

CBS picks up on ABC's lead, endorses longer news
Eleventh hour scramble on cable copyright

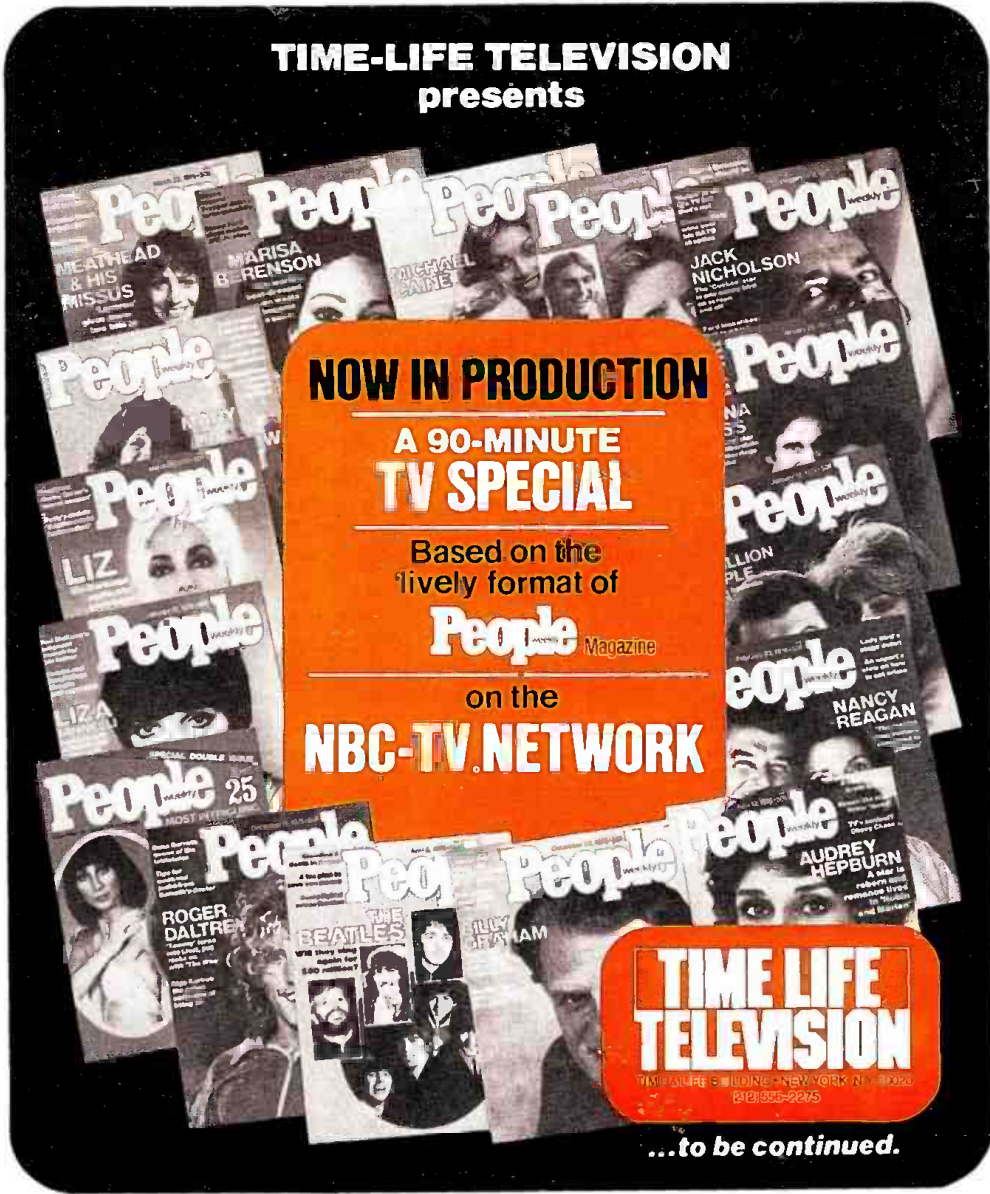
Broadcasting May 10

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

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We thought we were being watched all along.



We were.

- #1 In Washington, D.C.
- #1 9 a.m. — 12 midnight,
Sunday-Saturday, Feb. 1976:
Total Persons 2+
NSI 223,000
ARB 219,000
- #1 8-11 p.m.,
Sunday-Saturday, Feb. 1976:
NSI 23 Metro Rating
36 Metro Share

- ARB 23 Metro Rating
36 Metro Share
- #1 News 7, 11-11:30 p.m.,
Monday-Friday, Feb. 1976:
NSI 12 Metro Rating
33 Metro Share
ARB 11 Metro Rating
30 Metro Share

Washington, D.C., February, 1976 NSI &
ARB Reports. Subject to qualifications.

New York Flips Over Mike Douglas



The Mike Douglas Show No. 1 News Lead-In

There's been a big change in New York. **WCBS-TV has moved The Mike Douglas Show to the 5:00-6:00 news lead-in period, flip-flopping Mike with Dinah.**

Why this switch in the crucial early fringe area, in the nation's largest, most competitive market?

The CBS flagship tested the change in March and found that (1) Mike increased the ratings for the time slot and (2) its 6:00 news audience climbed, too.

It figures. Mike's record as a news lead-in has been proven in dozens of markets around the country. And in New York, he has been No. 1 in his time period for seven years, six of them in the pre-news spot.

In fact, The Mike Douglas Show —whether from 4:00 to 5:00 or 5:00 to 6:00—has been outperforming everything in sight: Welby, movies, soaps, news, kids shows.

With Mike clearly demonstrating that he provides New York's best lead-in for the 6 o'clock news, scheduling him there just makes good sense—and dollars. In New York. Or anywhere.

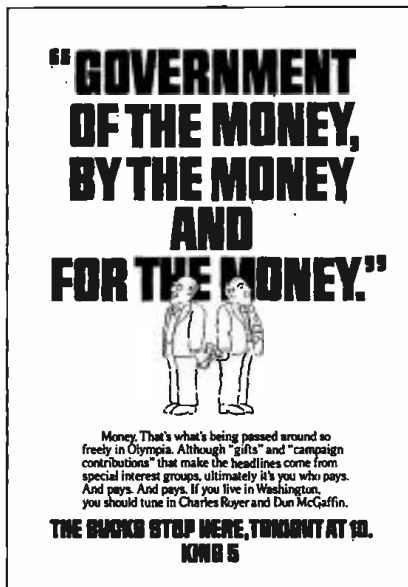
The Mike Douglas Show. Still Tops!
Five a week/90 or 60 minutes.

**GROUP
PRODUCTIONS INC**

WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE NEW YORK 10016 (212) 983-5081

An ad you didn't want to read about an award few people ever get for a show you'll never see.

Every year, TV stations flock to the broadcasting trade press with ads and releases heralding the capture of assorted awards for broadcasting achievement.



Seasoned readers of the broadcasting trade press literally whiz past the ads on their way to read more stimulating fare like who's putting what where this Fall.

It's a shame. Because once in a while one of us does produce the kind of show they really don't do on Broadway.

We did one last year. It was written and produced by a couple of reporters from our News Department named Charles Royer and Don McGaffin.

The name of the program was "The Bucks Stop Here." Its subjects were money, influence, big business, and the State Legislature. What made the show particularly unusual was the fact that it named names. Like the Senate Majority Leader, one of the country's leading finance

companies, and the state's biggest bank.

The response we got was dramatic. Hundreds of letters, telegrams, and phone calls. Nearly every one of them favorable.

We also won one of sixteen 1975 Sigma Delta Chi awards for distinguished service in journalism. The judges said the program was "an unusual example of journalistic courage and enterprise."

Needless to say, we're proud. Of the award. Of a News Department with lots of Royers and McGaffins. Of our reputation in the Northwest for independence and integrity. None of it came cheap.

But we figure the price was right.



KING 5/Seattle

a division of the King Broadcasting Company

Broadcasting May 10

rites of Spring □ CBS-TV started off the annual rounds of affiliate meetings last week. What happened was: CBS Inc. President Arthur Taylor floated a very large trial balloon on longer-form newscasts. **PAGE 21.** CBS News President Richard Salant warmed up the affiliates to Mr. Taylor's idea. **PAGE 22.** Mr. Salant also had some things, kind and unkind, to say about Dan Schorr. **PAGE 53.** CBS programmers are confident they can hold off the charge by ABC-TV. **PAGE 36.** There will be a lot of promotional money spent to help in the fight. **PAGE 38.** Walter Cronkite has some harsh words for news consultants and pompadured personalities while he urges a dedication to the professional tenets of journalism. **PAGE 52.**

THE ANSWER MEN □ The FCC's fairness and political broadcasting unit has its hands full this election year responding to a barrage of inquiries about campaign advertising, but most matters are dealt with expeditiously. **PAGE 23.**

SOMETHING'S UP □ A halt is abruptly called in trial of family viewing suit following testimony of CBS President Arthur Taylor and FCC Chairman Richard Wiley. It may be prelude to an out-of-court settlement. **PAGE 24.**

MAKING POINTS □ Annual gathering of station broadcast association heads in Washington is marked by door-knocking and handshaking on Capitol Hill. Cable TV's role in copyright is the top item. **PAGE 26.**

VALENTI'S MISSION □ President of motion picture association sets up another meeting with the NAB in an attempt to get broadcasters to go along with MPAA-NCTA copyright agreement. **PAGE 28.**

MISSISSIPPI FIREWORKS □ FCC is swamped with staggering number of petitions to deny renewals of stations in that state. **PAGE 28.**

NEWHOUSE BLOCKED □ Broadcaster's hopes of acquiring the balance of KOIN-AM-FM-TV Portland, Ore., are again frustrated by the Department of Justice which indicates it will oppose buy. **PAGE 32.**

RENEWAL FORM CRITICIZED □ FCC's highly touted two-

page document gets bad reviews from lawyers. Commission's Shiben seeks to refute the knocks. **PAGE 32.**

AM-FM DUPLICATION □ FCC reduces amount of time that FM's will be permitted to carry programming of their AM adjuncts. It brings medium nearer to standing on its own feet. **PAGE 40.**

JACOBS'S MORNING LINE □ Consultant releases his annual predictions of winners and losers in the network fall schedule. And they make ABC look good. **PAGE 42.**

PINCH ON TV PRODUCERS □ They complain that they're still caught between costs and payments, but that things are improving. **PAGE 44.**

RETAILERS' YEN FOR TV □ TVB workshop hears case histories of stores that found out how well television does its job. **PAGE 46.**

CBS-TV QUILTS TVB □ Network feels bureau is overly preoccupied in selling spot TV. **PAGE 48.**

NUTRITION ADS □ Industry comments to FTC claim proposed regulations will do more harm than good for consumers. **PAGE 48.**

AP'S BIG CHANGES □ Corporate board, heretofore restricted to publishers, will have three broadcasting members. Fuller picked to succeed Gallagher in the fall. **PAGE 55.**

POTENTIAL FOR PAY □ OTP study expects explosive growth for such services in the next decade, but with limited effect on conventional TV. **PAGE 58.**

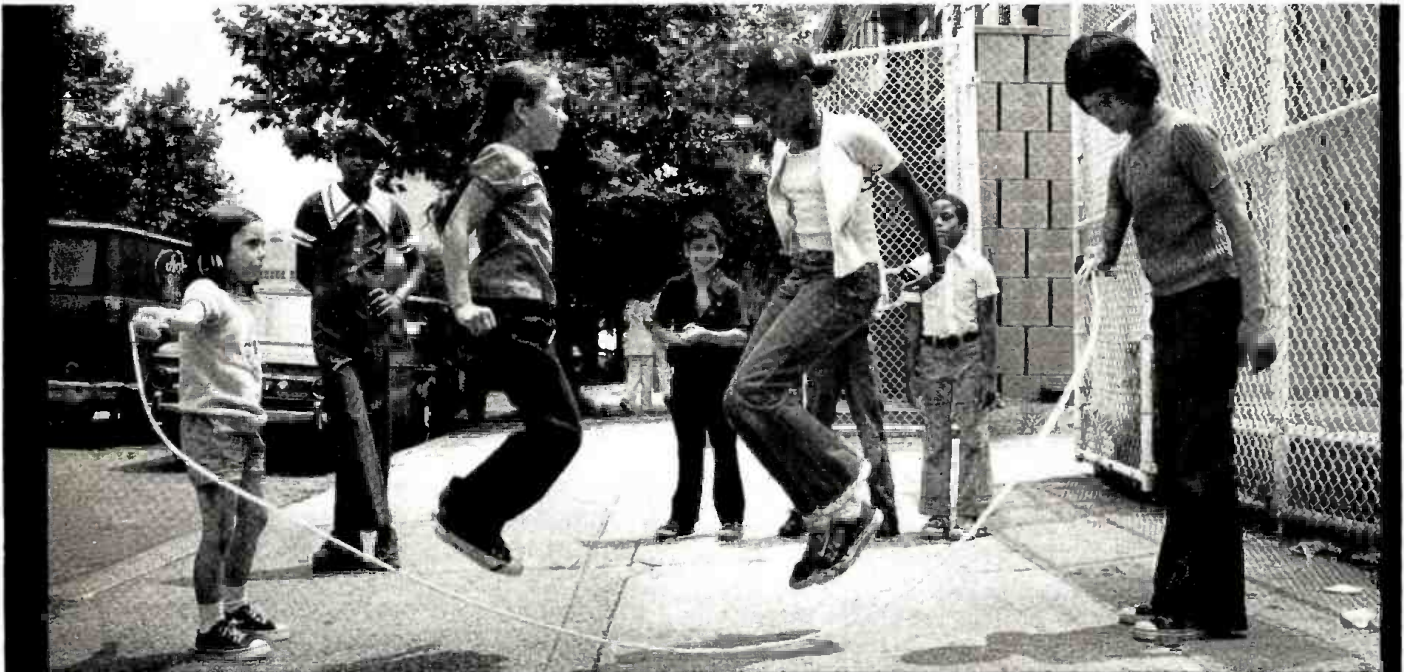
CONRAD FACES STOCKHOLDERS □ New head of RCA survives heavy grilling, reports there's an upswing in second quarter. **PAGE 60.**

TECHNICIAN IN THE MARKETPLACE □ At the helm of Scientific-Atlanta is Sid Topol who's out to make his firm a "technical leader and innovator" in communications. **PAGE 81.**

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WE SHOWED EDUCATORS THAT A LOT OF KIDS CAN LEARN TO READ BETTER IN THE STREET THAN IN THE CLASSROOM.



The shocking fact is that 33% of 12th Grade level students in Philadelphia schools are almost illiterate.

They can't read comic books. Follow simple written instructions. Or fill out job applications.

Traditional remedial reading methods do not help these kids whose home is the street, and whose language is the action of the street.

Many become dropouts, misfits, or hardcore gang members. Are they hopeless? We don't think so.

Because we found a man who knows how to help these kids. And get them reading anywhere. In the street. Or in a classroom. His name is Ted

Marshall, and he understands that action is the language of the street. It's a language he can also speak.

Our program on this remarkable man and his radical Action Reading methods at Philadelphia's Germantown Settlement House taught the community a new lesson.

It showed how some kids can learn more from jumping rope than from agonizing over readers. How rhymes and rhythm teach words. That by clapping your hands and tapping your toes to sounds, you can learn to spell. That putting words into live action is not only fun, it's educational. And that for some kids, the learning experience can be outside instead of inside.

As a result of our show, Ted Marshall suddenly became one of the hottest TV and radio talk show guests in town. He was asked to speak in colleges, high schools, and to visit parents of illiterate children.

The president of the Philadelphia School Board decided to visit Marshall, and see what all the talk was about. He was so impressed with what he saw that Action Reading is now being considered as a Pilot program for all Philadelphia schools.

