired of major market rip and read. Looking for medium or small market station that values local news. 4 years experience, degree, third. John, 219-844-8694.

Country jock, Sports P-B-P, newsmen; six years experience in all three fields, won several awards. Call collect, Rick 612-544-3276.

SITUATIONS WANTED NEWS CONTINUED

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.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programing-oriented PD, who knows his stuff, recently displaced by new owner's son. Have also been MD, ND, Sales, done almost everything. Would like to PD and jock or sell and jock. Prefer Top 40 or up tempo adult contemporary. No floater, recently married. Prefer PA-WV-OH-MD-VA but will travel. Wish to work with and for a professional organization in a nice community to settle in and raise a family. Stability and advancement important. Box P-150, BROADCASTING.

Need a PD? 16 yrs exp 5 yrs as C&W PD. Top air personality with first ticket. Complete knowledge of C&W music, artists, booking & promo. Last two yrs as asst mgr of Mr. Lucky's largest C&W Club in U.S. Dick Elwood, 30 E. Mission Lane, Phoenix, AZ 85020. 602-944-6260.

Modern country: P.D., M.D., communicator, experienced, family man, college background, seeks position with future. 606-371-5469.

TELEVISION

HELP WANTED MANAGEMENT

Florida TV station needs an experienced promotional manager. This is a position with a progressive station that will be placing major promotional emphasis through our own on air. Must be a good writer. Experience as a director, 16mm photographer and television artist would be helpful. Salary open. Applications from women and minorities encouraged. Send your resume to Box P-69, BROADCASTING.

One of South Florida's Top TV stations looking for an account executive with solid TV/radio sales experience. Equal Opportunity Employer, female and minority applicants encouraged to reply. Reply to Box P-80, BROADCASTING.

HELP WANTED TECHNICAL

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.

VTR Maintenance Engineer. Familiar with AVR-1's and 1200's for Chicago and Los Angeles locations. Box P-62, BROADCASTING.

First Class licensed technicians with expertise in one or more of the following maintenance areas: VHF transmitter, Quad/Helical VTR's or Digital. Successful applicants will join one of the most technically advanced stations in the country. An Equal Opportunity Employer. Send complete resumes to Box P-117, BROADCASTING.

Corporate/Industrial video center seeks chief engineer. Will assist in selection and installation of equipment for production facility now being planned, operate and maintain all production equipment. Eastern Pennsylvania. Send resume, salary requirements to Box P-129, BROADCASTING.

Chief Engineer. Top 50 market. Group ownership. Require extensive experience in maintenance of studio and transmitter equipment. Excellent benefits. An Equal Opportunity Employer. Reply to: Box P-140, BROADCASTING.

Television Technician to operate, maintain and repair CCTV production equipment. Experience trouble-shooting 1" IVC video recorders desired. Salary \$10-12,000 depending upon experience. Please send employment history to Box P-155, BROADCASTING.

Need transmitter supervisor. Experience with remote control. Need studio engineer with experience in digital electronics and color studio equipment. Equal Opportunity Employer. Call Richard Doyle, KGGM-TV, 505-243-2285.

HELP WANTED TECHNICAL CONTINUED

TV Transmitter engineer. FCC First phone required. Write: Richard Kline, Chief Engineer, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

New patented MATV needs part-time installation supervisor your city. \$200.00 per day possible. Send resume: Melvin Cohen, 1620 N. Federal Highway, Boynton Beach, FL 33435. Enclose 13c addressed envelope.

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.

Reporter/photographer needed for medium Midwest affiliate. An Equal Opportunity Employer. Resume to Box P-145, BROADCASTING.

No. 1 station in Mid-South looking for feature reporter with that special touch. Box P-159, BROADCASTING.

Experienced TV meteorologist needed for Alaskan version of PBS "Aviation Weather." Ground floor opportunity at new public station. Letter and resume to KAKM, 3211 Providence Drive, Anchorage, AK 99504. (EOE).

Second meteorologist wanted. Have complete weather facilities. Send VTR and resume to: Mike Smith, KARD TV, Box 333, Wichita, KS 67201.

Experienced TV News Reporter. Minimum of one year recent experience as a tv reporter required. The more commercial TV reporting experience, the more consideration given. Must be not only good TV reporter but also must know 16mm filming procedures, editing, equipment; minicam tape and allied equipment and be a solid newswriter. We are not looking for an anchor, sports or weather person but a bona-fide, qualified, experienced TV news field reporter. Rush your VTR to VP News, KOOL-TV, Phoenix, AZ. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Filmmaker, Southeastern PTV. Experienced in shooting, sound, editing, double system minidocs and inserts. Sampler required. Box P-107, BROADCASTING.

Producer/Director for aggressive, ind. station with proven experience in writing commercials as well as "on air" work. Send resume/letter to Operations Director, KMPH-TV, 2600 S. Mooney, Blvd., Visalia, CA 93277.

Experienced Program Manager. Brilliant opportunity to join the Rust Craft group of professional broadcasters. Send resume, including references and current salary to Al Lucero, General Manager, WRCC-TV, 201 Humboldt Street, Rochester, NY 14610. An Equal Opportunity Employer.

SITUATIONS WANTED SALES

Television AE seeks challenging employment. Agency solicitation not preferred. Box P-162, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

TV-Talk/Variety Show host. Experienced entertainer/M.C. Wit, humor, savvy, know-how. Creative commercials, quiz shows, audience partic. VTR, cassette, brochure. 813-866-2203.

SITUATIONS WANTED TECHNICAL

Chief Engineer with lots of hands on experience looking for good position. Box P-161, BROADCASTING.

SITUATIONS WANTED NEWS

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.

**SITUATIONS WANTED NEWS
CONTINUED**

Currently sports director in top 40 market. Young, extremely knowledgeable. Major college PBP. Good television production. Top references. VTR and resume on request. Box P-134, BROADCASTING.

Newswoman, experienced in film reporting, waiting anchoring, TV interviews and documentary production for VTR. Box P-139, BROADCASTING.

Looking for medium market anchor slot: 32 yr. old, with experience as anchor/producer/reporter. Employed, but can't advance at present station. Box P-142, BROADCASTING.

Network reporter seeks television anchor or anchor/reporter slot. Previous news director. Excellent appearance, writing and delivery. Strong investigative background. If you're looking for an intelligent hustler, I'm your man. Box P-147, BROADCASTING.

Weathercaster. MS Meteorology/MasCom. 2 years experience regular broadcasts, features. No far northern markets, please. Box P-148, BROADCASTING.

Versatile talk show host/emcee-heavy large market background as weatherman, news anchor, commercial announcer, and reporter. Box P-157, BROADCASTING.

Experience, ability, from calm, cool self starter. Handled all facets of small market operation. Production, anchor, weather. Also stint with three year A/P market champ. Imaginative, solid film. Own Scoopic 16-M. Single, double system. Desire work now, after trek towards M.A. Consider any area. Answer all with writing, resume, reference, and standup. Gary Linn, 512-672-3061.