We found that to help educate thousands of kids, we had to begin by re-educating thousands of adults.

WPVI-TV
Philadelphia

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.

Presidential scrambling

With Ronald Reagan now demonstrable threat to his chances of winning Republican presidential nomination, President Ford is expected to turn up his use of radio and television in determination to assume more "presidential" role. Not only will this involve interviews in Washington and on road with local broadcast journalists but commercial spots as well; there is talk in White House of increasing use of TV and drive-time radio spots in primary states, perhaps even to point of trading off campaign trip money for them.

Going it alone, together

Four major Hollywood TV production companies are moving toward syndicating own properties, eliminating distributors that take as much as 40% off top. Grant Tinker, head of MTM Productions, has hired syndication veteran Bud Rifkin (Four Star, Ziv) to seek out stations for proposed strip talk/variety hour, *The Lorenzo and Henrietta Music Show*, dumped as 30-minute pilot by ABC. Metromedia station group has already agreed to take it, and if enough other stations have signed by June 15 to cover production nut, Mr. Tinker will give go-ahead for September start. Meanwhile, Norman Lear has reportedly elbowed out Rhodes Productions to form his own subsidiary to syndicate his soap-opera send-up, *Mary Hartman, Mary Hartman*, as prelude to Mr. Lear's distributing off-network reruns of *Sanford and Son*, entering its last year on NBC.

Long-range possibility is consortium of MTM Productions, Norman Lear's T.A.T., Lee Rich's Lorimar Productions and Quinn Martin's QM for syndication of all of their first-run and off-network properties not committed to previous distribution contracts. (Mr. Tinker's *The Bob Newhart Show*, Mr. Lear's *All in the Family* and Mr. Martin's *Cannon* are contracted to Viacom and Mr. Rich's *The Waltons* is contracted to Warner Bros. Television.)

New scrutiny for radio ratings

Concerned with pricing policies and quality control methods of Arbitron and declining usage by agencies of Pulse reports, Radio Advertising Bureau board of directors is expected to discuss other alternatives to foster competition in radio measurement field. Issue will top agenda at RAB's board meeting in New York next week when permanent task force on radio measurement may be set up. Stations are said to feel that brisk

business in radio these days makes it propitious to look at alternatives to present rating systems.

Political consensus

There's growing sentiment on FCC for requirement that broadcasters sell longer time units to political candidates. Focus is effort of Senator Frank Church (D-Idaho) to buy half hour of network prime time to get late-starting presidential campaign off ground. Commissioner Abbott Washburn went public last week with view that "spirit" of "reasonable access" law requires sale. Benjamin Hooks and Glen Robinson have circulated memos to colleagues, supporting Church position. Fourth commissioner, James Quello, thinks networks should sell time but doesn't feel FCC has authority to make them.

News first

Julian Goodman, NBC chairman who came up through news ranks, may become first network official to serve on corporate board of Associated Press, under revised AP rules authorizing addition of three broadcasters to previously all-publisher board (see page 55). Two broadcasters already have been elected from AP subscribing stations: Tom Frawley of Cox Broadcasting and Walter Rubens, KOBE(AM) Las Cruces, N.M. Third is to be network representative, presumably Mr. Goodman because of his rank and background. Mr. Goodman, who became news writer with NBC Washington in 1945, moved up to head NBC News from 1961 to 1965 before being elevated to presidency and later chairmanship of network.

End run

Canadian Radio Television Commission is under increasing pressure to permit pay television development. Master antenna television operator, operating outside CRTC authority, has initiated pay TV operation in Toronto apartment complex—first since Etobicoke, Ont., experiment in 1960's. Licensed cable operators, denied pay by commission's rules, are furious. It's anticipated CRTC will "rethink" position, eventually yield in approving some form of pay implementation.

Mr. Murphy's hatchet

It looks as though there will be 16th day added to planned 15-day cable TV hearings that start May 17 before House Communications Subcommittee. Representative John Murphy (D-N.Y.), no longer member of communications

panel but still strong advocate of ridding TV of sex and violence, wants time to screen clips of *Midnight Blue*, now carried on Manhattan Cable's Channel J in his home district in New York. "The greatest enemy of cable is cable, where they get into the showing of pornographic material," congressman said last week.

Damned if they do . . .

Filling job of deputy director of FCC's industry equal employment opportunity unit poses delicate task for commission. Some blacks feel post, left vacant by shift of Clarence McKee to assignment as legal assistant to Commissioner Benjamin L. Hooks, should be filled by black; they say it was blacks who waged struggle for commission recognition of EEO problem in first place, and bristle at reports commission might name chicano to post. Possibility of it being filled by non-minority-race candidate is remote, although Lionel Monagas, chief of EEO unit, reacts angrily to suggestion that race might play role in determining selection, saying: "This is the last place where that kind of discrimination should be practiced."

Nonrocking boat

Although issue of longer network evening TV newscasts was put on most-active list after CBS-TV affiliates' convention, don't bet on it being brought up by NBC-TV at its own affiliates' meetings in June. That's 50th anniversary convention for NBC radio as well as TV affiliates, and NBC officials aren't looking for any agenda items that might mar celebration. But they were working, even before CBS proposal, on plans for eventual lengthening of news and say they'll probably get going actively on it in July. But they also say they're aware of problems it could create for affiliates and will proceed only with "an offer they couldn't refuse."

Separate still not equal

That broadcaster breakthrough into hierarchy of Associated Press—with agreement that three radio-TV representatives will sit on cooperative's board—is regarded as major accomplishment in medium's push for equal recognition as journalistic force. It's not end of battle, however. CBS News President Richard Salant, adamant in insistence on first-class citizenship and active in putting on pressure that secured new eminence, isn't yet satisfied. He "welcomes" news of board seats, says it's good step but is still not prepared to join AP Broadcasters Association. That's still "segregation," he says.

Kraft Foods □ Various cheese lines will be stressed in spot radio campaign to run in 15 major markets for 13 weeks, starting in late May. J. Walter Thompson Co., Chicago, is seeking audience of women, 18-49, and is buying 60-second announcements in time periods from 6 a.m. through 10 p.m. Kraftco division is continuing campaign for various other Kraft Foods products with three-week flight beginning May 23. Prime-time TV 30's are also targeted to women, 18-49, and are handled by N.W. Ayer, New York.

Stokely-Van Camp □ Three-week campaign beginning July 26 in number of TV plus 30 radio markets will display two products in Southeast and Southwest. Prime-time, early and late news 30's use theme "Heat 'em up and eat 'em up" for Beanee Weenee and Chilee Weenee canned products. Handley & Miller, Indianapolis agency, notes radio spot for Stokely won Hollywood Radio & Television Society's international broadcasting award for 1975.

Textron □ Maker of well-known names such as Talon zippers and Speidel watchbands plans first-ever use of television for corporate campaign. \$3 million print and TV budget will promote public understanding of private enterprise system. Spots developed by J. Walter Thompson Co., New York, will be shown during various political events on NBC and ABC networks throughout year.

Ford Motors □ Company, through J. Walter Thompson, Detroit, will pick up 10

minutes per week of radio barter series called *The Ralph Emery Show*. Daily hour country-music series (Mr. Emery is Nashville disk jockey) is bartered by Show Biz. Bayer aspirin (through Thompson-Koch, New York), takes five minutes per week. Stations get 12 minutes to sell in each hour. Syndicator says 275 markets now carry series.

Hershey □ Six-week flight for Hershey's Toffo candy is scheduled with starting date of June 21. Target is children, 6-11, and TV 30's will be placed in kid-show slots. Ogilvy & Mather, New York, is agency.



Durham Industries □ Broad-based manufacturer marks first time ever on television with new product, Mickey Magician. Foot-high Mickey Mouse toy does 22 magic tricks. Agency, Ed Libov Associates, aims toys at pre-school children in two flights, one 12 weeks and another 10, both starting in September. Durham President Hal Weiser (r) pulls rabbit out of hat for Durham's agency chief, Ed Libov.

Rep appointments

- WMEX(AM) Boston: Katz Radio, New York.
- KDEF(AM) Albuquerque, N.M.: Blair Radio, New York.
- WLFJ-TV Lafayette, Ind.: Savalli/Gates, Chicago, for Midwest and West Coast.
- WMLO(AM) Beverly, Mass.: WFAD(AM)-WCVM(FM) Middlebury, Vt.; WRUM-AM-FM Rumford, Me., and WGUY(AM) Bangor, Me.: Kadetsky Broadcast Properties, Boston, for New England.
- KxJB-TV Valley City, N.D.: Katz Television Continental, New York.

Dodge □ Company's trucking division (through BBDO) is signed for weekly 30-second spot in *Nashville on the Road*, weekly half-hour barter music series distributed by Show Biz. Other two national minutes are taken by Block Drugs (BBDO) and S.C. Johnson Co. (Foote, Cone & Belding). Stations get four minutes to sell to local advertisers. Stations carrying *Nashville on the Road* number 108 for 55% US clearance, among them WTAF-TV Philadelphia, KHTV Houston, KPLR-TV St. Louis, KXLY-TV Spokane and WTVR-TV Richmond. Most play series in early fringe.

Gillette □ Third-quarter campaign for Earthborn baby shampoo is tentatively set for four markets, picking up from earlier campaign, on June 28 for 13 weeks. Fringe 30's geared to women, 18-49, are handled by Benton & Bowles, New York.

Sterling Drug □ Company, through house agency Thompson-Koch, New York, has renewed for another 52 weeks on *Pop Goes the Country*. Weekly, 30-minute syndicated series features major country-music stars. Sterling subscribes to both national sponsor minutes; stations are accorded three minutes for local advertisers. Series is now bartered in 130 markets (60% coverage), according to syndicator, Show Biz, Nashville subsidiary of Holiday Inns. TV stations include KTLA Los Angeles, wsns Chicago and WTCG Atlanta.

Sunbeam □ Pre-Father's Day push for Sunbeam's Shavemaster Groomer will use TV 30's in three markets—Chicago, Cincinnati and Kansas City—for four weeks beginning May 24. Prime, fringe and some sports time carries budget estimated at \$60,000. N.W. Ayer, Chicago,

BAR reports television-network sales as of April 18

ABC \$265,838,800 (31.4%) □ CBS \$296,778,600 (35.0%) □ NBC \$285,104,800 (33.6%)

Day parts	Total minutes week ended April 18	Total dollars week ended April 18	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.	143	\$ 702,300	1,998	\$ 11,060,900	\$ 9,868,100	+12.1
Monday-Friday 10 a.m.-6 p.m.	1,016	12,435,700	15,501	186,590,300	161,904,700	+15.2
Saturday-Sunday Sign-on-6 p.m.	327	5,661,500	4,955	103,506,700	78,739,200	+31.5
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,983,700	1,573	46,207,500	39,550,100	+16.8
Sunday 6 p.m.-7:30 p.m.	22	966,200	343	15,063,300	6,761,900	+122.7
Monday-Sunday 7:30 p.m.-11 p.m.	422	30,010,200	6,396	427,856,300	392,817,200	+ 8.9
Monday-Sunday 11 p.m.-Sign-off	194	3,368,700	3,065	57,437,200	47,145,500	+21.8
Total	2,225	\$56,128,300	33,831	\$847,722,200	\$736,788,700	+15.0

Source: Broadcast Advertisers Reports

Tired of Playing Games?

Then Switch to **IN SEARCH OF..**

This landmark prime access series doesn't merely ask questions, but dramatically probes the mysteries that have baffled mankind through the centuries. Now filming all over the world, "In Search of . . ." explores lost civilizations, special phenomena, extra-terrestrial mysteries, myths and monsters. "In Search of . . ." can be your answer for prime access programming in the form of 24 all-new half hours for all-family audiences, created by Emmy and Peabody Award-winning Alan Landsburg Productions for Bristol-Myers.

IN SEARCH OF...

- The Bermuda Triangle
- Atlantis
- Big Foot
- Amelia Earhart
- Exorcism
- Tombs of the Pharaohs
- The Loch Ness Monster
- and many other adventures into the unknown

*So if you don't want to play games
with prime access programming,
contact:*

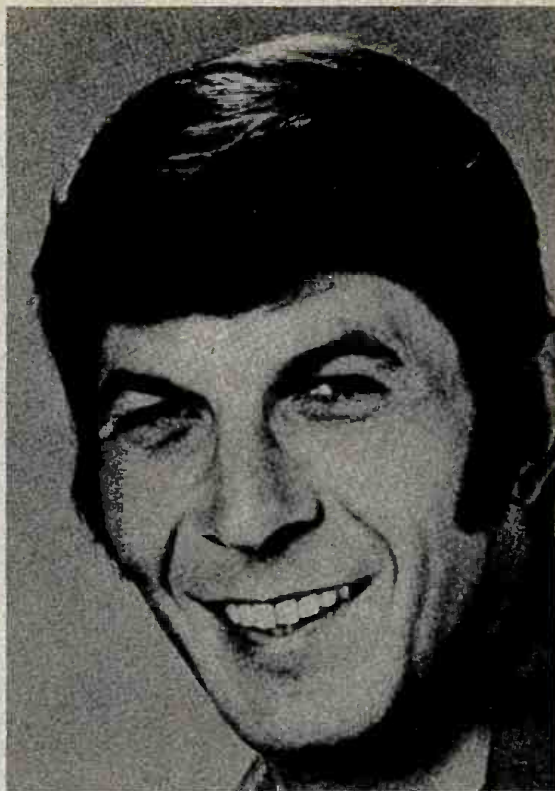


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PRODUCTIONS

A FILMWAYS COMPANY

6535 Wilshire Boulevard
Los Angeles, California 90048
213-655-2900



STARRING

LEONARD NIMOY as host—narrator

hopes to reach men, 18-49.

American Home □ Various products are featured in 13-week campaign to begin June 28. Daytime and fringe TV 30's are geared to women, 18-49. John F. Murray, New York, is agency.

Prince Macaroni □ Still-tentative schedule for Superoni macaroni product will involve limited number of markets in 18-week flight beginning in mid-August. Day, fringe and prime-time 30's geared to women, 18-49, are handled by L. Schulze Flanagan, New York.

Salada Foods □ Salada teabags will be spotlighted in spot-TV campaign in 25 major markets this spring and summer, with two flights on burner. First will get under way in mid-May and second in late June, with flights to last from eight to 10 weeks, depending on market. Humphrey Browning MacDougall, Boston, is aiming for women, 18-49, via spots on daytime, fringe and prime-time periods."

Union Carbide Corp. □ Big spring effort for Prestone II is scheduled to break in mid-May. Network television buys include many prime-time series and 25 major sporting events. Among shows are *Wide World of Sports*, Belmont and Preakness stakes races, *All in the Family* and *60 Minutes*. Accompanying newspaper promotion is planned. Campaign was created by Ogilvy &

Mather, New York.

Coca-Cola Co. □ Minute Maid Lemon Juice will be accentuated in spot TV promotion to be carried in 53 markets for three weeks, starting May 24. The Marschalk Co., New York, is centering its approach to programs and periods appealing to women, 25-49.



Peet Packing Co. □ Midwestern distribution only is planned for Ranch Brand bacon. TV part of mixed-media campaign now in progress features grizzled prospector to symbolize old-West flavor. Parker, Wilcox, Fairchild & Campbell, Saginaw, Mich., is agency.

Borden □ Elsie Stix will be promoted in four-week spot TV effort to run in approximately 30 markets, starting June 4. Tracy-Locke, Dallas, will beam spots toward women, 18-49, and children, via buys on daytime, fringe and prime-time periods.

J.P. Stevens & Co. □ Soft Magic pantyhose will be showcased via extensive spot-radio campaign to begin May 31 for three weeks in major markets including Cleveland, Dallas, Baltimore, Detroit, Miami, Milwaukee, Philadelphia and Seattle. The Clyne Co., New York, is directing 30-second spots toward women, 18-49, in time periods spanning 6 a.m. to 7 p.m.

Hygrade Food Products Corp. □ Spot TV is main vehicle in expansion of Ball Park franks into Los Angeles, Salt Lake City, Sacramento, Calif., Dallas and other markets. Flight starts on June 7 and ends July 4, with total of 25 markets used. After five-week hiatus, return to spot TV lasts one month, starting Aug. 9. Hygrade spends about \$2 million (75% in TV) on advertising Ball Park franks. Agency is W.B. Doner & Co., Southfield, Mich., which is positioning its TV advertising toward women, 21 to 49.

Little Crow Milling □ Little Crow Cocoa Wheats are subject of spot-TV effort beginning in late September for eight weeks in substantial list of markets. Agency for Little Crow is Hurvis, Binzer & Churchill, Chicago, with media buying handled by CPM Inc., Chicago, which is seeking children, 2-11.

Victor F. Weaver □ Company introduced its chicken hotdog two years ago in Albany, N.Y. and has gradually expanded distribution in Northeast via spot TV. It will launch two new spot TV flights this summer in 15 markets. First will kick off for three weeks on June 14 and second on Aug. 23 for two weeks. J.M. Korn & Son, Philadelphia, is seeking to reach women, 25-49.

Wear-Ever Aluminum □ Super Shooter electric cookie gun is subject of spring campaign beginning with Mother's Day as well as proposed fall push. Both promotions involve spot TV, latter running six weeks beginning in October. Ketchum, MacLeod & Grove, Pittsburgh, is agency.

Pinkerton Tobacco □ In its first regular use of television, division of Liggett & Myers will push its Red Man and Red Horse chewing tobacco products via two flights on spot TV. One runs from late May to late July and the other from early October through late November in more than 40 markets. Products have been tested in TV on limited basis but had used radio heavily. Cunningham & Walsh, New York, will slant commercials toward men, 18-49.

Beatrice Foods □ Eckrich line of lunch meats, sausages and frankfurters will be subject of spots in 30 TV markets for four weeks, starting June 7. Needham, Harper & Steers, Chicago, is searching for daytime and fringe periods to reach women, 25-49.

Up-to-the-minute news about the automobile industry.

Hear auto industry news as it actually happens. Call Automotive News Broadcast Report. It's prepared by editors and writers of Automotive News, the industry's leading trade paper. And it gives you the latest developments in Detroit. Quickly. Conveniently. Concisely.

Simply dial any time of the day or night. Each news "actual" is sixty seconds long. It's a series of short news items. You'll hear news stories as they break, as well as timely news features.

Automotive News Broadcast Report is also available for taping. Call any time after 2 P.M. Friday and simply patch your tape machine. News actuals are recorded by Automotive News for your information. This means you can include news actuals in business or general news shows—at no extra charge.

So keep abreast of the industry. Telephone now.

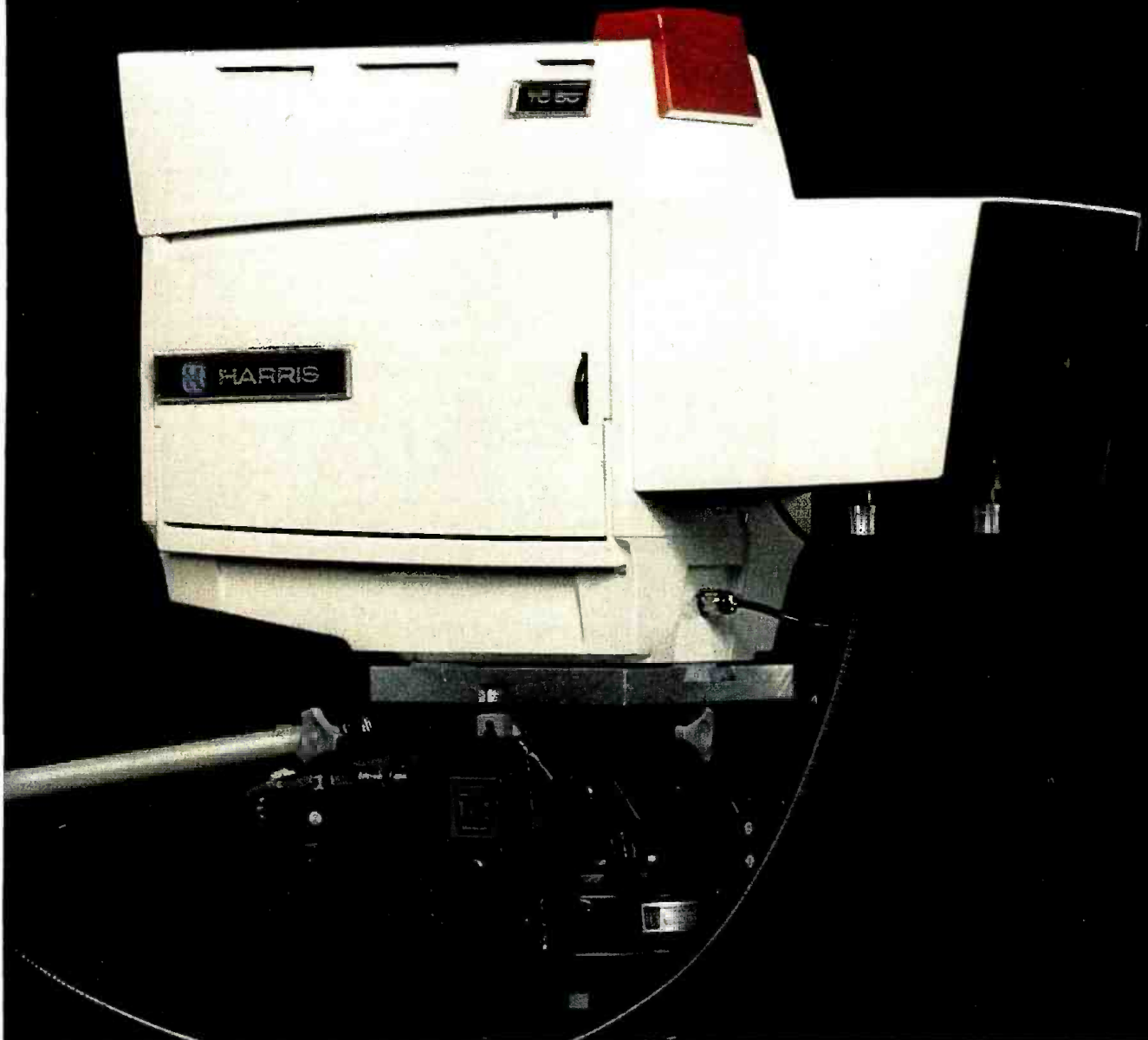
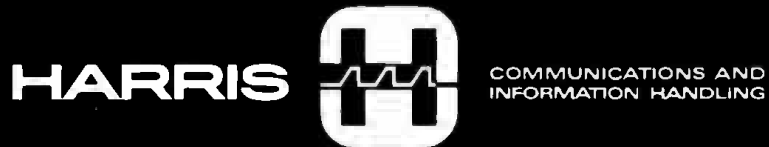
Call 313-963-3094.
Automotive News Broadcast Report.

Introducing the TC-50 live color camera!

The new TC-50 is a top-of-the-line broadcast quality prism camera at medium-line price.

A neat trick? Right—Harris has applied imaginative design to give you superb color fidelity and picture sharpness, along with operator convenience and flexibility, without unnecessary frills or seldom used automatic features.

Let us give you complete information. Write Harris Corporation.
Broadcast Equipment Division, 123 Hampshire Street, Quincy, Illinois 62301.



Monday Memo[®]

A broadcast advertising commentary from John E. O'Toole, president and chief creative officer, Foote, Cone & Belding Communications, New York.

The TV audience: Who are those people?

In most respects, it is easier to create a good television commercial than a good print ad. (You may wish to debate that, but let's save it for another day.) But right now I'd like to talk about one respect in which it's decidedly not easier.

With a magazine or even a newspaper, you start with a fairly clear impression of the person at the other end of the dialogue. You can study the publication, read the demographics provided by the sales department, talk to the editors and begin to see another human being materialize—someone you can communicate with in terms of his or her life and attitudes and problems.

But network television in the United States is the most awesomely mass medium in the history of man. Some 98% of U.S. homes have at least one TV set. More than 200 million people, all speaking more or less the same language, could conceivably be reached with a single commercial.

These people live in various degrees of affluence and poverty, age and youth, rage and contentment. They come in practically every color, live urban and rural lives and are dotted along an infinite number of attitudinal scales.

Faced with this formidable diversity, the creative person charged with selling a product to a mass audience can respond in a number of ways. He can ignore the apparent differences and assume that what evokes a tangible reaction in him, and the people he associates with, will have the same effect universally.

Thus we seek network commercials based on the latest in-group expression, on ethnic reminiscences of a Brooklyn childhood, on effluvia of the counter-culture and on campy re-enactments of old movie scenes. Imagine the torpor with which this sort of self-indulgence is greeted in Kearney, Neb. Or Watts.

Or, the creative person can respond by recognizing he is different and leaping to the perfectly human assumption that, therefore, the others are inferior.

As a result we see commercials based on claims that are little more than word games. We see fat, slack-jawed character actresses depicting real housewives and we are assaulted with an array of exaggerated graphics, mnemonic devices and empty phrases repeated four times in 30 seconds.

Both responses are wrong. We cannot draw many universal conclusions from our own life-styles. As Michael Novak, author of "The Rise of the Unmeltable Ethnics," wrote last September in the *Boston Globe*:



John E. O'Toole has spent his entire business career with Foote, Cone & Belding except for his first professional year with BBDO in 1953. He joined FC&B as a copywriter in Chicago in 1954 and has served the agency in various creative posts. He was named VP in 1961, senior VP in 1968 and president of Foote, Cone & Belding, U.S.A., domestic subsidiary in 1969 when he moved to New York. In 1970 Mr. O'Toole was elected president and chief creative officer of the parent company, Foote, Cone & Belding Communications Inc.

"Those of us who write about America, and create pictures of it for television and cinema, are not typical Americans. We do the best we can. But our vision is colored by our own experience."

We conclude, for example, that the new morality, heightened awareness and dissolution of the "nuclear family" (who conceived that term?) have pretty much shattered the traditional concept of marriage. After all, most of the people we know are divorced. Yet 66% of the people in this country remain married to the same person for life.

Religion is pretty much passe according to the perceptions we glean. How many people do we know who still go to church or who, if they do, would admit it? Still, according to Gallup, the institution most people regard most highly (62%) is

"organized religion."

It's a mobile society as we see it, with young and old alike jetting from coast to coast and even to foreign shores. But, in reality, about two-thirds of us have never set foot in an airplane.

Yes, you and I are different. But it is a terminal error to assume different means superior. The speed with which our fellow citizens retaliated against excessively high beef prices and mandatory interlock devices in automobiles attests to that. Inferior products are driven off the market with dazzling rapidity by canny consumers, whereas it was people such as you and me who bought all those pet rocks last year.

Then how do we come to grips with that mass audience presented to us by the television medium?

First, we recognize that the term "mass audience" is misleading. We're dealing with an immense, diverse and colorful complex of individuals which, for each product we're working on, assumes a different pattern.

To perceive these patterns demands tremendous understanding. It calls for a sensitivity to those deep, human, emotional bases that are the strongest linkages and the only ones that cross the demographic and attitudinal fences of this pluralistic society.

It requires a compulsive fascination with the flow of insights provided by Gallup and Roper and Harris and Yankelovich. And it is aided by books like those of Michael Novak and one by E.E. LeMasters called "Blue Collar Aristocrats" (subtitled "Life-Styles at a Working Class Tavern").

But most of all it demands an interest in how consumers think, how they feel, how they see themselves in the context of this shifting society, what is really important in their lives as opposed to what we might want to be important. It demands hearing them talk about products and advertising in our focus groups, seeing them respond in the consumer "rap sessions" we conduct, hearing the intensity of their feelings as we interview them in our telephone surveys.

Some of these programs we've designed to know the consumer better make painful demands on our inborn reticence and fear of rejection. All of them devour great quantities of our most precious commodity, time. But without them we run the terrible danger of writing advertising to one another.

Difficult as it may be, it is our job to understand the person we're directing the commercial to. Nobody's paying him to try to figure us out.



PEABODYs back-to-back!

For "superb investigative reporting" WCKT News has won the George Foster Peabody Award for an unprecedented two years in a row. Called the "Pulitzer Prize of Broadcast Journalism" the Peabody is television's most prestigious and coveted prize.

Last year WCKT was honored for three series of investigative reports which "brought considerable response and change in the community."

WCKT has again been cited by the Peabody National Advisory Board for "compiling an enviable record of outstanding investigative reporting."

The only Florida news operation ever to win this coveted prize, WCKT received the first of its three Peabody awards in 1961 for exposure of problems incident to the Cuban crisis.

This year's award-winning reports are an investigative series on the need for abortion reform and control, an editorial series on the banning of cameras from courthouse corridors, an exposé of Miami's FBI bureau chief, a series exposing New Jersey racketeers who moved to South Florida, an investigation of the community's auto inspection stations, and a series examining local slum conditions — past, present and future, all aired as part of WCKT's six o'clock news.

WCKT
NBC in Miami

■ indicates new or revised listing

This week

May 10—FCC's deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies due June 7. FCC, Washington.

May 10—FCC's new deadline for filing comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Replies are now due May 25. FCC, Washington.

May 11—Radio Day of *The Advertising Club of Metropolitan Washington*. International Inn, Washington.

May 11—*Connecticut Broadcasters Association* spring convention. Carl Stern, NBC News correspondent, will be luncheon speaker. Western Connecticut State College, Danbury.

May 11—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn East, Springfield, Ill.

May 11—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn, Albuquerque, N.M.

May 11-14—Electro '76, Bicentennial convention of *The Institute of Electrical and Electronics Engineers*. Hynes Auditorium and Sheraton-Boston, Boston.

■ **May 12**—*Corporation for Public Broadcasting*, board meeting. CPB headquarters, Washington.

May 12—*New York Women in Communications* Matrix Awards dinner. Edwin Newman, NBC News correspondent, will be speaker. Hotel Lexington, New York.

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—FCC's deadline for comments on proposed rule amendment to modify certain standards for cable TV systems (Docket 20765). Replies are due May 24. FCC, Washington.

May 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Casa Grande, Lubbock, Tex.

May 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Moline, Ill.

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 14**—*Pacific Pioneer Broadcasters* luncheon and salute to Betty White, broadcast personality-actress. Sportsmen's Lodge, Studio City, Calif.

May 14-15—The Gospel Radio Seminar of the *Gospel Music Association*. Airport Hilton, Nashville. Contact: Jim Black, seminar chairman, P.O. Box 912, Nashville 37202.

May 16-18—*Illinois-Indiana Cable Television Association* 12th annual convention. Forum 30 Plaza hotel, Springfield, Ill.

Also in May

May 17—FCC's deadline for comments on rule amendment to require broadcast stations and cable systems to notify opposing candidates of gifts of time to any other candidate within 72 hours prior to election day (Docket 20764). Replies are due May 27. FCC, Washington.

May 17—Eighth World Telecommunications Day, developed by the *International Telecommunications Union* in co-operation with the *United Nations Educational, Scientific and Cultural Organization*. Theme this year is "Telecommunications and the Mass Media."

May 17—*Emmy Awards* presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel Los Angeles.

May 17-18—*Virginia Cable Television Association* spring conference. Holiday Inn, Alton Mountain, Waynesboro. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-4131.