Sports Director, experienced, production background. Box 177, Yardley, PA 19067.

Aggressive journalist experienced in all areas of radio and television writing, production, and reporting, seeks challenging position in TV news department. Former news director; B.A. Journalism. Call collect 703-389-5143 for resume and tape.

Excellent choice for your small-medium market needs. I seek a beginning TV news job. Experienced in TV reporting; also print and radio news. Greg Mysko 312-625-7637.

12 year radio/TV bet. Seeks large market. Currently TV Sports Director voice-over, on camera commercials my specialty. 305-878-3839.

Newswoman/interviewer R/TV. Total 5 yrs, exp. own show. Investigative, documentary news exp./award winning team. Currently anchorwoman 6 PM News. Interviewer of greats/near-greats. Edit/copy/comm/prod. Paula Ollick, PO Box 1984, Hato Rey, PR 00919.

**SITUATIONS WANTED PROGRAMING, PRO-
DUCTION, OTHERS**

Cinematographer/Editor looking for documentary or special projects. Young, experienced in TV, degree. Box P-82, BROADCASTING.

Award winning woman producer director. Top Ten experience in all phases of film and video production seeks challenging position. Cassettes available. Box P-125, BROADCASTING.

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

Fair to good condition used low band TV transmitter, 5 KW or larger, air cooled only. Would consider aural/visual final amplifier, 5 KW or larger, compatible with GE TT49A 1 KW driver. Contact Jack Cowart, WCIX-TV, Miami, FL. 305-377-0811.

Used Kenol Hot Press for TV art department. State condition, accessories, price. M.A. McMellon, Operations Manager, WTVQ-TV, Box 5590, Lexington, KY 606-299-6262.

**WANTED TO BUY EQUIPMENT
CONTINUED**

Paul Schafer wants to buy good used FM transmitters all sizes. Phone 714-459-0222 or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037.

FOR SALE EQUIPMENT

RCA Type TTU-2A UHF Television transmitter. Condition like new. Box P-167, BROADCASTING.

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.

SMC 3060 Automation system accommodates up to 10 audio sources, with carousels, reel to reels, cart machines. Further details from KPPL, Box 653, Carson City, NV. 702-882-1319.

One M-34 Dolby Processor for \$750 and one Sansui QSE-5B Quad for \$500, both in operation less than 90 days. Contact John W. Jacobs Jr., President, WDUN Radio, Post Office Box 10, Gainesville, GA 30501. Phone 404-532-9921.

350 Ft. IDECO self-supporting heavy duty galvanized triangular steel tower. Dismantled, with two beacons, clearance lights, photo electric controls and flasher, bolts and nuts. Bundled, ready to ship, \$35,000.00. Have prints, 608-784-7373, William Bruring, WWLA, La Crosse, WI 54601.

Magnetic tape for your audio logger. Slightly used on 10 1/2" metal N.A.B. reels, \$3 each. Call Jeff Goldman, 203-887-1818.

PCP90 Philips camera, B version, with base station 6 to 1 Canon zoom lens. "C" mount for 16mm lenses. 1000' triax cable. Perfect condition. Price \$55M. New cost \$110M. Mr. Gould, Teletronics, 212-355-1600.

Video Microwave Link studio to transmitter and on-location newsgathering. Cliff Fields, Communications Carriers, Inc., 33 River Road, Cos Cob, CT 06807. 203-661-7655.

IGM Model 500 automation system, including control unit, mono network joiner, 2 time announcers, remote control unit, 2 Scully 270's (2-track mono, auto reverse, 3 3/4 & 7 1/2 ips), IGM 48 Instacart, 2 SMC Carousels. KWNT Radio, 1019 Mound St., Davenport, IA 52803.

5 KW TV transmitter, TT5A, channel 12, just taken out of service, excellent condition. Phone 414-964-4350. R. Fairman, 5215 N. Ironwood Rd., Milwaukee, WI 53217.

For Sale Mobile Studio. Do you want additional revenue by offering live, on location programing? Converted 1972 Prowler travel trailer, air conditioned, extra large windows, turntables, eight channel console outside P.A., etc. Contact Lee Zanin 612-333-2363.

Gates RDC-10A, brand new remote control. Studio and transmitter units. Cost \$1550 new. Make offer. WGUF Radio, PO Box 789, Guilford, MS 39501. 601-863-1130.

For Sale: 6 brand new Crouse Hinds tower beacons with screens and flasher units. Contact Chief Engineer, KHMO Radio, Box 711, Hannibal, MO 63401. 314-221-3450.

SMC Automation Unit, 1 1/2 years old, 3060 programmer, 4 carousels, time clock, racks, etc. \$7,750.00. WKXO, Box 307, Berea, KY 40403.

For Sale Equipment, Cable TV. One VJB-12 video juke box, Sony VP-1200 Video-cassette player and related equipment, in use for 60 days, for \$6,000. One VSM-40 Jerrold Spectrum Analyser in excellent condition \$2,000. Contact John W. Jacobs Jr., Gainesville Cable TV, Gainesville, GA, 404-532-9961.

Stereo limiter, compressor. (Spotmaster). 2 units: both for \$450.00. Gates stereo top level \$250.00. Box 33098, District Heights, MD 20028.

**FOR SALE EQUIPMENT
CONTINUED**

Television Equipment for sale. 2 RCA TTU 60 transmitters; 2 TK-27 film chains with projectors and multiplexers; 3 TR-70 VTRs; 1 TR-4 HB VTR and assorted terminal equipment. Contact: Harry Sykora, phone: 216-845-6043. 8443 Day Drive, Cleveland, OH 44129.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Ghost hunter, psychic detective! Makes fascinating talk-show interview! Call Warren Freiberg Parapsychology Foundation, 312-747-4770 or WLNR, 312-474-3455.

Bring the stars to your listeners every weekday. Five 3 1/2-minute taped radio interviews weekly with entertainment celebrities. Commercial cues. Introductory rate: \$5.00 per week. Interviewer is Gene Handsaker, formerly for 15 years an Associated Press Hollywood correspondent. For free demo and two weeks' free trial of program without obligation write: Gene Handsaker, Hollywood Report, 213 Calle de Sirenas, Redondo Beach, CA 90277. Phone: 213-375-0256.

INSTRUCTION

Newscasters, move up, earn more. Improve your delivery, put style into your writing. Veteran New York network news correspondent will work with you through your tapes. Reasonable. Free details. Box P-120, BROADCASTING.

FCC license through correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

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.

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.

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.

INSTRUCTION CONTINUED

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.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Philadelphia, Detroit, Chicago, Seattle, Los Angeles. Box Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C. Licensed and V.A. benefits.

San Francisco, FCC license, 6 weeks 3/15/1976. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

No FCC License? Tried every way but the right way? It's time for Genn Tech., free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO

Help Wanted Management

GENERAL MANAGER Group Broadcaster

Opening in management of Central Pennsylvania AM and FM. Must have proven record, preferably with sales management experience. Market is excellent and stations are well respected. An Equal Opportunity Employer. Send resume with references and salary history to Box P-154, BROADCASTING.