■ **May 17-20**—*House Communications Subcommittee* hearings on cable television regulation (see story, this issue). Washington.

May 18—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West, Spokane, Wash.

May 18—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Buffalo, N.Y.

May 18—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Birmingham, Ala.

May 19—*National Radio Broadcasters Association* sales seminar. Speakers include Paul Putney, deputy chief for law, FCC Broadcast Bureau; Bob Wollam, management consultant and training specialist, Kalamazoo, Mich. O'Hare Hilton hotel, Chicago.

May 20—*Advertising Research Foundation* second mid-year conference. Hyatt Regency O'Hare, O'Hare International Airport, Chicago.

May 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Salt Lake City.

May 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Latham, Albany, N.Y.

May 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Downtown-Motor Inn, Pensacola, Fla.

May 20-21—FCC-Federal Trade Commission joint panel discussions on over-the-counter drug advertising. FCC, Washington.

May 20-21—*Practicing Law Institute* program on

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"Legal and Business Problems of Television and Radio." St. Regis Sheraton hotel, New York. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

May 20-22—*Iowa Broadcasters Association* annual management conference. Speakers: Senator Dick Clark (D-Iowa), Representative Lou Frey (R-Fla.), Iowa Governor Robert D. Ray, William B. Ray, chief of FCC Complaints and Compliance Division. Hotel Fort Des Moines, Des Moines.

May 21—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due June 25. FCC, Washington.

May 21-22—*Public Radio in Mid-America (PRIMA)* spring convention. KIOS-FM Omaha, Neb.

■ **May 22**—Carl T. Rowan, political social-commentator for Post-Newsweek Stations, will deliver commencement address at University of Massachusetts/Amherst. Mr. Rowan and John W. Halgis, president of WHAI-AM-FM Greenfield, Mass., will be two of six persons to receive honorary degrees. Alumni Stadium, Amherst.

■ **May 24-26**—*California Community Television Association* annual spring meeting. Senator hotel, Sacramento.

May 24-27—Annual convention, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

■ **May 25**—U.S. Court of Appeals in Washington hears arguments in cases brought by more than 70 broadcasters seeking refunds of fees paid under 1970 fee schedule that Supreme Court held unlawful.

May 25—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown, Jackson, Miss.

May 25—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Country Village Motor Hotel, Phoenix.

May 25-26—Seminar on television and film lighting to be presented by E. Carlton Winckler, Imero Fiorentino Associates. Bradley University, Peoria, Ill. Information: Joel Hartman, Bradley University, Center for Learning Resources, 1501 West Bradley Avenue, Peoria 61625; (309) 676-7611, ext. 209.

May 26—*National Radio Broadcasters Association* sales seminar. Keynote speaker: Stephen P. Labunski, executive vice president Merv Griffin Radio Group. Essex House, New York.

May 27—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West, Airport, Shreveport, La.

May 27-28—*Practicing Law Institute* program on "Legal and Business Problems of Television and Radio." Stanford Court hotel, San Francisco. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

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.

May 28-29—*Alaska Broadcasters Association* meeting. Anchorage Westward hotel, Anchorage.

■ **May 28-29**—Regional seminar of the *Radio-Television News Director Association*, sponsored by *Texas A&M's University News Service* and KTRK-TV Houston. Bob Heath, Texas attorney general's office will be featured speaker. Discussion topics will include news operations, current issues and problems Rudder Tower, Texas A&M, College Station.

May 30—Tenth World Communications Day, co-ordinated in U.S. by the communications department of the *United States Catholic Conference*, Washington.

June

June 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Scranton Downtown, Scranton, Pa.

June 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn North, Youngstown, Ohio.

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June 1-4—Canadian Cable Television Association 19th annual convention and trade show. Four Seasons Sheraton hotel, Toronto.

June 2—FCC's new deadline for comments on proposed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies are now due June 16. FCC, Washington.

■ **June 2-3**—The Washington Journalism Center's conference on the First Amendment. Leaders from journalism, government and the private sector will be invited to attend. Speakers and discussion leaders will include Eric Sevareid, CBS News; Bill Monroe, NBC's *Meet the Press*; columnist-commentator James J. Kilpatrick; Thomas Winship, editor, *Boston Globe*; John Hughes, editor, *Christian Science Monitor*; Paul A. Freund, Harvard Law School, and Thomas I. Emerson, Yale Law School. Grand Ballroom, Mayflower hotel, Washington. Registration (no fees or charges): WJC, 2401 Virginia Avenue, N.W., Washington 20037; (202) 331-7977.

June 2-4—Communications Division of the Electronic Industries Association seminar, "Electronic Communications: Industry Trends and Economic Directions." Dunley's Hyannis Resort Center, Hyannis, Mass.

June 3—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn Airport-South, Philadelphia.

June 3—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn Riverfront, Cincinnati.

June 3-4—Fifth annual national Publi-Cable Conference. Campus, Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Public-Cable, Kutztown State College.

June 3-5—Associated Press Broadcasters sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president; attorney F. Lee Bailey and Senator Hubert Humphrey (D-Minn.) will be featured speakers. Marquette Inn, Minneapolis.

June 3-5—Alabama Broadcasters Association 30th annual spring convention. Admiral Semmes hotel, Mobile.

June 3-5—Oregon Association of Broadcasters spring conference. Sunriver Lodge, Bend.

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

■ **June 5-9**—American Advertising Federation, 71st annual convention. Scheduled speakers and panelists include FCC Chairman Richard E. Wiley; Donald Kendall, PepsiCo Inc. chairman (keynote); Carl Nichols, Cunningham & Walsh chairman and AAF chairman; Herb Klein, Metromedia Inc. vice president; George Gerbnet, dean of Annenberg School of Communications at University of Pennsylvania; Donald Johnston, J. Walter Thompson Co. president; Charles Moss, Wells, Rich & Greene president; Shirley Polykoff, Shirley Polykoff Advertising Inc. Staller Hilton, Washington.

June 6-9—Mutual Advertising Agency Network annual meeting. Drake hotel, Chicago.

June 6-10—North Carolina Association of Broadcasters spring meeting. Southampton Princess, Bermuda.

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 7—FCC's deadline for comments on its inquiry to gather information on cable TV subscriber rate regulation process (Docket 20767). Replies are due July 7. FCC, Washington.

June 8—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn, Jackson, Tenn.

June 8—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn Downtown-Plaza, Wichita, Kan.

June 8-10—Armed Forces Communications and Electronics Association 30th annual convention. Sheraton Park hotel, Washington.

June 8-11—Annual convention of National Broad-

Major meetings

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

May 24-27—Annual convention, ABC-TV affiliates. Century Plaza hotel, Los Angeles.

June 3-5—Associated Press Broadcasters annual meeting. Marquette Inn, Minneapolis. 1977 meeting will be held in St. Louis; site and date to be announced.

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

June 16-18—Broadcasters Promotion Association 21st annual seminar, Staller-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

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

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.

Nov. 10-13—Society of Professional Journalists, Sigma Delta Chi, national convention. Marriott hotel, Los Angeles.

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.

Jan. 23-26, 1977—National Religious Broadcasters 34th annual convention. Washington Hilton hotel, Washington.

Feb. 12-16, 1977—National Association of Television Program Executives 14th annual conference. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

March 27-30, 1977—National Association of Broadcasters annual convention. 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 17-20, 1977—National Cable Television Association annual convention. Conrad Hilton, Chicago.

April 26-May 1, 1977—American Women in Radio and Television 26th annual convention. Radisson Downtown hotel, Minneapolis.

cast Editorial Association. Mayflower hotel, Washington.

■ **June 9**—Corporation for Public Broadcasting, regional meeting open to public participation. Drake hotel, Chicago.

June 9-10—Vermont Association of Broadcasters convention. Hotel Jay, Jay Peak Ski Area in Northern Vermont, near Newport.

June 10—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn, Colliseum, New York.

June 10—Idearama, sponsored by Radio Advertising Bureau for salespeople. Hyatt-Regency hotel, Knoxville, Tenn.

June 10—Idearama, sponsored by Radio Advertising Bureau for salespeople. Hilton Inn West, Oklahoma City.

June 10-11—Arizona Broadcasters Association spring convention. Little America hotel, Flagstaff.

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 10-12—South Dakota Broadcasters Association annual meeting. FCC Commissioner Benjamin Hooks will address the June 11 luncheon. Holiday Inn of Northern Black Hills, Spearfish.

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

■ **June 11**—FCC's deadline for comments on its proposed rule amendment to permit the use of automatic transmission systems at AM, FM and TV stations (Docket 20403). Replies are due July 12. FCC, Washington.

June 11—Federal Trade Commission deadline for comments on proposed rulemaking to determine what warnings, if any should be required in advertising of antacids. FTC, Washington.

June 12-15—Television Programming Conference (TVPC), Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

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. Wiening, project officer, Office of International Marketing, Domestic and International Business Administration, Dept of Commerce, Washington 20230.

June 14-18—Cable television seminar for students, sponsored by Texscan Corp. and with Jerrold Electronics Corp. as co-host. Sheraton Motor Inn, Indianapolis. Information: Raleigh Stelle, Texscan Corp., Indianapolis 46219, (312) 357-8781; or Toni Barnett, Jerrold Electronics Corp., Horsham, Pa. 19044, (215) 674-4800, ext. 335.

June 15—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn, Paducah, Ky.

June 15—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn-Charleston House No. 2, Charleston, W. Va.

June 15—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn N.E., Lincoln, Neb.

June 15—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn Airport, Sioux Falls, S.D.

June 15—Deadline for entries Women in Communications Inc.'s 1976 Clarion Awards competition for outstanding communication in areas of human rights, resources and the community. Radio and television are two of the seven categories to be judged. Information and entry forms: Clarion Awards, WCI, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.

June 16-18—Broadcasters Promotion Association 21st annual seminar. FCC Chairman Richard Wiley will be luncheon speaker June 16. Staller Hilton, Washington.

June 16-19—Virginia Association of Broadcasters spring convention. Mariner's hotel, Virginia Beach. Convention chairman: Larry Saunders, WTAR(AM)-WKEZ(FM) Norfolk, Va.

June 17—Idearama, sponsored by Radio Advertising Bureau for salespeople. Sheraton Motor Inn, In-

dianapolis.

June 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West End, Richmond, Va.

June 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Royal Inn, Kansas City, Mo.

June 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Des Moines, Iowa.

June 18-19—*Alabama AP Broadcasters Association* annual meeting and awards presentation. Rodeway Inn, Birmingham.

June 19—Annual election meeting of *Missouri Public Radio Association*. KSOZ(FM) Branson, Mo.

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 22—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn North, Sacramento, Calif.

June 22—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, San Antonio, Tex.

June 23-25—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton-Fontainebleau hotel, Ocean City, Md.

June 24—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Los Angeles.

June 24—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Beaumont, Tex.

June 24-26—*Pennsylvania Cable Television Association* spring meeting. Seven Springs Mountain Resort.

June 24-27—*Rocky Mountain Broadcasters*

Association annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.

June 25-26—*Tennessee AP Broadcasters Association* annual convention. River Terrace hotel, Gallatinburg.

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

■ **June 28-30**—*Ohio Association of Broadcasters'* "Salute to Congress" and annual congressional dinner. Washington.

June 29—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Airport, Denver.

June 29—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Portland, Me.

June 29—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Jetport Inn, Orlando, Fla.

June 30-July 1—*Wisconsin Broadcasters Association* summer meeting. Speakers will include Charles Kuralt, CBS News, and Morris Reid, chairman, J.I. Case Co. Scotsland Resort, Oconomowoc.

July

July 1—*FCC's* deadline for comments on its proposed amendment of noncommercial FM broadcast rules (Docket 20735). Replies are due Aug. 16. FCC, Washington.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Lincoln Inn, Worcester, Mass.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Ramada Inn, Billings, Mont.

July 1—Exhibitors deadline for fall convention of *Society of Broadcast Engineers*. Holiday Inn, Hempstead, N.Y. Contact: Mark Schubin, SBE, P.O. Box 607, Radio City Station, New York, 10019; (212) 765-5100, ext. 317.

July 1—Idearama, sponsored by *Radio Advertising*

Bureau for salespeople. Holiday Inn of Six Flags, Dallas.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Crabtree, Raleigh, N.C.

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

July 11-12—*South Carolina Broadcasters Association* summer convention. Mills-Hyatt House, Charleston.

■ **July 11-13**—*New England Cable Television Association* summer meeting. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, Box 321, Tilton, N.H. 03276; (603) 286-4473

■ **July 12**—Opening of *Democratic National Convention*. New York.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Rodeway Inn, Eugene, Ore.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn I-44, Springfield, Mo.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Wade Hampton hotel, Columbia, S.C.

■ **July 14-17**—*Colorado Broadcasters Association* summer meeting. Douglas Edwards, CBS correspondent, will be keynote speaker. Wildwood Inn, Snowmass.

July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn Macon, Macon, Ga.

July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Fargo, N.D.

July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Little Rock, Ark.

July 16-18—*Oklahoma Broadcasters Association* summer meeting. Lake Texoma Lodge, Kingston, Okla.

July 17—*Atlanta chapter of the National Academy of Television Arts and Sciences* second annual Emmy



**“Our Dallas office is now open.
The southwestern market
is growing and so are we.”**

*Carol Cagle
Southwest Division Manager*

“The opening of our Dallas office coincides with the continuing growth of ABC-FM Spot Sales...over 200% in the last three years...and the ever-greater number of national advertisers establishing headquarters in the south west.

As always, you'll find us where the action is, helping clients use radio to reach their customers in the top 36 markets.

Call us for a piece of the territory.”

ABC-FM spot sales, Inc.

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ATLANTA	404-892-1710	DETROIT	313-353-8283
CHICAGO	312-372-2267	LOS ANGELES	213-663-3311
		SAN FRANCISCO	415-673-7100

awards dinner. Omni International hotel, Atlanta.

July 17-23—*National Association of Farm Broadcasters* summer convention. Activities planned on three islands of Oahu, Maui and Hawaii with details to be announced later.

July 18-20—*California Broadcasters Association* summer convention. Del Monte Hyatt House, Monterey.

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

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

■ **July 20**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Expressway, Kalamazoo, Mich.

■ **July 20**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Seattle.

■ **July 20-22**—Broadcast computer services users conference of *Kaman Sciences*. Antlers Plaza, Colorado Springs.

■ **July 22**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hyatt Regency O'Hare, Chicago.

■ **July 23-24**—Annual seminar of *Motion Pictures Laboratories, Society of Motion Picture-Television Engineers and Memphis State University*. Memphis State University, Memphis. Information: MPL seminar. Box 1758, Memphis 38101.

August

■ **Aug. 1**—Deadline for technical papers for fall convention of the *Society of Broadcast Engineers*. Contact: Mark Schubert, SBE, P.O. Box 607, Radio City Station, New York 10019; (212) 765-5100, ext. 317.

■ **Aug. 12-13**—*Arkansas Broadcasters Association* summer convention. Speaker: Saidie Adwon of KTUL-TV Tulsa, Okla., president of American Women in Radio and Television. Degray State Park lodge and convention center, Arkadelphia.

■ **Aug. 15**—Deadline for entries in CINE competition. *Council on International Nontheatrical Events* is nonprofit organization to encourage international communications and to select U.S. nontheatrical and short subject films for entry in appropriate international festivals. Details: CINE, 1201 16th Street, N.W., Washington 20036; (202) 785-1136.

■ **Aug. 16**—Opening of *Republic National Convention*. Kansas City, Mo.

■ **Aug. 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown, Anchorage.

September

■ **Sept. 8-11**—*International Musexpo '76*, market place for international record and music industry. Fair-

mont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 489-9245.