Help Wanted Announcers

ON-AIR-PERSONALITY & PROGRAM DIRECTOR for ONE OF AMERICA'S TOP STATIONS

Major group operator, modern, contemporary MOR format needs on-air personality-program director with proven track record in major or medium markets to work afternoon traffic shift. Excellent potential for advancement. Stability. Remuneration commensurate with record and experience. Equal Opportunity Employer. Send complete resume, including salary required, etc. Box P-158, BROADCASTING.

TOP FIVE MARKET

We're putting together a brand new FM Powerhouse in Detroit. We need pleasant, natural-sounding experienced announcers to make it happen. If that sounds like you, send your tape and resume to:

RADIO STATION
BOX 20056
DETROIT, MICH. 48220
EOE/MF

BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

Help Wanted Programing, Production, Others

OPERATIONS MANAGER - WLW

Immediate opening for take-charge individual to direct programing and promotional activities of 50,000 watt Cincinnati MOR Grant. Excellent salary, fringe benefits and opportunity for advancement. Send complete resume to Charles K. Murdock, WLW, 140 W. Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer M/F.

PRODUCTION MANAGER - WLW

Immediate opening for production pro at 50,000 watt Cincinnati leader. Heavy work load. Good voice and creativity a must. Responsibilities include commercial production, client presentations, documentaries, and station specials. Send resume and tape to Charles K. Murdock, WLW, 140 W. Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer M/F.

Situations Wanted Management

Strong, experienced radio GM with successful record of achieving maximum profits, sales, and ratings with dominant radio stations in large markets, looking for position. Highest recommendations. Reply in utmost confidence.

Box P-115, BROADCASTING.

Owners and GME capitalize on 16 years experience. Includes sales, programing, radio and TV news and public relations. Will parlay this experience for management level position. Can increase morning audience with strong news sound. Rest of day devoted to making money and winning new friends and clients. Will relocate. Contact Lincoln Holmes, 5 King Arthura Way, Newington, Conn. or call 203-687-2619.

Situations Wanted Announcers

HELP! BEING HELD CAPTIVE IN

Total Concept—AM Drive. No. 1 All Demos. Sincere, warm personality. Characters, humor, phones, interviews, community involvement. Believability. Proven track record. Larger markets only. Race to your phone. Call for Ray Tings 314-727-8721.

SOUTHERN CALIFORNIA STATIONS

I am an experienced dj-newscaster. Will work any schedule and weekends.

AVAILABLE NOW!!!!
Call: 213-874-7236.

Situations Wanted Programing, Production, Others

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.

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.

TELEVISION Help Wanted Sales

TEKTRONIX, INC.

World leader in the manufacturing of electronic test equipment is expanding video sales. Openings exist in Dayton, Ohio, and Eastern U.S.

If you have broadcast video sales experience, an E.E. or related degree, and are ready to accept a challenge we want to talk to you. Salary, incentive commission, and company automobile furnished. Please call to arrange a personal interview: 214-233-7791, or send business experience and educational information or resume to Austin Basso, Eastern Regional Sales Manager, Communications Division, 4455 Sigma Road, Dallas, Texas. 75240.

Help Wanted Technical

TELEVISION/ENGINEER. To work in Federal government production studio. Washington/Baltimore area. Must be experienced in maintenance of color cameras and two inch videotape recorders. Will perform general electronic maintenance and assist in productions. First Class FCC license desirable, but not mandatory. Salary commensurate with experience. Send resume to: Box P-136, BROADCASTING. An Equal Opportunity Employer M/F.

PRODUCTION ENGINEERS

Ted Johnson, President of Communications 21, is establishing an independent video tape production facility in Jacksonville, Florida.

Communications 21 is an established motion picture and audio-visual production company which has grown to producing on film over 2,000 TV commercials per year for the past five years, in addition to its other activities. It is this growth that has brought about the expansion into video tape.

The new facility will include the following equipment:

- 4 each RCA TR-600 video tape recorders
- TK-45A color camera
- TK-27 film chain camera
- TP-66 film projector
- TP-55B multiplexer
- Datatron 5050/300 SMPTE time code editing system
- All support equipment

We have immediate openings for production oriented engineers. Call or write Mr. Joe Atkins at 150 Riverside Avenue, Jacksonville, Florida 32202. (904) 354-7000.

Leading video switching company needs design and maintenance engineers. Experience in color video preferred.

Contact: Mr. Buzan Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, Florida 32601
Phone: 904-378-1581

Help Wanted News

TV NEWS DIRECTOR

Our station: A successful group-owned network affiliate.

Our market: Prosperous, progressive, medium size, Midwest.

Our need: A take-charge news professional who knows how to build journalistically sound, unified, briskly-paced newscasts. And who has the experience and personal leadership ability to manage a well-equipped news staff for maximum effectiveness.

Resume with salary history, please.
Box P-128, BROADCASTING.
An Equal Opportunity Employer



1976 BROADCASTING Cable Sourcebook. Complete...Comprehensive...Most Up-to-Date Cable Source Available Anywhere. Completely redesigned and reset in modern, easy-to-read type faces, the **1976 Cable Sourcebook** contains a wealth of information—some of which cannot be found in any other publication. Exhaustively gleaned from FCC sources and mail questionnaires, the **1976 Cable Sourcebook** puts at your fingertips complete information on every operating system in the US and Canada. Here, for example, is just some of the important data you'll find for **one** operating system:
 —City, name of system, address, telephone number, name of local manager and chief technician, name of attorney and city location, service area, county TV market size, number of subscribers and homes passed, total homes in franchised area, start date, length of system, installation charges, monthly payment, franchise fee.
 —Also: total channel capacity, channel usage—broadcast TV, automated, access, other

local, technically unavailable and unused channels—and number of radio stations carried.
 —For TV stations carried: calls and city location, channel of broadcast, channel of carriage on cable with network, independent, ETV and foreign language stations also shown.
 —Origination: automated and non-automated with full description, including type of service, background FM radio calls with city of location, number of service hours.

Full Ownership Data—

The **1976 BROADCASTING Cable Sourcebook** will contain two up-to-date ownership directories:
 —The MSO Directory lists all groups...the systems each group owns in full or part...names of corporate officers and directors.
 —The Broadcasters in Cable Directory shows those radio-TV companies or individuals owning cable systems in whole or in part, with ownership percentages...and includes addresses of both corporations and individuals.

A wealth of valuable data—
 Whenever applicable, the **1976 Cable Sourcebook** shows, for each system:
 —Whether pay cable offered...with description of: channel of carriage, program supplier, type of programing and hours per week, total current and potential pay subscribers, and monthly cost.
 —Type of local origination...access channels...and much more.
 —Advertising volume.

—Two-way capability.
 —Microwave common carrier.
 —Time, weather, news, sports, stock market and similar automated programing.