Sept. 12-14—*Southern Cable Television Association* convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

Sept. 15-17—*Tennessee Association of Broadcasters* annual convention. Glenstone Lodge, Gallatinburg.

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.

Sept. 26-28—*Nebraska Broadcasters Association* convention. Lincoln Hilton, Lincoln.

October

■ **Oct. 1**—Deadline for entries in media awards program of *American Cancer Society*. Categories include multiple classifications in local and network radio-television. Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017.

■ **Oct. 1-3**—*Massachusetts Broadcasters Association* annual convention. Sheraton-Boxborough Inn, Boxborough. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752.

Open Mike[®]

On the trail

EDITOR: This is in reply to the letter of Tom Joyner, executive vice president, Beasley Broadcast Group, Goldsboro, N.C., which appeared in your April 5 issue. Ethical considerations and legal restraints prohibit me from commenting directly concerning the case involving Compass Inc. and its principals, but I would like to comment concerning certain other allegations made by Mr. Joyner.

When Mr. Joyner first called my office on Feb. 17, we had no knowledge of Compass Inc. and no complaints concerning this company. He was referred to the assistant district attorney, who in turn referred Mr. Joyner to the deputy district attorney in charge of the consumer fraud division of my office. Due to budgetary and personnel restrictions I am able to assign only one attorney and one investigator to this division and they are responsible for handling approximately 100 to 150 complaints and inquiries per month, as well as supervising over 200 active investigations and litigation files. However, because of the nature and urgency of Mr. Joyner's complaint, both the supervising attorney and the investigator immediately undertook an investigation on behalf of Mr. Joyner.

Our investigation determined that if in fact a crime had been committed, it was interstate in nature and probably mail fraud and/or fraud by wire. Since primary jurisdiction for this type of crime rests

with the federal enforcement authorities rather than the local county district attorney, various federal agencies were immediately contacted. Once it was determined that the inspector's division of the United States Postal Service would have primary responsibility for investigation of this matter, we met with representatives of that agency and turned over to them all information in our file. Since that time, the investigation has been an ongoing and a cooperative joint effort between this office and the United States postal inspector in spite of the fact that ultimate prosecutorial authority would rest with the United States attorney's office in Las Vegas. —*George E. Holt, district attorney, Clark County, Las Vegas.*

(Mr. Joyner complained that the Las Vegas district attorney's office had provided no cooperation in investigating Compass, which failed to provide air travel and hotel facilities for which Beasley and other broadcasters had paid.)

A survivor

EDITOR: I guess it's that time of the year again when college graduates seeking jobs in broadcasting hit the employment trail. After hearing all of the bleak details of a field closed to college grads with no commercial experience, let me offer some encouragement.

About this time last year I began the seemingly endless task of sending out audition tapes and resumes. After a few

million rejections and four interviews, I finally received two job offers within minutes of each other late in August.

After much soul searching, I chose the station that I am working for now. It turned out to be a very wise decision. Starting out with an afternoon shift at WNNJ(AM) Newton, N.J., a contemporary MOR station, I subsequently moved to morning drive, and then to my current position, as program director of WNNJ-WIXI(FM).

Advice from the "pro"? Keep plugging away. Don't let those rejection letters get you down; save them for your scrapbook. Be prepared to start at a small station for a small sum of money.

Play up your biggest asset. I had four years of college FM radio behind me, including one year as news director.

Nobody starts out as a pro. Somebody will give you that first break. Who knows, it just might be me. —*Jeffrey Jay Weber, program director, WNNJ-WIXI Newton, N.J.*

The squeeze

EDITOR: I noted Norman Wain's letter in the April 12 issue. For quite some time I have thought that those of us who depend upon radio professionally and commercially and those of us who simply enjoy the variety of services and entertainment that radio provides should make it known to the hotels that we look less than

kindly when there is an absence of radio sets in hotel rooms that we use.

As a matter of fact, I suggested a couple of times that we let the hotel industry know, through the unions and the National Association of Broadcasters and others, that we might not be happy in the future about renting rooms in which radios are not provided. This soft touch of militance shouldn't offend anyone and may be effective. I would be interested in some reaction—*Sanford J. Wolff, national executive secretary, American Federation of Television and Radio Artists, New York.*

All those opposed

EDITOR: I am glad BROADCASTING covered my remarks at the Ad Council's press conference unveiling their "American Economic System" campaign [BROADCASTING, April 26], but you characterized Public Media Center and the coalition we represent in such a way as to totally distort our planned countercampaign and our purposes in producing it.

Neither PMC nor the labor, consumer, environmental coalition we represent are "opposed to free enterprise." In fact many of these groups are more committed to free enterprise and competition than the multinational conglomerates that dominate our economic system.

The reason these groups asked us to produce a countercampaign is that they feel that their views of the economy are not represented by the Ad Council campaign. These very American and substantial organizations, representing millions of people, feel that the Ad Council's view of the American economy is biased, one-sided and controversial.

Incidentally, we call our campaign Economic Alternatives for America, not Alternatives to America. We want America to work.—*Roger Hickey, Public Media Center, Washington.*

Poor reflection

EDITOR: I've about had it with the networks' portrayal of the media. Except for that pathetic once-upon-a-time series, *Mobile One*, every time you see a radio, television or newspaper reporter on the tube, it's some nitwit making a total ass of himself.

The most recent example was on *The Rookies* on March 30. Lieutenant Ryker had a problem. The inmates at a women's correctional facility had taken some hostages. A television reporter came on the scene with his cameraman and the lieutenant told the man to "keep back." The reporter responded, "Lieutenant, you can't keep us from reporting this story." The dialogue ends with another retort from the man in blue. A scene or two later, the inmates demanded a reporter and photographer. Our nitwit colleague says, "I'm going in there, lieutenant." The lieutenant says, "No you're not, I'm sending one of my own men."

How many reporters have risked their own lives in full cooperation with

authorities to help quell prison rebellions? We reporters do get in the way at times, but we're not in the business of turning dangerous situations into more dangerous situations.

The network series' representation of media people just might cause some unjust reflection on their own news teams.—*David Collin, news director, WQXI-AM-FM Atlanta.*

Hooks applauded

EDITOR: The statement attributed to "colleagues" of FCC Commissioner Benjamin L. Hooks in the "Closed Circuit" section of the May 3 issue is most unfortunate.

Your statement was: "Colleagues say Mr. Hooks is getting more aggressive in supporting minority causes at FCC to point that some say he is turning anti-broadcasting."

Does this statement mean that to support broadcasting one must be anti-minority? Truly progressive and forward-moving broadcasters are interested in the total communities they are licensed to serve. It is very comforting to know that Mr. Hooks is still sensitized to minority causes.—*Ernie Fears, manager, personnel and community relations, Washington Star Station Group, Washington.*

Everybody helped

EDITOR: In your April 26 report on the Nebraska gag order case you say that appeal to the United States Supreme Court was "taken by the Nebraska Press Association and a number of news organizations." Would it not be of interest to your readers to know that the Nebraska Broadcasters Association was also a petitioner? And I don't mean merely as amicus curiae. NBA raised money for the legal fund, participated in all strategy sessions and co-signed the petitions all the way from the little courthouse in western Nebraska to the Supreme Court. A number of Nebraska stations and radio newsmen also made important contributions, some of them as co-petitioners.

The newspapers were great, but the broadcasters were part of the team. By the way, the costs were colossal and we still need financial aid.—*Frank P. Fogarty, executive vice president, Nebraska Broadcasters Association, Omaha.*

AIM missed

EDITOR: I am shocked that your April 26 report of the CBS annual meeting made no mention of the discussion of the Accuracy in Media resolution on an ombudsman. This was the only significant matter debated at the meeting. Over a million shares were tallied for the AIM resolution, and an additional 500,000 proxies arrived too late to be counted.

The resolution received sufficient votes to be presented again next year. Identical resolutions will be debated at RCA [see page 60] and ABC meetings.—*Reed Irvine, chairman, Accuracy in Media, Washington.*

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Americans are the world's most mobile people. And they're crazy about sports. Ergo, Americans want sports to be as mobile as they are.

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CBS RADIO NETWORK

Top of the Week

Expanded newscasts: no longer whether but when

Taylor speech to affiliates, although it gives no details, reveals a commitment to lengthening the evening show; he pledges to work hard with affiliates to achieve this goal; reaction from other networks indicates a race to be the first

The question of longer network evening newscasts became a real rather than a hypothetical issue for affiliates to deal with last week when Arthur R. Taylor, president of CBS Inc., told the CBS-TV affiliates convention that "the goal of expansion of the network evening news is a worthy one for this industry."

He took a deliberately low-key approach in his speech to the affiliates, in which he emphasized that "we are sensitive to your concerns" and recognize that "there are commercial problems, financial difficulties, scheduling frustrations, regulatory issues." He did not even say whether he was thinking that the evening newscasts should be expanded from 30 minutes in length to 45 minutes or an hour or something less or more.

Rather he stressed that it is "our responsibility together to bring the events of this wide world into sharp, clear focus to all communities," and said that "I hope it will be possible for CBS and its affiliates to work together to achieve this goal."

He declined afterward to elaborate on his observations, made in the course of a luncheon address on the opening day of the affiliates' convention. Nor would CBS News executives or other CBS officials speculate on what the specific objectives, approach or timetable might be. For the most part they said they didn't know—that it all remained to be worked out with the affiliates.

Top CBS News officials did say they recognized it was not something that could be done right away or even "soon," certainly not by the start of the new prime-

time season this fall, perhaps not by the start of the second season next January, conceivably not by the fall of 1977 although they were less explicit about that.

It was clear that they recognized the issue as a sensitive one in which many and probably most affiliates were instinctively opposed to yielding more station time to the network and that they didn't want to do or say anything more than they felt they had to, lest they intensify the opposition.

It was equally clear that the issue was not one involving CBS and its affiliates alone—that, as officials of all three networks have repeatedly said, if one network moves to lengthen its newscasts, the others must follow suit.

CBS-TV affiliates, for their part, were surprisingly unhostile in their first formal reactions. This did not necessarily mean, however, that they were in a mood to accept CBS's move without fighting back. Privately, some said they would welcome a 45-minute network newscast because they would like to expand their 30-minute local

newscasts to 45 minutes and this would make a neat 90-minute news package—but that they would oppose a network move to 60 minutes. Others, for similar reasons, would accept a 60-minute network newscast but not a 45.

Many others said they would fight any network expansion on principle—and talked, in many cases, of refusing to clear a network newscast of more than 30 minutes, saying they would use the time occupied by a longer network newscast as the nucleus of a two-hour block, say, in which they would present local movies or other local programming.

In their formal meetings, however, they spent little time on the issue. In the closed meeting pre-scheduled for the first afternoon of the convention, participants said only two affiliates spoke up. Marvin L. Shapiro of Westinghouse Broadcasting, which is on record as contending that all networks have already put affiliates in an inequitable position, took the floor to say he agreed with Mr. Taylor that the networks should do more—but he insisted they should do it in network time, not in what is now station time. Another affiliate was said to have suggested the networks schedule additional news at 10:30-11 p.m. NYT—a period already network time.

The next day, in a final closed session in which network officials were on hand to answer affiliates' questions, Jim Babb of WBTV(TV) Charlotte, N.C., was reported to have asked for additional details from the network executives, including the length of the newscast the network had in mind. Robert Wussler, the new CBS-TV president, was said to have replied that CBS had no preconceived notions but hoped to work it out to the affiliates' satisfaction.

After what have become more or less routine questions about network compensation to affiliates, the question-and-answer session was said to have ended in near record time of less than 30 minutes—a period that included an appearance by and presentation of an inscribed silver tray on behalf of the affiliates to Robert D. Wood, Mr. Wussler's immediate predecessor as CBS-TV president.

Charles B. Brakefield of WREG-TV Memphis, chairman of the affiliates board, was said to have told the station managers at the first closed session that Mr. Taylor's suggestion came as a surprise to him. It also was not what had been expected generally. Speculation circulating earlier was that Mr. Wussler planned to deal with the longer-newscast question—which had originated earlier with reports that ABC-TV planned to seek more newscast time in conjunction with its hiring of Barbara



Mr. Taylor on long-form news:

"The goal of expansion of the network evening news is a worthy one for this industry . . . it has been said, with perhaps some truth, that we provide not much more than a good headline service."

Walters (BROADCASTING, April 26, et seq.)—by saying that so far as CBS was concerned, it would be up to the affiliates. When he failed to mention the subject in his initial address, the speculation moved to Mr. Taylor as the one who would talk about it.

In his address, which covered a wide range of other topics, Mr. Taylor undertook to say why he thought expansion of network newscasts was "a worthy goal."

"We live today," he said, "in an incredibly complicated, incredibly fast-moving world—a world in which a shot fired in Lebanon, a call for freedom in Africa and, of course, a vote taken in Washington, can and does affect the lives of each one of your constituents.

"You are the link, the strong, fast, and reliable link between your viewers and that world, so far away, and yet because of you so very near—that world of such urgent importance to the citizens of every community. I believe, and I think you believe, that it is your responsibility and ours—our responsibility together—to bring the events of this wide world into sharp, clear focus to all communities.

"We are proud we provide this service, but with that pride comes a responsibility—to do the job in the best interests of the public we serve. We do part of the job today—although it has been said, with perhaps some truth, that we provide not much more than a good headline service.

"Why should we have a goal of providing more? Not for us. Not even for you. But for the man, the woman, who *must* know more if he is to live more. Television has brought the word to the living room, but that is only part of the story. The world that it presents must be more than a superficial one. It must try to make clear the complexities of our time."

Going into last week's meeting, CBS affiliates thought ABC affiliates by their vote in opposition had stopped any thought ABC-TV might have had about expanding its newscasts in the immediate future. Going out, they knew the issue was still ahead of all affiliates. That was made clear as news executives at the other networks responded in New York to the Taylor speech.

Bill Lord, vice president for television news, ABC News, said his network will be talking with its affiliates about an expanded newscast between now and their May 24 convention. He also said that ABC wants to be "first" both in ratings and in the timing of an expanded format. He said expansion plans are "still down the road" but the 45-minute format is "a goal we're getting closer to." Mr. Lord stated that "by May 24 we may have this all worked out."

Richard Wald, president of NBC News, acknowledging the race toward an expanded news format, said, "Everybody is looking very hard, certainly we are; everybody in network news would like more news on the air, certainly I do." He said he expects a change "in the near future" but whether that change means 45 minutes or an hour is still unclear. "There are problems with 45 minutes," he said, "but there are problems with an hour also."

Salant senses public mandate for more ambitious news efforts

CBS News president cites gains in ratings as possible message; affiliates also reminded of drabber challenges to broadcast journalism

The gains in ratings for CBS News's nightly broadcasts and its documentaries and in particular the rating performance of *60 Minutes* in prime time may be "telling us something," Richard S. Salant, president of CBS News, told the CBS-TV affiliates convention last week.

What these things may be saying, he said, is "that at long last, in this competitive world of ours, there is a gradual but steadily increasing public appetite for what we do, and that given the right circumstances, the right scheduling, the right faith and patience, and above all, the right journalistic teams, we can provide something more tangible than brownie points."

It was the closest he came in his prepared speech to mentioning—if in fact that's what he had in mind—the question of longer network newscasts that has ricocheted among affiliates of all three networks since reports first circulated that ABC-TV was thinking of lengthening its nightly newscast to 45 minutes (BROADCASTING, April 26, et seq.).

Mr. Salant said CBS News had done much to be proud of during the past year but that he was most proud of something it didn't do—its refusal to project a winner in the Wisconsin Democratic primary on April 6, when ABC News and NBC News projected a Morris Udall victory but were upset, along with Mr. Udall, when Jimmy Carter squeaked through in the final count. Accuracy, he said, must take precedence over speed.

Along with much to be proud of, Mr. Salant found much to deplore: "This

country is moving backward from, rather than forward toward, full freedom [of the press]—print and electronic . . . The serious threats—of the gag orders, of the judicial refusal to permit a reporter to protect his sources, the effort embodied in Senate Bill 1, now temporarily, at least, apparently abandoned, to enact an extreme form of the British Official Secrets Act—these should cause concern to all of us who believe that the First Amendment really means what it says, and that it is a linchpin of a democracy."

The fairness doctrine and related personal attack rules are still further causes for concern, Mr. Salant said. Among other examples, he cited one in which *60 Minutes* did a piece about a congressman against whom charges of conflict of interest had been made. The congressman, he said, refused to be interviewed for the broadcast but insisted that, if CBS News went ahead with it, he would "claim personal attack, and time on *60 Minutes*, which he could control to make his own reply without interviewing and without editing."

Because *60 Minutes* is not a hard-news broadcast, Mr. Salant explained, it "is said not to be exempt from the personal-attack rule." As a result, he said, "while stating that the personal-attack rule does not apply here, we were required to send him a transcript and ask him whether he wanted to make a claim. We have not heard from him."

"If the personal-attack rule works the way the congressman says it works," Mr. Salant asserted, "it gives the individual a special incentive to decline to appear for interviewing in the original journalistic endeavor—that incentive to decline being the reward of free time totally controlled by him.

"That, I submit, is as grotesque by journalistic standards as it is by First Amendment standards. If we don't clarify that one and fight it wherever and whenever we can, we have lost a good chunk of our birthright."



Partners. The new president of the CBS Television Network, and his new vice president for programs, were star attractions at last week's meeting with affiliates in Los Angeles (story page 36). L to r: President Robert Wussler; Charles Brakefield of WREG-TV Memphis, chairman of the affiliate board of governors; John A. Schneider, president of the CBS/Broadcast Group, and B. Donald (Bud) Grant, vice president-programs.

Breakthrough in suit over family hours?

Judge orders both sides to come to terms out of court, says plaintiffs found no 'smoking gun'; Lear suit and antitrust action are still to be tried, however

The court suit that Hollywood writers, actors and producers brought to lift the restrictions imposed on programming by the family viewing concept came to an abrupt halt last week. U.S. District Judge Warren J. Ferguson cut off cross-examination of CBS President Arthur Taylor in the Los Angeles courtroom and directed the parties to reach settlement out of court.

The judge's action and comments indicated that the suit had fallen short of its objective. "All of the evidence is in," Judge Ferguson told Ronald Olson, attorney for Writers Guild of America, West, as he was questioning Mr. Taylor. There is no need to proceed, he said.

The judge noted that Mr. Taylor in his testimony had said he thought the network meetings with FCC Chairman Richard E. Wiley that preceded adoption of the family viewing plan were "a bad idea." The judge also said he was sure the other network heads would agree not to hold such meetings in the future.

And such an agreement, Judge Ferguson added, would give the plaintiffs all they could get from a court injunction, so why go on with the trial? To courtroom observers, the statement was taken to mean that Judge Ferguson decided against granting the plaintiffs all that they had requested, including the injunction to bar enforcement of the family viewing plan.

However, a clearer picture of what form the resolution of the case will take should emerge a week from tomorrow (May 18). That is when the parties are to return to court. In the meantime, the lawyers will confer with each other and their clients.

Mr. Taylor took the stand following testimony by Chairman Wiley, who denied pressuring the broadcasting industry into adopting the plan designed to restrict the hours of 7-9 p.m. to programming acceptable to the entire family.

In declaring that the evidence was in, Judge Ferguson said the lawyers were engaging in what would be a pointless hunt for a "smoking gun." "You lawyers are going to quibble with the witnesses, looking for a smoking gun," he said, "and I'm going to have to draw the inferences."

Earlier, Mr. Taylor had testified that as a parent of young children he had long been concerned about the kind of programs they watched on television, and when he joined CBS in 1972 he heard from many friends who said in effect "you're now in a position to do something about programming." An experience in canceling a popular children's series on the advice of a child

psychologist, only to have it move to independent stations, taking its audience along with it, had taught him the futility of unilateral action, he testified, so he determined that any attempt to restrict violence in television programming to succeed would have to include the entire broadcasting industry. That was why, he said, when FCC Chairman Richard Wiley met with the network presidents on Nov. 22, 1974, and asked if they felt violence was a real problem, he replied that CBS did and was doing something about it, that "something" being a drive to amend the NAB television code to set aside the prime-time hours before 9 p.m. as family viewing time.

Mr. Taylor was the second witness for the defendants in the suit: ABC, CBS, NBC, the National Association of Broadcasters and the FCC. The first was Mr. Wiley, who gave the family viewing hour full credit for reducing the amount of violence on the air, and Mr. Taylor full credit for originating the family viewing concept.

"I'm encouraged," he said. "The plan's not perfect but it's a good first step. Let's give it a chance. If it doesn't work, it will be up to Congress to do something about it."

Asked if he thought it appropriate to discuss this problem with broadcasters, but inappropriate for the FCC to adopt a rule to obtain the same purpose, Mr. Wiley said that he thought it "not only appropriate but necessary in my position. I've been very careful not to talk about specific programs, but I think to talk to broadcasters about their problems is a legitimate and appropriate action."

Answering one of the plaintiffs' major charges that the FCC, itself under pressure from Congress to do something about TV sex and violence, had used its licensing powers, either directly or by implication, to force the broadcasters to act as they did, Mr. Wiley replied that he acted in the public interest and "I'm sure the broadcasters did not think I was trying to coerce them."

Asked by Judge Ferguson if, while Mr. Wiley and the network presidents had been seeking a solution to the problem of too much violence, anyone had consulted the public, Mr. Wiley declared, "I represented the public."

Asked further if he had talked to Norman Lear, producer of *All in the Family* and other comedy series dealing in humorous fashion with some of the serious problems of modern society, Mr. Wiley said: "Mr. Lear is a creative genius and I don't want to hold him back."

Before the defendants called their witnesses to testify, they had asked the judge to dismiss the suit against them. Judge Ferguson had then denied that motion. "In my opinion," he stated, the plaintiffs have established sufficient evidence for the defendants to put on a case. But," he added, "I am concerned with the remedies they seek." That concern apparently was responsible for halting the proceedings last Thursday.

Whatever happens next to this case, there are still two related actions to be tried. One is the antitrust allegations made

by the producers against the industry for creating family viewing; the other is Mr. Lear's suit seeking damages of \$10 million for losses he allegedly will sustain because family viewing has devalued his TV programs as syndication properties.

MPAA's Valenti: the Kissinger of copyright

He brings together NAB and NCTA at meeting this week to explore possibility of compromise, although time is growing short

The shuttle diplomacy of Motion Picture Association of America President Jack Valenti paid off last week when he succeeded in getting the National Association of Broadcasters and the National Cable Television Association to agree to sit down at the same conference table to talk about copyright.

The meeting will be this morning (May 10) at MPAA's Washington office. The principals will be Mr. Valenti, NCTA President Robert Schmidt, NAB President Vincent Wasilewski, NAB executive vice presidents John Summers and Donald Zeifang, and network representatives.

NAB says it needs instructions from its executive committee—which meets on Wednesday—before it can bargain. But it figures the Monday meeting will be spent trying to determine if there is in fact anything to bargain. The broadcast association says it will not deal unless the other side is willing to negotiate all of NAB's six points. The other side, however, has already said it is not willing (see page 28).

The heat is on the three industries to do something fast about cable copyright. Representative Robert Kastenmeier (D-Wis.), chairman of the House Judiciary subcommittee that is currently marking up the copyright bill, said last week that the subcommittee will devote two days this week (Wednesday and Thursday are tentatively set) to discussion of the cable TV section of the bill. Mr. Kastenmeier is anxious to resolve the cable tangle, but he also wants the broadcasters, motion picture owners and cable operators to make it easier for him by reaching agreement among themselves.

NAB says it is not out to "torpedo" the copyright bill, and some nonindustry observers say it could not even if it wanted to. Representative Kastenmeier two weeks ago gave assurances that, no matter what, "there will be a Section 111."

It would appear, however, that NAB has the advantage for the moment. NAB points out that if the cable and motion picture interests had enough votes on the Kastenmeier subcommittee for passage of their joint proposal, there would have been no need for Mr. Valenti to try to draw NAB to the bargaining table. On the other hand, neither does NAB have enough votes for its proposal.

Election-year umpiring keeps FCC unit hopping

Gross's branch besieged with questions and complaints from down the campaign trail; here's a sampler of some of the many old, new and unique stumblers posed from the stumps

For the FCC's fairness and political broadcasting branch and its five lawyers, this is the busy season. Primary elections are being held, candidates and their managers are demanding their rights under the law, and broadcasters are doing their best to steer a straight course on the candidates' rights and the broadcasters' obligations. And it is the fairness and political broadcasting branch that get the questions.

Generally, the branch can handle them. It's only the novel questions or those on which the staff is unable to satisfy a candidate or station that get up to the commission. For the most part, the questions, which usually come in over the telephone, deal with issues on which there is precedent to follow. So unless there is time and the parties request a formal ruling, the matter is handled on the spot.

Milton Gross, chief of the branch and a lawyer who has been dealing with political broadcasting matters at the commission for eight years, is point man in the operation, but he gets backup and supervision from the chief of the Complaints and Compliance Division, William B. Ray, and the division's assistant chief, Arthur Ginsburg.

Last week, between calls, Mr. Gross provided a sampler of the questions the commission receives. They run a broad gamut, and although they seldom involve policy-setting issues, they are important to those who ask.

For instance, in noting that the new federal election law requires broadcasters to afford "reasonable access" to candidates, the commission said it would con-

Answer men. These three FCC staff members constitute the commission's front line in handling questions and complaints about political broadcasting and fairness (l-r): William B. Ray, chief of the complaints and compliance division; Arthur Ginsburg, assistant chief, and Milton Gross, chief, of the political broadcasting and fairness branch.



In Brief

- **Joseph Fogarty**, 45, long-time aide to Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), was named in *Washington Post* Friday (May 7) as White House choice to **succeed FCC Commissioner Glen O. Robinson**, whose term expires June 30 ("Closed Circuit," March 1). However, White House sources continued to insist that Mr. Fogarty was only "one of several" persons under consideration for appointment and that final decision was not imminent. Report that nomination of Chicago attorney and former FCC Commissioner **Thomas Houser** to head **Office of Telecommunications Policy** was about to be announced scored higher; sources conceded it was further along processing line but also not final. Mr. Houser's selection had been reported last month



Fogarty

- (BROADCASTING, April 19). Since then, White House has heard of some congressional discontent with intention; it's known that Association of Maximum Service Telecasters is opposing nomination, presumably because of what it considers his pro-cable, pro-land mobile posture. Senate aides who would process nomination, however, say their impression is that Houser candidacy has been generally well received.
- **Kaiser Broadcasting Co. is on block**, one of several subsidiaries of Kaiser Industries Corp. being sold in anticipated liquidation of parent holding company. Broadcast division, partnership of Kaiser (77.5%) and Field Enterprises (22.5%), had first profitable year in 1975 (\$1.2 million in earnings) after losing \$40 million in previous 20 years. Company's all-UHF portfolio comprises KPIX-TV San Francisco, WFLD-TV Chicago, WLVI-TV Boston, WKBD-TV Detroit, WKBS-TV Philadelphia and 36% of WUAB(TV) Cleveland. Kaiser hopes to sell all six in package, but does not rule out individual sales. There's also possibility company could go public. Stockholders in three other affected companies—Kaiser Aluminum, Kaiser Steel and Kaiser Cement—would receive stock; companies would then stand alone. Liquidation plan is subject to shareholder approval at winter meetings.
- FCC will be subject of oversight hearings before Representative **John Moss's** (D-Calif.) **Investigations Subcommittee** Monday and Friday (May 10 and 14), will be questioned on authority over cable TV, about equal employment opportunity in communications industries, equal time, consumer participation at FCC.
- Following lead of other pay cable suppliers (BROADCASTING, May 3), Home Box Office has acquired rights to **Gone With the Wind** from MGM for 14 exhibitions on seven days in June.
- Broadcasters' concern over **skyrocketing growth of Citizens Band radio** is evidenced in opposition by Association of Maximum Service Telecasters to proposal that FCC add 224-225 mhz band to CB service. AMST says current service affects reception of TV channels 2 and 5, that suggested spectrum allocation would affect channels 11, 12, and 13.

- Commissioner **James H. Quello says FCC should do better job of squaring its practice with its preaching**. For while it encourages citizens to file legitimate complaints against broadcasters, FCC sometimes fails to devise adequate complaint procedures, he said. As consequence, said commissioner, who was speaking at community conference on "communications policy in the public interest," in Boulder, Colo., "we may simply demonstrate to concerned citizens that the complaint process is unproductive," leaving costly petition-to-deny as only alternative.
- ABC News has picked Monday, Sept. 20, as **tentative date for Barbara Walters's start on ABC Evening News**, according to Bill Lord, vice president in charge of television news. Miss Walters's final "live" broadcast of NBC's *Today* show will be June 3, although she will appear in tapes that will air June 4. NBC News officials express irritation at press speculation on successor, say program is being "restructured" and there may be no successor at all.

- **President Ford** became first recipient of Michigan's Outstanding Citizen Award Thursday at annual Washington meeting of **Michigan Association of Broadcasters**. Presentation of inscribed pewter punch set was made by immediate past MAB President Kenneth H. MacDonald, WSAM-AM-FM Saginaw, and incumbent president, O.T. (Tony) Gaston, WKZO(AM) Kalamazoo. It drew spontaneous response from Chief Executive who, in course of remarks, revealed he had served stint as football color announcer in Michigan during sports announcing days of Messrs. MacDonald and Gaston. "And now we are all presidents," he commented. Mr. Ford said he hoped that presentation of second annual award would be made under his auspices at White House year from now, this to thunderous applause of his Michigan constituents and in full view of network and news association cameras and accompanying White House press.
- House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) said last week he will follow through on commitment of predecessor Torbert Macdonald (D-Mass.) to hold **hearings on license renewal legislation** this year. He has little enthusiasm for them, however, as there's no time to get bill through both houses. Asked about hearing date, half-joking reply was "What are you doing Christmas Eve?" Mr. Van Deerlin met privately with other members last week to sound out their ambitions. It was agreed that subcommittee would hold "field" hearings on TV sex and violence after trial phase of family viewing suit on West Coast (see page 23). One such will be in Los Angeles, home district of **Henry Waxman** (D-Calif.), another in Denver, home district of **Timothy Wirth** (D-Colo.)—both preferably before November elections.
- **Mr. Van Deerlin** told colleagues they will notice new style in leadership within 30 days. Unlike Mr. Macdonald, who kept cards close to vest, Mr. Van Deerlin promises to conduct open administration, to stay closer to five-minute rule so every member has chance to participate in subcommittee sessions, and to give them chance to contribute to reports.
- **Keith Fuller**, 53, will succeed **Wes Gallagher**, upon latter's retirement (at 65) in October as **president and general manager of Associated Press**. Mr. Gallagher has been with AP continuously since 1937. Mr. Fuller, who has been heir apparent, has already assumed supervision of news service's general operations. Announcement came with word that broadcasters would be included on AP board for first time (page 55).
- **Thomas M. Battista**, vice president for station services, CBS Television Stations Division, named executive VP—second in command to President D. Thomas Miller. Mr. Battista headed KMOX-TV St. Louis before assuming headquarters post.
- Louise Lasser was back at work as star of Norman Lear's **Mary Hartman, Mary Hartman** last week after being arrested and booked on cocaine-possession charges in Beverly Hills. She's to be arraigned in municipal court Wednesday (May 12), is not considered in danger of jail term that would affect production of series. Among jests making round of production community last week: that Mr. Lear is planning spinoff entitled **Oy Vay, Oy Vay**.
- **Donald H. McGannon**, chairman-president of Westinghouse Broadcasting Co., continued attack on expanded network newscasts Friday, in response to CBS President Arthur Taylor's warm remarks in their direction (see page 21). He said Group W "will vigorously resist" any move by either CBS or ABC, added that all three networks should do "in depth" news programming in own 8 to 11 p.m. time periods, "as a welcome relief from the level of violence and adult content now being delivered by the networks during those prime viewing hours."
- **H. Keith Godfrey**, 53, executive VP of MCA TV, New York, until retirement last Dec. 31, died of cancer Thursday (May 6) in New York. He had served company in various executive capacities since 1955. Surviving are his wife, Mary, and sons Robert and Gress. **Cyril J. Rennie**, 73, retired Washington VP for RCA Global Communications, died there Friday after brief illness.
- **League of Women Voters** is mounting campaign for support of proposed series of four one-hour **debates between two major presidential candidates** before November elections. League's *Forum* candidate debate series has thus far failed to attract live network coverage it had aimed for under FCC's new equal-time interpretations.