Additional Directories—

The **1976 Cable Sourcebook** will be a complete one-stop source of all available cable information. For in addition to all the above data, the **1976 Cable Sourcebook** will contain a cable equipment and

programing buyers guide, plus listings of: automated channel suppliers...billing services...brokers...consultants...financial services...pay cable services...PR and promotion firms...FCC rules...cable association...state and federal regulatory agencies.
 To obtain your own copy of the most complete and comprehensive cable guide now available, fill in the coupon and mail it today.

1976 BROADCASTING Cable Sourcebook

Please send _____ copies at \$10.00 each.
 (If payment with order: \$8.50 each)
 My \$_____ payment is enclosed Bill me later.

Name (two initials and last name)
 1 2 3-16

Company Name
 17-35

Address
 36-53
 Home?
 Yes
 No

City 54-66 State Zip Code 67-71

Title/Position _____

Broadcasting 1735 DeSales St., N.W. Washington, D.C. 20036

Help Wanted Programing, Production, Others

TV PROGRAM DIRECTOR

We're searching for a dynamic programing executive to take over the top program post at this respected group station.

The successful candidate will have a comprehensive background of experience: a solid grasp of all phases of television production, the ability to administrate our Program Department effectively, and a thorough understanding of long-term planning and day-to-day scheduling.

Please submit your resume and earnings history.

Box P-138, BROADCASTING.
An Equal Opportunity Employer

ART DIRECTOR

Wanted to supervise 3 person department in full range of print and television graphics. At least 2 years television experience necessary. Send resume and samples of your work to: Program Director, WJXT, Broadcast House, Jacksonville, Florida 32207. An Equal Opportunity Employer.

DIRECTOR OF BROADCASTING

Top five market television station is seeking a creative individual with extensive experience in program content, writing, promotion, syndication, administration. News and film documentary background a must. Applicants responding to ad in 2/16 issue of Broadcasting who wish to be interviewed at NATPE should indicate.

Equal Opportunity Employer
Box P-172, BROADCASTING.

Employment Service

WE HAVE THE JOBS!!!
Subscribe To:



Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly Nationwide
Employment Listings for Radio,
TV, DJ's, PD's,
News, Announcers, Sales & Engineers.
\$15.00 3 mo. (12 issues); \$30.00 12 mo.
(50 issues) No C.O.D.'s, Please

Financing

**IMMEDIATE
CASH AVAILABLE
WE WILL PURCHASE
YOUR**

ACCOUNTS RECEIVABLE

Money is provided to you on a nonrecourse basis—therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

JUSTIN-BRADLEY ASSOCIATES, INC.

Tower 1-Four Ambassadors
999 South Bayshore Drive
Miami, Florida 33131
305-374-3222.

Placement Service

**RADIO-TELEVISION CATV
Looking For A Job?
Mail Us Your Resume Now!**
William J. Elliott, Jr.
& Company, Inc.
6198 Forest Hill Blvd.
Suite 104
West Palm Beach, Florida 33406
305-967-8838

Miscellaneous

GROSS OVER \$1,000.00 Monthly with our "SHOP-AT-HOME" Radio promotion. For medium and small markets. Inexpensive. For complete details call collect **703-342-2170**. "We will accept calls ONLY from radio station managers."
Hayden Huddleston Productions, Inc.
Suite 305, Shenandoah Building
Roanoke, Virginia 24011

WE SOLVE STATION COLLECTION PROBLEMS.

Radio and television stations in the Northeast.

Our service is tailored to the needs of stations who have problems with late payments.

Reasonable. Fast. Experienced.
For information write:

BROADCASTER'S COLLECTION AGENCY

P.O. Box H, New Rochelle, N.Y. 10802

Wanted To Buy Stations

I am interested in considering the purchase of an AM or AM and FM radio station or stations in a community of not less than 30,000 to 45,000 people in New York, New Jersey, Pennsylvania, Connecticut, or Massachusetts. Will require complete financial report for 1974 and 1975.

Box P-153, BROADCASTING.

WANTED TO BUY

For owner operation small or medium market AM or AM/FM with growth potential (Florida preferred). If your retirement imminent, am prepared to operate conditional on future purchase. Write (no phone) S. Lehrer, 16 Wayland Road, Plainview, N.Y. 11803

For Sale Stations

FOR SALE

5 KW AM and FM for sale in a growing town with plenty of business.

Box P-121, BROADCASTING.

\$90,000.00 down gets you: 5000 watts (PSA); \$50,000.00 cash flow; approximately \$55,000.00 in land & building; Top 100 market; upper 1/3 in market ratings; Mid-South. Principals only, stock sale. Reply to owner.

Box P-165, BROADCASTING.

For Sale Stations Continued



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20038
202-223-1553

MEDIA BROKERS APPRAISERS

RICHARD A.

Shahen
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



S.E.	Metro	Fulltime	425	123
EAST	Metro	Fulltime	550	180
M.W.	Major	AM/FM	2K	Nego
WEST	Small	Daytime	85	Cash
M.W.	Small	FM	210	58

Atlanta—Boston—Chicago—Dallas
New York—San Francisco



CHAPMAN ASSOCIATES
nationwide service

5 Dunwoody Park

Atlanta, Georgia 30341

Fulltime regional Class III facility. Licensed to a state capital. Perfect for NIS program. Cash buyers only need reply. Please write on company letterhead indicating financial qualifications. Principals only.

Box P-132, BROADCASTING.

NORTHEAST

5 KW AM - CLASS A FM

Home county population 200,000 (city of license 15,000). FM antenna height - 700 ft. Absentee owner. Excellent opportunity. Price \$450,000 (2-1/2 x gross) inclusive of real estate. Terms to qualified buyer.

Box P-141, BROADCASTING.

ROCKY MOUNTAIN

Profitable 1 kw in growth area. Price of \$230,000, includes building & land. Cash or terms.

Box P-170, BROADCASTING.

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

Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 11	Closing Wed. Feb. 4	Net change in week	% change in week	High	Low	1975-76	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting												
ABC	A8C	N	26	25 7/8	+ 1/8	+	.48	27 3/8	13 1/8	10	17,187	446,862
CAPITAL CITIES	CC8	N	51 3/4	52 1/4	- 1/2	-	.95	52 1/4	22	17	7,206	373,014
CBS	C8S	N	54 5/8	56 1/4	- 1 5/8	-	2.88	56 3/8	20 1/2	14	28,313	1,546,597
COX	COX	N	34 1/8	35 3/8	- 1 1/4	-	3.53	36 1/8	10 1/4	18	5,852	199,699
GROSS TELECASTING	GGG	A	11 3/8	11 1/8	+ 1/4	+	2.24	11 1/2	6 7/8	8	800	9,100
LIN	LIN8	O	14 5/8	13 7/8	+ 3/4	+	5.40	14 5/8	2 5/8	15	2,382	34,836
MOONEY	MOON	O	3 7/8	3 7/8			.00	3 7/8	1 1/4	10	385	1,491
RAHALL	RAHL	O	4 5/8	4 5/8			.00	6 1/4	2 1/4	10	1,297	5,998
SCRIPPS-HOWARD	SCRIP	O	23 1/2	23 1/2			.00	23 1/2	14 1/4	8	2,589	60,841
STARR	S8G	M	4 1/2	4	+ 1/2	+	12.50	7	2 3/4	4	1,091	4,909
STORER	SBK	N	20 5/8	20	+ 5/8	+	3.12	21 1/4	12 1/8	10	4,571	94,276
Taft	TF8	N	26 3/4	26 1/4	+ 1/2	+	1.90	28 1/2	11 5/8	9	4,042	108,123
TOTAL										75,717	2,885,746	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 1/4	3 1/8	+ 1/8	+	4.00	3 1/4	3/4	19	1,250	4,062
AVCO	AV	N	8 1/2	7 1/2	+ 1	+	13.33	8 1/2	2 3/8	2	11,481	97,588
BARTELL MEDIA	BMC	A	7/8	3/4	+ 1/8	+	16.66	1 5/8	1/2	1	2,257	1,974
JOHN BLAIR	BJ	N	7 1/2	8 1/2	- 1	-	11.76	8 1/2	3 7/8	36	2,403	18,022
CHRIS-CRAFT	CCN	N	5 1/8	5 1/2	- 3/8	-	6.81	6 3/4	2 1/8	19	4,167	21,355
COMBINED COMM.	CCA	N	16 1/2	16 3/8	+ 1/8	+	.76	16 7/8	5	10	4,673	77,104
COWLES	CWL	N	7 1/2	7 1/8	+ 3/8	+	5.26	9	4 1/8	7	3,969	29,767
DUN & BRADSTREET	DNB	N	33	31 3/4	+ 1 1/4	+	3.93	33	18 3/4	22	26,527	875,391
FAIRCHILD IND.	FEN	N	8 1/8	7 3/4	+ 3/8	+	4.83	9 1/2	3 3/4	7	5,708	46,377
FUQUA	FQA	N	7 1/2	7	+ 1/2	+	7.14	7 1/2	3 1/4	13	8,689	65,167
GANNETT CO.	GCI	N	39	38	+ 1	+	2.63	39	23	24	21,108	823,212
GENERAL TIRE	GY	N	22	22 1/8	- 1/8	-	.56	22 1/8	10 5/8	7	21,523	473,506
GLOBETROTTER	GLBTA	O	2 1/8	2	+ 1/8	+	6.25	3 5/8	7/8	10	2,783	5,913
GRAY COMMUN.	G	O	6 1/4	6 1/2	- 1/4	-	3.84	7	6	5	475	2,968
HARTE-HANKS	HHN	N	22 3/8	22	+ 3/8	+	1.70	22 3/8	6 1/4	14	4,369	97,756
JEFFERSON-PILOT	JP	N	28 1/2	30	- 1 1/2	-	5.00	38 3/4	26 1/4	12	24,068	685,938
KAISER INDUSTRIES	KI	A	10 3/8	10 7/8	- 1/2	-	4.59	11 5/8	4 5/8	6	27,575	286,090
KANSAS STATE NET.	KSN	O	4 1/4	3 7/8	+ 3/8	+	9.67	4 1/4	2 7/8	7	1,815	7,713
KINGSTIP	KTP	A	6 1/2	6 1/4	+ 1/4	+	4.00	7 3/8	1 7/8	12	1,154	7,501
KNIGHT-RIDDER	KRN	N	34 1/4	34 1/2	- 1/4	-	.72	34 5/8	14 1/4	22	8,305	284,446
LEE ENTERPRISES	LNT	A	23	23			.00	23 1/8	12	13	3,352	77,096
LIBERTY	LC	N	14 1/8	13 1/4	+ 7/8	+	6.60	14 1/8	7 1/8	7	6,762	95,513
MCGRAW-HILL	MHP	N	15 3/8	15	+ 3/8	+	2.50	15 3/8	6	13	24,569	377,748
MEDIA GENERAL***	MEG	A	19	19			.00	19	9 3/8	7	7,221	137,199
MEREDITH	MDP	N	15 3/8	15 1/2	- 1/8	-	.80	15 1/2	8 3/8	6	3,041	46,755
METROMEDIA	MET	N	20 1/8	19 3/4	+ 3/8	+	1.89	20 1/8	5 1/4	15	6,553	131,879
MULTIMEDIA	MMED	O	17 1/2	17	+ 1/2	+	2.94	17 1/2	8 3/4	12	4,390	76,825
NEW YORK TIMES CO.	NYKA	A	14	13 1/2	+ 1/2	+	3.70	15 5/8	7 1/2	9	10,938	153,132
OUTLET CO.	OTU	N	17 1/2	16 3/4	+ 3/4	+	4.47	17 1/2	8	6	1,387	24,272
POST CORP.	POST	O	8 1/2	8 3/4	- 1/4	-	2.85	8 3/4	3 1/4	34	871	7,403
PSA	PSA	N	7 1/4	7 3/8	- 1/8	-	1.69	7 3/8	3 3/4	15	3,181	23,062
REEVES TELECOM	R8T	A	1 3/4	1 3/4			.00	2 1/4	3/4	7	2,376	4,158
ROLLINS	ROL	N	26 1/2	26 7/8	- 3/8	-	1.39	26 7/8	11 1/4	19	13,404	355,206
RUST CRAFT	RUS	A	7 5/8	8 3/8	- 3/4	-	8.95	9 3/4	4 3/4	6	2,328	17,751
SAN JUAN RACING	SJR	N	8 1/2	9 1/8	- 5/8	-	6.84	14 1/4	5 3/4	6	2,509	21,326
SCHERING-PLOUGH	SGP	N	56	56 3/8	- 3/8	-	.66	67 1/4	44 1/2	24	53,938	3,020,528
SONDERLING	SDB	A	10	10			.00	10	4	7	727	7,270
TECHNICAL OPERATIONS	TO	A	3 1/4	3 1/2	- 1/4	-	7.14	6 1/4	2 3/8	4	1,344	4,368
TIMES MIRROR CO.	TMC	N	22	21 1/2	+ 1/2	+	2.32	22	10 1/4	13	33,814	743,908
WASHINGTON POST CO.	WPO	A	29	27	+ 2	+	7.40	30	16 7/8	10	4,751	137,779
WOMETCO	WOM	N	17	16 5/8	+ 3/8	+	2.25	17 1/4	6 5/8	11	5,775	98,175
TOTAL										377,530	9,473,203	