Fuller

Gallagher

sider "countervailing" circumstances in determining whether broadcasters had met their requirement. One such countervailing circumstance cited was "a multiplicity" of candidates. One broadcaster wanted to know if eight candidates for a Senate nomination were a "multiplicity." The answer was no.

In another informal ruling regarding reasonable access, the staff has said that that part of the law is not limited to primary or general election campaigns. Political candidates can invoke it in connection with precinct caucuses that are part of the process in selecting delegates to the national conventions.

A candidate who complained about a lack of coverage was told the commission does not—except in equal-time situations—tell broadcasters which candidates to cover or how much coverage to provide. The issue is one of fairness, he was told.

Everyone knows by now that a broadcaster who sells time to a candidate must offer the candidate's opponents an equal opportunity to buy time. But what if an opponent wants a better time slot and is willing to pay for it? Can the opponent get it? Yes, if the time is available.

One question that comes up from time to time is: When is a use a "use"—that is, when does a candidate's broadcast fall within the ambit of the equal-time law? One candidate complained that a radio station refused to run his spot on the ground it was misleading. However, since the candidate could be heard on the tagline identifying the source of the announcement, the staff held that the candidate was "identified" or "identifiable," therefore, the spot was a "use" and could not be "censored." (The commission is expected to issue a formal ruling on the complaint.)

One informal ruling indicates that the staff does not believe broadcasters must sell or give spots in order to comply with the reasonable-access provision of the law. A Texas radio station offered to give as much as one-and-one-half hours per week in blocks to all of the candidates in the Texas presidential primaries, and the staff held this was "reasonable."

Early in the campaign season backers of Ronald Reagan complained that WCVB-TV Boston would not sell spots to the former California governor then running in the Republican presidential primaries in New Hampshire and Massachusetts. The station insisted its policy—as asserted to the commission—was to give time to candidates, not sell it. But the staff felt the station's offer, though not explicit, would probably not be considered reasonable by the commission.

In one question handled by mail, the staff was not particularly helpful to KOCO-TV Oklahoma City. It had asked for a declaratory ruling that the Communications Act superseded state law when they are in conflict. The staff said that "although the commission's view of the negative impact of the Communications Act upon state law may be viewed as important, it is not authoritative." Only the courts may decide the pre-emption issue "authoritatively," the staff said.

Making friends in high places

State leaders at NAB meeting heed advice and head up to Hill; Cable TV's role in copyright bill draws most attention at conference attended by Humphrey, Hooks and FCC chiefs

About 120 broadcasters from 47 states were exhorted to get to know their congressmen and senators last week at the National Association of Broadcasters' conference for state broadcast association presidents and executive directors. The conference is an annual event in the national association's continuing efforts to energize the grass roots in the industry.

The state broadcast executives met all day Tuesday at Washington's venerable Mayflower hotel and were revved up by the NAB staff for meetings nearly all had scheduled Wednesday morning on Capitol Hill with their state delegations.

The number one topic of discussion was the treatment of cable television in the copyright bill, the subject of furious lobbying of late in Washington as Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee moves closer to markup of that section. Donald Zeifang, NAB's executive vice president for government relations, advised broadcasters that the most recent agreement between cable TV and motion picture producers on a copyright plan for cable TV is "a sweetheart deal between big movie companies and cable companies . . . that makes it cheaper for big cable companies." He told the meeting that if cable companies are permitted to "come in too cheaply" on copyright—they don't pay any copyright royalties now—they will be in position to step up competition against broadcasters, particularly with pay cable and distant signal importation.

The state presidents' meeting last week contrasted with last year's get-together, when the copyright issue was in the background and the fight for license renewal legislation was up front. This time, license renewal was quickly dismissed. "All bets are off" on chances for hearings on license renewal bills this year, Mr. Zeifang said, due to Torbert Macdonald's (D-Mass.) resignation as chairman of the House Communications Subcommittee. Mr. Macdonald had promised there would at least be hearings this year on license renewal, but his replacement Lionel Van Deerlin (D-Calif.) has said that time has run out this season on virtually all broadcast-related legislation save the copyright bill.

What will happen next year on issues like license renewal is anybody's guess, given the massive turnover expected in Congress this fall. It's possible that one in five representatives will be new next year, NAB President Wasilewski told the broad-

casters. He urged the broadcasters to establish good relations early with new members. "They may not be too influential at first," he said, "but it pays off down the road."

The NAB tries to schedule one Washington dignitary at the state broadcasters meeting every year; and this year's was Senator Hubert Humphrey (D-Minn.). At the luncheon, Senator Humphrey stretched the 40 minutes allotted to him into an hour and 10 minutes for an old-fashioned political stem-winder attacking the presidential candidates who have made big government a campaign issue. Mr. Humphrey's defense of a "strong" and "vigorous" government acting as "a true steward and guardian of the public interest" is not the sort of speech broadcasters generally warm to, but the state executives gave the senator two standing ovations anyway.

In return he generously complimented them for their role in improving communications between people in this country. "One of the things I like about broadcasting is that I have a chance to say it myself, and not have someone interpret it all the time," he said. In jest, he promised that if they win the presidency, the Democrats will give broadcasters an "unlimited extension" of the licenses.

The broadcast gathering was also visited by FCC Commissioner Benjamin Hooks, who told them "it doesn't enhance your reputation" when a Presidential candidate such as Ronald Reagan has difficulty buying time for a campaign speech on a network. Mr. Hooks figured that between them the networks run about 252 hours of prime time programming a month. "It should not be too much to expect to find a few half hours to give these people a chance to express themselves," he said.

Mr. Hooks spoke in place of FCC Chairman Richard Wiley, who had had to break his date with the broadcasters to testify in

Hartke no shoo-in. Senator Vance Hartke (D-Ind.), who is slated to succeed John Pastore (D-R.I.) as chairman of the Communications Subcommittee, won the Democratic nomination for a fourth term in the Senate last Tuesday. With 99% of the vote in his Indiana primary counted, Mr. Hartke's margin over Representative Philip Hayes was 53% to 47%. Mr. Hartke will face former Indianapolis Mayor Richard Lugar, a Republican, in the fall in a race Indiana observers predict will be close. Mr. Lugar demonstrated his vote-getting strength last week with a 65%-to-30% win over former Indiana Governor Edgar Whitcomb for the Republican nomination.

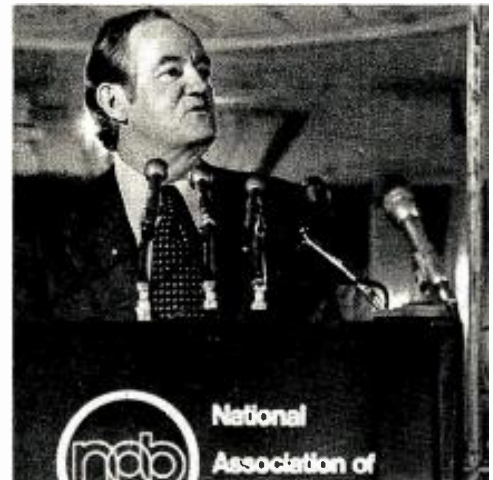
In the same state primaries, Representative Ray Madden, the 84-year-old chairman of the House Rules Committee, lost his bid for an 18th consecutive term in Congress. Mr. Madden was outpolled for the Democratic nomination by state senator Adam Benjamin, 60%-35%. Next in line for the Rules Committee chairmanship is James Delaney (D), a 75-year-old conservative from New York.

Los Angeles at the family viewing trial. Mr. Hooks's remarks were brief because the session was supposed to be for questions and answers. There was one question; it was from a Philadelphia broadcaster concerned about the commission's inquiry into establishing better TV service for New Jersey.

There was also the customary panel discussion with members of the FCC staff at the meeting. During it, Richard Shiben, chief of the FCC Renewal and Transfer Division, displayed the newly printed two-page radio license renewal form. The document in which it is contained is 119 pages and includes the commission's report and order and renewal form instruc-



Hooks



Humphrey

Two Democrats in NAB's future? Amidst speculation that FCC Commissioner Benjamin Hooks would be named FCC chairman if a Democrat were elected President, the NAB invited Mr. Hooks to fill in at the state broadcast presidents meeting for absent Chairman Richard Wiley. Mr. Hooks welcomes the speculation; he gladly obliged. A Democrat who might be elected President is Senator Hubert Humphrey (D-Minn.), who gave a campaign speech to the broadcasters despite his announcement the week before that he won't actively seek the job.

**More 18-49 women viewers
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more of what
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tions. Except for station program logs which have to be included, the answers to the questions on the form should fit into a regular envelope, he said.

Other participants in the FCC panel were Bill Ray, chief of the Complaints and Compliance Division; Jim Hobson, acting chief of the Cable Television Bureau; Werner Hartenberger, deputy general counsel; Wallace Johnson, chief of the Broadcast Bureau, and Roscoe Long, acting chief of the Policy and Rules Division.

In addition, the state presidents and executive directors were presented with tips on how to set up effective visits with congressmen in Washington and in the home district, and were given an update on fights against utility commissions in several states that are trying to limit radio and TV advertising of utilities.

Valenti seeks NAB as party to his deal on copyright

But two big sticking points separate broadcasting and cable

Efforts by Jack Valenti, president of the Motion Picture Association of America, to bring broadcasters into the copyright agreement reached by MPA and the National Cable Television Association are continuing. The National Association of Broadcasters has agreed to meet with Mr. Valenti again, after an initial meeting two weeks ago that yielded no negotiations (BROADCASTING, May 3).

If there is a meeting this week, it will probably follow the NAB executive committee meeting in Washington Wednesday (May 12). A position on copyright will be at least outlined at that meeting.

NAB continues to say its original proposal requiring cable systems to pay fees set by the marketplace for distant signals is the best. But realizing there is small chance of that, NAB has a fall-back position that would "adjust" the MPA-NCTA plan six ways. Those modifications include: (1) the right of broadcasters to sue cable systems for serious infringement of copyright; (2) special treatment be afforded only genuinely small businesses and not small systems owned by large CATV outfits; (3) no cable system should have its royalties frozen by law; (4) no cable system should be permitted to delete commercials from broadcast signals; (5) any additional distant signals permitted to be carried in the future should be the subject of full copyright liability, and (6) any change in the FCC's pay-TV rules to permit programming to be siphoned would require cable systems carrying pay TV to be subject to full copyright liability.

Both Robert Schmidt, NCTA's president, and Mr. Valenti claim they are open to negotiation on the NAB's first four modifications. However, the last two

modifications are unacceptable, they said.

Messrs. Valenti and Schmidt both believe that the NAB's suggestion regarding pay-TV rules has nothing to do with the copyright bill and would fall under the Commerce Committee's jurisdiction—a legislative move they believe would effectively kill the copyright bill for this session because of time constraints.

Donald Zeifang, NAB's vice president for government relations, said the NAB is genuinely interested in resolving the copyright issue and wants a bill with a "fair and reasonable" copyright section in it. "It would be folly for us to try to kill Section 111 [the cable portion of the bill], and equally silly to accept any old 111," he said.

Mr. Schmidt described as "unworkable" the NAB's proposal to hold cable systems liable for full copyright for additional distant signals made available in the future. "That moves everything back to square one," said Mr. Schmidt. Both the cable industry and the motion picture people are willing to trust a royalty tribunal's discretion in assessing copyright payments on any new signals the FCC may allow CATV to carry in the future, he said. To say those signals should be the subject of full copyright liability automatically is "absurd," added Mr. Schmidt. "I question the NAB's good faith," said Mr. Schmidt, "in really wanting copyright."

Mr. Valenti acknowledged that the question of liability for future distant signals was the most "contested" part of the MPA-NCTA copyright agreement. "As copyright owners, we would like nothing better than full copyright liability for those signals," he said. Nevertheless, MPA pledged its support of the copyright compromise, said Mr. Valenti, and the compromise must be supported in total as it is "very delicately balanced." He believes, however, that full copyright liability will not be that far apart from a rate arbitrated or set by the royalty tribunal.

Miss. stations are hit by firestorm of renewal protests

Many stations are opposed more than once; many petitions involve more than one station; majority allege discrimination against blacks

For broadcasters throughout Mississippi, May 3 will be a day to remember, but not with pleasure. Many were hit—some more than once—with petitions to deny their license renewals. Most were filed by citizen groups concerned with allegations of such classic grievances as lack of service to blacks and discrimination in employment. But some groups raise additional issues—misrepresentation to the commission and fraudulent billing, among them.

One petition to deny renewal was a shot-

gun blast aimed at 78 AM, FM and television stations. Another was directed against the eight renewal applications of the Mississippi Authority for Educational Television. A half-dozen others were filed against one or two stations each; two petitions were filed by different groups against WTUV(TV) and WTUP(AM) both Tupelo, Miss.

The sum of the petitions constitutes an indictment—which remains to be proved—of the service that stations in Mississippi offer to blacks, who comprise 40% of the state's population. The petitions were filed by a variety of groups, although some were on more than one petition. And most of the petitions were prepared by a public interest law firm in Mississippi—North Mississippi Rural Legal Services—with the Citizens Communications Center of Washington assisting.

One of the major petitions, going beyond issues of programming and employment, was prepared by the Washington firm and was directed at WELO-AM-FM Tupelo. The petitioners—the Lee County Chapter of National Association for the Advancement of Colored People, Pollution and Consumers Protection Foundation and a local resident, Jack Benny, an officer of the foundation, charge that the stations have misrepresented material facts to the commission, falsified logs, promoted a lottery and engaged in fraudulent billing.

Mr. Benny and the foundation were also petitioners in one of the two petitions filed against the two other Tupelo stations singled out in petitions—WTUV and WTUP. Both petitions charged that the stations failed to serve the needs of area blacks, who constitute 20% of the population (the Benny petition alleges that WTUV has refused to report on civil rights cases "and has deliberately suppressed police brutality cases"), and failed to assure blacks of equal employment opportunities.

Mr. Benny, who is white, claims he as well as blacks have been "abused" by WTUV. He referred to its "denial" of coverage of his candidacy for the U.S. House of Representatives in 1974, except for the "negative" things the station said about it.

Similar charges alleging failure to ascertain and serve the needs of blacks—of following a policy of excluding them from coverage of community affairs—and failure to afford them equal employment opportunities were filed against WRKA(AM) Holly Springs, WBLE(AM) Batesville, and WGRM(AM) Greenwood. WBLE and WGRM, in addition, were accused of deliberately ignoring the sports programs of black colleges in the area; the petition filed against WBLE said the station "has tried to destroy" those programs.