Cablecasting

AMECO**	ACO	O	3/8	3/8			.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AEL8A	O	1 1/8	1 1/8			.00	2 3/8	1/2	9	1,672	1,881
AMERICAN TV & COMM.	AMTV	O	21 3/4	19 3/4	+ 2	+	10.12	21 3/4	6	39	3,322	72,253
ATHENA COMM.** *	A	O	1/8	1/8			.00	2 1/4	1/8		2,125	265
BURNUP & SIMS	8SIM	O	6 1/4	6	+ 1/4	+	4.16	7 3/4	3	12	8,361	52,256
CABLECOM-GENERAL	CCG	A	7 3/4	7 7/8	- 1/8	-	1.58	7 7/8	1 5/8	14	2,560	19,840
CABLE FUNDING	CFUN	O	7 1/2	7	+ 1/2	+	7.14	7 3/4	4 1/4	188	1,121	8,407
CABLE INFO.	C	O	1/2	1/2			.00	1 1/4	1/4	1	663	331
COMCAST	C	O	2 3/4	2 3/4			.00	3	3/4	11	1,708	4,697
COMMUNICATIONS PROP.	COMU	O	3	2 1/4	+ 3/4	+	33.33	3 1/2	1 1/4	19	4,761	14,283
COX CABLE	CXC	A	17 1/4	16 1/4	+ 1	+	6.15	17 3/8	4 3/8	27	3,560	61,410
ENTRON	ENT	O	1 3/4	1 3/4			.00	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRL	N	12 3/8	10 5/8	+ 1 3/4	+	16.47	31 1/2	7 1/2	9	7,201	89,112
GENERAL TV	G	O	3/4	3/4			.00	3/4	1/4	38	1,000	750
SCIENTIFIC-ATLANTA	SFA	A	17 3/8	15 7/8	+ 1 1/2	+	9.44	17 3/8	11 1/8	15	1,374	23,873
TELE-COMMUNICATION	TCOM	D	5	4 1/8	+ 7/8	+	21.21	5	1	3	5,181	25,905
TELEPROMPTER	TP	N	7 3/4	7 5/8	+ 1/8	+	1.63	9 1/2	1 1/2	17	16,604	128,681
TIME INC.	TL	N	66 3/4	66 1/4	+ 1/2	+	.75	67 1/2	24 3/4	14	9,960	664,830
TOCOM	TOCM	O	3 1/8	3 1/4	- 1/8	-	3.84	3 1/4	1 5/8	7	617	1,928

	Stock symbol	Exch.	Closing Wed. Feb. 11	Closing Wed. Feb. 4	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	12 1/4	11 1/2	+ 3/4	+ 6.52	13	4 5/8	17		1,714	20,996
UNITED CABLE TV	UCTV	O	2 3/4	2 1/4	+ 1/2	+ 22.22	4 1/8	1 1/4	5		1,879	5,167
VIACOM	VIA	N	10 3/4	10 3/8	+ 3/8	+ 3.61	10 3/4	2 3/4	14		3,665	39,398
VIKOA**	VIK	A	2	1 3/4	+ 1/4	+ 14.28	2 3/4	5/8	1		2,534	5,068
TOTAL											84,140	1,244,157

Programming

COLUMBIA PICTURES	CPS	N	6 7/8	7 1/4	- 3/8	- 5.17	9 5/8	2 3/8	26		6,748	46,392
DISNEY	DIS	N	60 7/8	62 1/4	- 1 3/8	- 2.20	62 1/4	21 1/4	33		30,977	1,885,724
FILMWAYS	FWY	A	8 5/8	7 5/8	+ 1	+ 13.11	8 5/8	2 3/4	11		1,792	15,456
FOUR STAR			3/8	3/8		.00	1/2	1/4	1		666	249
GULF + WESTERN	GW	N	23 3/4	23 3/4		.00	24 5/8	18 1/4	3		30,058	713,877
MCA	MCA	N	75	78 5/8	- 3 5/8	- 4.61	89 1/8	27 3/4	10		8,478	635,850
MGM	MGM	N	15	14 1/4	+ 3/4	+ 5.26	18 3/4	12 1/4	6		13,118	196,770
TELETRONICS INTL.	O		7 1/2	5 1/2	+ 2	+ 36.36	7 1/2	1 3/8	16		831	6,232
TRANSAMERICA	TA	N	11	11 1/2	- 1/2	- 4.34	11 1/2	6	17		64,947	714,417
20TH CENTURY-FOX	TF	N	13 3/8	12 5/8	+ 3/4	+ 5.94	15 1/2	5 1/8	13		7,562	101,141
WALTER READE**	WALT	O	3/8	3/8		.00	3/8	1/4			4,296	1,611
WARNER	WCI	N	21 3/8	22 1/2	- 1 1/8	- 5.00	22 7/8	8 1/4	9		16,718	357,347
WRATHER	WCO	A	4 7/8	4 5/8	+ 1/4	+ 5.40	5 7/8	1 1/2	9		2,229	10,866
TOTAL											188,420	4,685,932

Service

BBDO INC.	BBDO	O	20 3/4	20 1/4	+ 1/2	+ 2.46	20 3/4	11 1/8	9		2,513	52,144
COMSAT	CO	N	28 1/2	28 1/2		.00	46 1/2	24 1/2	6		10,000	285,000
DOYLE DANE BERNBACH	DOYL	O	11 5/8	13	- 1 3/8	- 10.57	13	6 1/4	6		1,816	21,111
FOOTE CONE & BELDING	FCB	N	13	12 5/8	+ 3/8	+ 2.97	13	5 1/2	9		2,121	27,573
GREY ADVERTISING	GREY	O	9 1/8	9	+ 1/8	+ 1.38	9 1/8	5 1/2	5		1,213	11,068
INTERPUBLIC GROUP	IPG	N	22 3/4	21 1/4	+ 1 1/2	+ 7.05	22 3/4	8 5/8	8		2,290	52,097
MARVIN JOSEPHSON	MRVN	O	9	10 3/8	- 1 3/8	- 13.25	10 3/8	2	6		1,962	17,658
MCI COMMUNICATIONS	MCIC	O	2 3/8	2 1/8	+ 1/4	+ 11.76	3 7/8	1 3/8			13,339	31,680
MOVIELAB	MOV	A	1 1/4	1 3/8	- 1/8	- 9.09	1 7/8	5/8	7		1,407	1,758
MPO VIDEOTRONICS	MPO	A	3	3 3/8	- 3/8	- 11.11	4 1/8	1	17		537	1,611
NEEDHAM, HARPER	NOHMA	O	6	6		.00	6 3/4	3 7/8	9		853	5,118
A. C. NIELSEN	NIELB	O	23 1/4	22 1/2	+ 3/4	+ 3.33	24 1/4	10 5/8	22		10,598	246,403
DGILVY & MATHER	OGIL	O	24 1/4	24 3/4	- 1/2	- 2.02	24 3/4	11 1/2	8		1,805	43,771
J. WALTER THOMPSON	JWT	N	10	9 3/8	+ 5/8	+ 6.66	10	4 1/8	13		2,649	26,490
TOTAL											53,103	823,482

Electronics/Manufacturing

AMPEx	APX	N	7 3/8	6 5/8	+ 3/4	+ 11.32	7 3/8	2 5/8	8		10,885	80,276
CETEC	CEC	A	2	1 7/8	+ 1/8	+ 6.66	2 1/8	1	10		2,319	4,638
COHU, INC.	COH	A	3	2 5/8	+ 3/8	+ 14.28	3 5/8	1 1/4	33		1,617	4,851
CONRAC	CAX	N	23 1/2	22 1/8	+ 1 3/8	+ 6.21	30 1/4	10 7/8	10		1,282	30,127
EASTMAN KODAK	EASKD	N	112 3/8	113 3/8	- 1	- .88	115	63	29		161,347	18,131,369
FARINON ELECTRIC	FARN	O	8 1/2	8	+ 1/2	+ 6.25	14 3/4	6 1/4	16		3,937	33,464
GENERAL ELECTRIC	GE	N	52 5/8	54 5/8	- 2	- 3.66	54 3/4	32 3/8	17		182,885	9,624,323
HARRIS CORP.	HRS	N	40 3/4	40 3/4		.00	40 3/4	14 1/2	27		6,066	247,189
HARVEL INDUSTRIES *	HARV	O	6	6		.00	9	3	38		480	2,880
INTERNATIONAL VIDEO	IVCP	O	2 3/4	2 1/8	+ 5/8	+ 29.41	3 3/4	3/4	5		2,730	7,507
MICROWAVE ASSOC. INC	MAI	N	19 1/2	16 3/4	+ 2 3/4	+ 16.41	26 7/8	9 3/4	10		1,320	25,740
3M	MMM	N	60 1/2	62 1/4	- 1 3/4	- 2.81	66 7/8	46 1/8	30		114,240	6,911,520
MOTOROLA	MOT	N	49 5/8	50 3/8	- 3/4	- 1.48	57 7/8	33 3/4	23		28,198	1,399,325
N. AMERICAN PHILIPS	NPH	N	29 1/4	26	+ 3 1/4	+ 12.50	29 1/4	12 3/8	14		12,033	351,965
OAK INDUSTRIES	OEN	N	9	8 3/4	+ 1/4	+ 2.85	11 1/2	5 1/2	3		1,639	14,751
RCA	RCA	N	26 1/2	26 5/8	- 1/8	- .46	26 5/8	10 3/8	21		74,547	1,975,495
ROCKWELL INTL.	RDK	N	28 3/4	28 7/8	- 1/8	- .43	28 7/8	18 7/8	9		30,913	888,748
RSC INDUSTRIES	RSC	A	2 1/8	2	+ 1/8	+ 6.25	2 1/2	1 1/4	7		3,440	7,310
SONY CORP.	SNE	N	8 7/8	9 1/8	- 1/4	- 2.73	13 1/4	5	23		172,500	1,530,937
TEKTRONIX	TEK	N	57 1/4	58 1/2	- 1 1/4	- 2.13	58 1/2	18 1/8	20		8,671	496,414
TELEMATION	TIMT	O	3/4	3/4		.00	1 1/2	3/4	4		1,050	787
VARIAN ASSOCIATES	VAR	N	16 7/8	16 1/2	+ 3/8	+ 2.27	18 1/2	6 1/2	15		6,838	115,391
WESTINGHOUSE	WX	N	15 3/4	16 1/4	- 1/2	- 3.07	20	9 3/4	44		87,091	1,371,683
ZENITH	ZE	N	34 1/4	30 7/8	+ 3 3/8	+ 10.93	34 1/4	10	143		18,797	643,797
TOTAL											934,825	43,900,487

GRAND TOTAL 1,713,735 63,013,007

Standard & Poor's Industrial Average 113.1 114.2 -1.1

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

Camtown 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

His quest for new frontiers led Lawrence Grossman to seek better public TV

Larry Grossman is not known as a gambling man. Yet 10 years ago he gave up a good job with bright prospects, took his entire savings toward buying a house and put it all on the line to open his own advertising agency. Untypical though the gamble may have been, the move reflected a determination and confidence that friends and associates say are thoroughly typical. Indeed, they say that with those qualities plus his talent, what he did was not really that big a speculation, but more like betting on a sure thing.

Gamble or investment, it paid off, as has been demonstrated by the successes of Lawrence K. Grossman Inc. and attested by reports that when he was elected president of the Public Broadcasting Service, on which job he embarked the first of this month, the \$63,350-a-year salary represented a considerable comedown from the one he'd been earning as president of LKG.

His new job is in a sense an extension—an expansion—of the concept that led him to open the agency in the first place. He had spent 10 years in commercial broadcasting, and he concluded that there must be an opportunity for someone with that background to serve public-affairs and media clients, using the skills developed in commercial TV. Among the clients—along with commercial broadcasters, print media and the most definitely commercially oriented Television Information Office—have been such noncommercial operations as individual public stations, the Ford Foundation, the National Council on the Aging—and, of course, his new employer, for which he now works full time, having sold the agency to his partners there, Ron Aigen and Gil Pearlman.

Mr. Grossman got into broadcasting indirectly, through the promotion department of *Look* magazine, for which he publicized articles that dealt with radio and TV. That led to a job in the advertising department of CBS-TV, where he was especially active in promoting CBS News, its Ed Murrow-Fred Friendly unit and the launching of *CBS Reports*. Next stop was NBC, courtesy of a migratory NBC executive for whom he had worked at CBS, and a vice presidency in charge of the NBC-TV advertising department.

He was perfectly happy at NBC and his prospects for continued advancement seemed good, he says, but he decided he wanted to see the outside world. "Before getting caught in that velvet trap, I wanted to try something myself." NBC officials talked him into staying on for another year, but in June 1966 "I took the money I'd been saving to buy a house and opened



Lawrence Kugelmass Grossman—president, Public Broadcasting Service; b. June 21, 1931, New York; BA, Phi Beta Kappa, Columbia University, 1952; attended Harvard Law School, 1952-53; in promotion department, *Look* magazine, 1953-56; assistant copy chief, later assistant to director, CBS-TV network advertising department, 1956-62; VP, advertising, NBC, 1962-66; president, Lawrence K. Grossman Inc., 1966-76; president, Forum Communications, 1969-76; chairman, PTV Production, nonprofit company, 1975-76; president, PBS, since Feb. 1, 1976; m. Alberta Nevler, March 1, 1954; children—Susan, 20; Jennifer, 17, and Caroline, 14.

my own business." He recalls some of the reasoning that went into the decision:

"Professionally, television had already crossed its frontier and was in its middle age. Cable and public television were on the horizon. I wanted to have an opportunity to explore new areas. Finally and specifically, I felt there was an opportunity to use the skills I had developed in commercial television to serve clients in the media and public-affairs fields."

One Grossman production that many broadcasters are familiar with was the 60-second spot on the First Amendment and the public's right to know that the Television Information Office distributed widely to stations in the days when TV was under almost constant attack by the Nixon administration. The Grossman agency (now Aigen & Pearlman) also has worked for commercial as well as noncommercial stations, and has given commercial broadcasters some business as well, buying time to promote PBS's fall program schedules in the early years of handling the PBS account. In the noncommercial or educational field it has represented interests as diverse as the United Negro College Fund, the Agency for International Development, the Children's Television

Workshop and the Ford Foundation. For Ford, Mr. Grossman helped test the use of professional marketing techniques to increase community PTV fund raising.

Those who have worked with Mr. Grossman, whether recently or years ago, seem to have genuine trouble finding ways to describe him without gushing. One finally stopped trying after offering the summary judgment that "he's a living saint." Another expressed some concern that people who don't know him may have a wrong opinion of him. "A lot of people may think because of his involvement with the Forum application [for WPIX(TV) New York's license] that he's a wild-eyed trouble-maker," according to this one-time associate and later competitor. "Nothing could be further off. He's an honorable man, he has a tremendous amount of integrity, he's professional in every way and he is not afraid to stand up and be counted."

Standing up and being counted on the Forum Communications application, Mr. Grossman says, started as a sort of philosophic exercise. He and some associates were talking about television and its potentials and soon found themselves developing "a blueprint for a model station." But "as we got into it," he continues, "we said to hell with a blueprint—let's do something." They'd already decided that "local news was going to be much more important than network news." and they chose WPIX as their target because they felt it "offered an opportunity for us to show what a good station could be like on a practical and profitable basis." In the seven years since, WPIX has won an initial decision by the administrative law judge who heard the case, but the FCC Broadcast Bureau is challenging it.

Mr. Grossman says his biggest priority going into his new job is programing, because "that's what it's all about," and last week he was busy talking programing and program distribution at PBS's annual membership meeting.

"I think I'm very lucky," he said a few days before moving into the new job. "I'm coming in at a wonderful time for public television. The system is in place, stations are now flourishing in key markets, memberships are growing, the five-year funding bill has been signed by the President and the programing this year is so great, so diverse that this could be looked upon as a golden year for public programing. It's a dynamic and exciting period. My job is to create an environment that will excite talent to create. We must fill in some gaps—programs for minority audiences, for example, that can't be reached by commercial television. But it would be presumptuous of me to come in bringing specific plans except to expand and multiply those good things we already have."

The Carolinas Made History in the American Revolution.

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

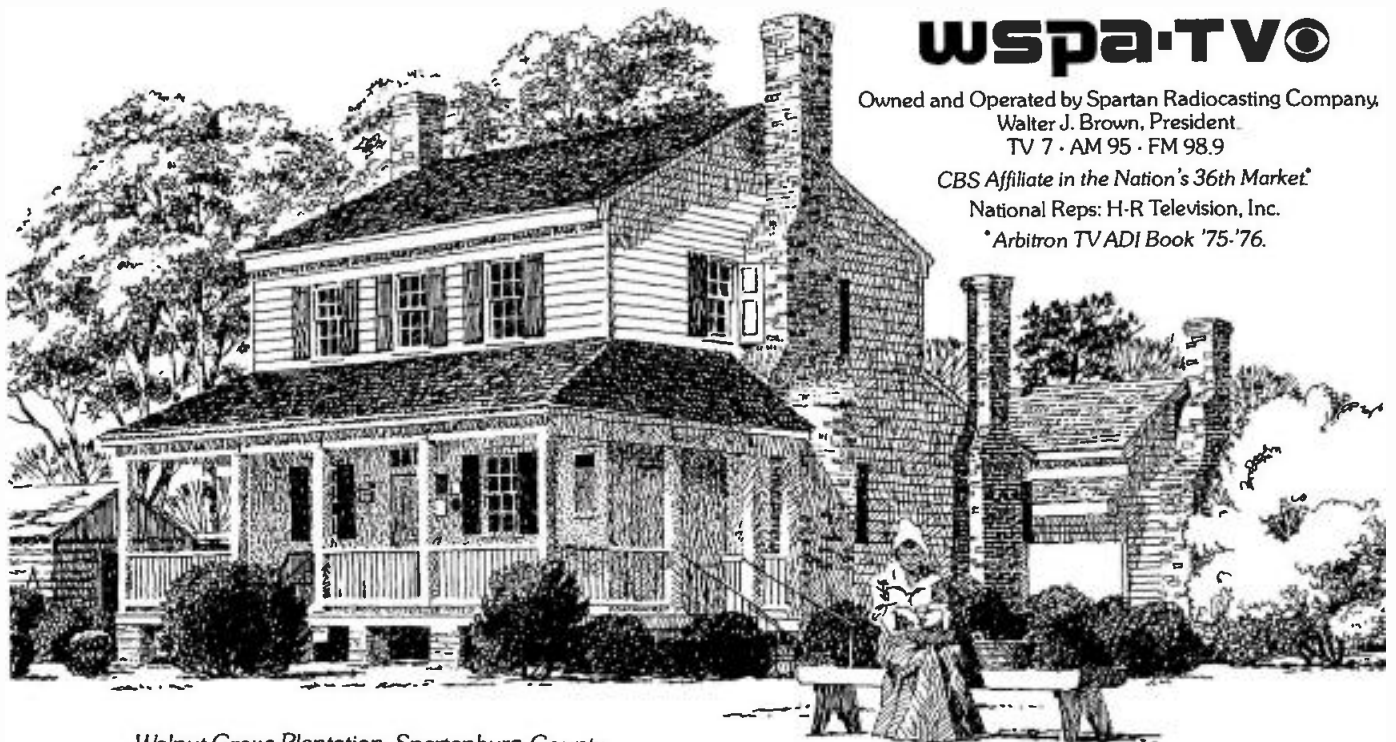
Bicentennial Note: **Walnut Grove Plantation** **Tells It Like It Was.**

The restored Georgian home of the Charles Moore family of Revolutionary days includes school, smoke house and barn, besides the usual living, eating and sleeping areas, complete with furnishings of the period. Patriots like the Moores not only volunteered for General Dan Morgan's

South Carolina forces but helped meet his forage needs as well. Walnut Grove was the home of Kate Moore Barry, one of the "Patriots in Petticoats" who aided General Morgan in winning the Battle of Cowpens.

Walnut Grove is part of WSPA-TV's Area of Dominant Influence, 481,800 TV households* in 31 counties in the Carolinas and Georgia. The area

abounds in Bicentennial sites—and contemporary industry. Textile mills, rubber, chemical, electrical and ready-to-wear factories combine with a flourishing agriculture and active tourism to make Greenville-Spartanburg-Asheville one of the best-balanced markets in the nation. It ranks 36th,* and is effectively reached via WSPA-TV. For availabilities, check our national reps.



Walnut Grove Plantation, Spartanburg County

wspa-TV

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

CBS Affiliate in the Nation's 36th Market*

National Reps: H-R Television, Inc.

*Arbitron TV ADI Book '75-'76.



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by the Pierre Cossette Company, a company that has a long and successful association with Andy, and many award-winning specials to its credit. Bob Scheerer, one of the nation's top variety show specialists, will produce and direct.

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See us at the NATPE, Fairmont Hotel, Suite 420
MEET ANDY WILLIAMS AT A SPECIAL RECEPTION IN THE GOLD ROOM AT THE FAIRMONT ON FEBRUARY 24 AT 7 PM