The renewal applications for the eight TV transmitters operated by the Mississippi Authority for Educational Television—WMAA Jackson, WMAB Mississippi State, WMAE Booneville, WMAH Biloxi, WMAO Greenwood, WMAU Bude, WMAV Oxford-University, and WMAW Meridian—were the targets of seven groups.

Again, the charges were familiar. The

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We are especially gratified that the Peabody judges had the same reaction, and that they presented us with a Peabody Award for Broadcasting – the only such award to a group of independent television stations.

The Peabody judges described the “Snipets”[®] series as “an excellent way in which

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KAISER
BROADCASTING

groups accused the state authority of "consistently" practicing racial and sex discrimination in its hiring and promoting practices, and of failing to provide programming that interests and meets the needs and interests of the state's blacks; indeed, the petition says, "MAET has repeatedly scheduled programs which contain material demeaning and insulting to black people and women."

What's more, the petition accuses MAET of violating the fairness doctrine and the equal-time law in failing to include the only black candidate—Henry Jay Kirksey—in a series of programs on the state's gubernatorial candidates last year. The network presented Mr. Kirksey in a program following the conclusion of the series, but the petition says that did not meet the network's obligations, in view of "the expensive advance promotion for the series (which included seven appearances for each candidate)."

The petition directed against the renewal application for the 68 stations—filed by the state branch of the NAACP and seven other groups—charges them with discrimination in employment. It bases the charge on a survey of the stations which is said to have found "gross statistical disparities" between blacks employed and those living in the service area—whatever the commission's zone of reasonableness, the petition says, the station fall outside of it—and not a single operative affirmative action plan that worked.

The petition cited five AM-FM combina-

tions whose employment practices were inquired into by the commission three years ago but which, it added, still place obstacles in the way of equal employment opportunity. They are WDAL-AM-FM and WOOK(AM)-WALT-FM, all Meridian, WELO-AM-FM Tupelo, WJDX(AM)-WZZO(FM) Jackson, and WVMJ-AM-FM Biloxi. Those stations, the petition said, "should not be allowed to make a mockery out of the commission's policy."

The other stations cited in the petition: WRBC-AM-FM, WSLI(AM)-WJFR(FM), WJQS(AM), WLIN(FM), WWUN(AM), WJTV(TV) and WAPT(TV), all Jackson; WLOX-AM-TV, Biloxi; WLSM-AM-FM Louisville; WJNS(FM) Yazoo City; WONA(AM) Winona; WMAG(AM)-WQST(FM) both Forest; WQBC(AM) Vicksburg; WMPA(AM) Aberdeen; WMBC(AM), WJWF(FM), WACR(AM) and WCBI-AM-TV, all Columbus; WFOR(AM), WHER(FM), WXXX(AM), WHSY(AM), all Hattiesburg; WCPC-AM-FM Houston; WSJC-AM-FM Magee; WHNY(AM) McComb; WROX(AM) Clarksdale; WSEL-AM-FM Pontotoc; WJPR(AM), WGVM(AM), WDMS(FM), all Greenville; WRJW(AM) Pucayne; WHII(AM) Bay Springs; WHOC(AM) Philadelphia; WKOR(AM) Starkville; WNAU-AM-FM New Albany; WROA-AM-FM Gulfport; WJRL(AM) Calhoun City; WPMP-AM-FM Pascagoula; WKPO(AM) Prentiss; WCSA(AM) Ripley; WDDT(AM) Greenville; WXAG(AM) Grenada; WBIP(AM) Booneville; WLAU(AM), WAML(AM) and WDAM-TV all Laurel; WNAT(AM)-WQNZ(FM), and

WMIS(AM), all Natchez; WMOX(AM) and WTOK-TV, both Meridian; WCMA(AM), WADI(FM) and WKCU-AM-FM, all Corinth.

One other petition to deny filed with the commission last week was of a different order. It was filed against a station in Louisiana—WXEL(FM) Slidell. William R. Stoltz Jr., a businessman and Republican state central committeeman from St. Tammany and Washington parishes, who said he was acting in behalf of local residents, attacked the station for allegedly failing to serve its city of license. Mr. Stoltz and WXEL—the only FM assigned to the town—provides the only nighttime service of any kind it gets; yet, he said, it serves New Orleans.

Changing Hands

Announced

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

■ KFDA-TV Amarillo, Tex.: Sold by Bass Broadcasting Co. to Amarillo Telecasters for \$2.8 million. Principals in seller are Perry R. Bass and sons, Robert M., Sid R., Edward P. and Lee M. Seller also owns KFDA-TV satellite, KFDW-TV Clovis, N.M. (not included in KFDA-TV sale); KDNT-AM-FM Denton, Tex., and WSLC(AM)-WSLQ(FM) Roanoke, Va. Buyer principals are Ray Herndon, owner of KMID-TV Midland, Tex., and R.H. Drewry, who owns KSWO-TV Lawton, Okla. KFDA-TV is CBS affiliate on channel 10 with 302 kw visual, 30.2 kw aural and antenna 800 feet above average terrain. Broker: Doubleday Media.

■ KVFM(FM) San Fernando, Calif.: Sold by Pacific Western Broadcasting Corp. to Buckley Communications Inc. for \$500,000. Principals in seller are John J. Shepard and Gilbert Gans. Mr. Shepard has interests in WLAV-AM-FM Grand Rapids, Mich., and KITT(FM) San Diego. Mr. Gans also has interest in KITT as well as KQAM(AM)-KSAQ(FM) San Antonio, Tex., and, with Bernard Mann, in WGLD-AM-FM High Point, N.C. Buyer, (Richard D. Buckley Jr. and Stanley G. Warwick principals also owns KGIL(AM) San Fernando, Calif., WDRC-AM-FM Hartford, Conn; KKHI-AM-FM San Francisco, and WWTC(AM) Minneapolis. KVFM is on 94.3 mhz with 3 kw and antenna 72 feet below average terrain.

■ KORL(AM) Honolulu: Sold by Radio Hawaii Inc. to O'Day Broadcasting for \$210,000 plus \$155,000 noncompetition covenant. Seller is owned by Founders Corp. (John M. Shaheen, principal) which has interests in WFBL(AM) and WNYS(TV) Syracuse, N.Y., and WSMB(AM) New Orleans. Buyer is owned by Pat O'Day and H. Rand Ginn. Mr. O'Day owns Seattle, Wash., boat charter firm and Mr. Ginn owns ski manufacturing and retailing companies in Redmond, Wash., and Ketchum, Idaho. KORL is on 650 khz with 10 kw full time.

■ KSDR(AM) Watertown, S.D.: Sold by Berry-Iverson Co. to Vern McKee for \$300,000. Seller, owned by Ronn Iverson and Alfred G. Berry, is also selling



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KDDR(AM) Oakes, N.D. (see below). Buyer is executive vice president of Greater South Dakota Business Association. KSDR is 1 kw daytimer on 1480 khz. Broker: Richard A. Shaheen Inc.

■ KDDR(AM) Oakes, N.D.: Sold by Berry-Iverson Broadcasting Co. to Frontier Broadcasting for \$100,000. Seller is also selling KSDR(AM) Watertown, S.D. (see above). Buyer is owned by Timothy Branson and Robert Norlund who own ambulance services in Wadena and Alexandria, Minn. KDDR is 1 kw daytimer on 1220 khz. Broker: Richard A. Shaheen Inc.

■ KMYO-FM Little Rock, Ark.: Sold by Victor Broadcasting Co. to Pulaski Broadcasting Inc. for \$275,000. Seller is owned by Cliff B. Ford who also owns KSOH(AM) Little Rock. Buyer principals are Joseph Mullen, Little Rock financial management consultant; Richard L. Brady, KSOH salesman; James J.B. Scanton, owner of KCAT(AM) Pine Bluff, Ark., and half owner of new FM application in Clarksdale, Miss., and David J. Phillips, vice president of Mann Media, Little Rock-based station group. KMYO-FM is on 95.7 mhz with 26.4 kw and antenna 297 feet above average terrain.

■ WCCI(FM) Savanna, Ill.: Sold by Carroll County Broadcasting Co. to Carroll County Communications Co. for \$165,000. Seller is owned by Dennis W. Voy who also owns KMAQ-AM-FM Maquoketa, Iowa. Buyer principals are Cindy Sprecher, Edward F. Bock, William G. Heiwig and Grayston T. Campbell. Ms. Sprecher was on sales and announcing staffs at WVLR(FM) Sauk City, Wis. Mr. Bock has interest in licensee of KCOG-AM-FM Centerville, Iowa, which has purchased, subject to FCC approval, KCHE(AM) Cherokee, Iowa (BROADCASTING, March 15). Mr. Heiwig is president of Heiwig Industrial Sales, Galva, Ill.-based manufacturers representative. Mr. Campbell is salesman at Heinold Hog Market in Galva. WCCI is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen Inc.

Approved

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

■ KHUB-AM-FM Fremont, Neb.: Sold by KHUB Inc. to Interim Inc. for \$600,000. Seller is owned by Harry Snyder and Glen Ilgenfritz who have no other broadcast interests. Buyer is owned equally by George Allen, principal in KLGA-AM-FM Algona, Iowa, and WZOE(AM) Princeton, Ill.; Richard A. Shaheen, media broker, and his brother, Ray. KHUB(AM) is on 1340 khz with 500 w day, 250 w night. KHUB-FM is on 105.5 mhz with 3 kw and antenna 56 feet above average terrain.

■ WEBC(AM) Duluth, Minn.: Sold by Park Broadcasting Inc. to Midwest Radio Inc. for \$537,500. Seller (Roy H. Park, 100%), also owns KEZX(FM) Seattle; WDEG-AM-FM-TV Chattanooga; WNAX(AM) Yankton, S.D.; WJHL-TV Johnson City, Tenn.; WNCT-AM-FM-TV Greenville, N.C.; WSLV-TV Roanoke and WTVR-AM-FM-TV Richmond,

both Virginia; KWJJ(AM)-KJIB(FM) Portland, Ore.; WUTR(TV) Utica, N.Y.; WBMG(TV) Birmingham, Ala.; KRSI(AM)-KFMX(FM) St. Louis Park-Minneapolis-St. Paul; television translator stations in Tennessee, Georgia, North Carolina, Virginia and New York; Ithaca, N.Y., billboard advertising firm; Rock Hill, S.C., apartment house and publishes newspapers in five states. Park is selling WEBC to accommodate purchase of WHEN(AM) Syracuse, N.Y. (BROADCASTING, Nov. 24, 1975), under FCC's multiple-ownership rules. Principal in buyer is Larry Lakoduk who also owns KQWB(AM) Fargo, N.D., and KWIM(FM) Moorhead, Minn. WEBC is on 560 khz with 5 kw full time.

■ Other sales approved by the FCC last week include: KRBN(AM) Red Lodge, Mont.; WBHT(AM)-WTBG(FM) Brownsville, Tenn. (see page 67).

How to prove hurt before it happens?

That's question raised by court after FCC denies protection against noncommercial's import

The U.S. Court of Appeals in Boston has directed the FCC to take another look at a case in which it rejected a noncommercial television licensee's objection to a cable system's importation of a distant noncommercial station. The court said the com-

mission was demanding too high a burden of proof of damage to the licensee.

The case involves the plan of Public Cable Co. to import noncommercial WGBH-TV Boston into Portland and South Portland, Me. Colby-Bates-Bowdoin Educational Telecasting Corp., licensee of WCBB(TV) Augusta, Me., objected, in line with the commission rules aimed at protecting non-commercial stations. The Augusta licensee expressed concern that WGBH-TV would cut into the economic support WCBB enjoys in the area.

But the commission rejected the opposition, contending it was merely "speculative"—a position the court could not accept after hearing the case on Colby's appeal. The court found the evidence Colby had submitted more substantial than that the commission had accepted as "probative" in an earlier case.

The court said it was at a loss to decide how a station "could ever prove 'that audience fractionalization necessarily will result in a loss of ... contributors,' or could submit 'probative evidence indicating that a specific percentage loss in contributors will equal the same percentage loss in contributions.'" The court said that never in its experience has it ever "seen demanded such a high burden of proof as to future consequences."

The court, in the opinion written by Senior Circuit Judge Bailey A. Aldrich, said the case may involve "a serious policy question of [the rule's] intended protection of noncommercial edu-

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educational television, transcending the interests" of Colby. Perhaps, he said, because of better financial stability, educational stations do not need as much protection now as they did when the FCC adopted the rule. But if that is the case, Judge Aldrich wrote, "we wonder if the rule ought not to be changed by formal procedures . . . rather than by an interrelation which, we agree with Colby, would seem to eviscerate it."

The court decided against reversing or affirming the commission. Instead, Judge Aldrich said, the case would be sent back to the commission for further consideration and whatever additional showing Colby might present.

Judge Edward M. McEntee and district Judge Andrew Caffrey, of Massachusetts, sitting by designation, joined in the opinion.

Media Briefs

Canadian crossownership. Canadian Communications Minister Jeanne Sauve, speaking before Canadian Association of Broadcasters in Ottawa, suggested loosening regulation to permit more cable TV-broadcast crossownership as means to stave off U.S. influence in programing and help develop Canadian program efforts.

Clean up after yourself. Three petitions to institute rulemaking on TV violence have been dismissed by FCC, along with request for ban on commercials containing sex, violence or "appeals to vanity." FCC cited industry self-regulation efforts it said were "preferable to government-imposed regulation."

Too long. Missouri Public Radio Association has suggested annual week-long public radio conference be shortened to two separate and shorter meetings. Robert W. Thomas, MPRA president, notified Tom Warnock, director of radio activities at Corporation for Public Broadcasting, that "week away from their office is too much to expect of station managers." Mr. Thomas urges three-day spring meeting for NPR and programing with another two-day session devoted to "other" topics during autumn. Mr. Warnock agreed with suggestion's principle, but believes two annual meetings may be "too costly".

Newhouse blocked again in Portland

Justice frowns on group owner's plan to buy rest of KOIN-AM-FM-TV; but broadcaster's counsel feels Antitrust Division's letter doesn't preclude some kind of acquisition

For the second time, the Department of Justice has frustrated Newhouse Broadcasting Corp.'s hopes of acquiring 100% of Mount Hood Radio & Television Broadcasting Corp., licensee of KOIN-AM-FM-TV Portland, Ore.

However, Newhouse is not giving up. The department's assistant attorney general for antitrust, Thomas Kauper, has

Two-faced. What's been called radio's one-page renewal turns out to have two sides.

Bad reviews greet the debut of the short radio renewal form

Lawyers cite lack of room to answer; Shiben feels otherwise about the criticism

The FCC's highly touted two-page license-renewal form for radio (BROADCASTING, March 22) made its appearance last week along with the bulky document the commission has devised to aid broadcasters in completing the form. It immediately ran into some sharp criticism.

Some communications attorneys said spaces in which answers are to be written are so small that renewal applicants will be obliged to use separate sheets to complete some answers. They also say one question designed to determine whether any party to a renewal applicant has been involved in illegal conduct would impose an intolerable burden on some licensees.

Richard Shiben, chief of the commission's Renewal and Transfer Division and a principal author of the form, sought to refute the charges.

As for the first, he said he had done a

number of dry runs to test the adequacy of the spaces for completing answers. He is satisfied they are adequate. But for the second, he agreed that, read literally, the question appears to indicate that it might require information regarding a broad range of activities on the part of anyone associated with the licensee. The question, he added, poses a problem only for licensees with many other financial interests. However, he said, anyone having trouble with the question should petition for reconsideration or a waiver.

Of course, he said, the form presents some problems. "You can't satisfy everyone." But over-all, he said, the package issued last week and distributed to 9,000 licensees, is "a benefit." He noted that it contains a 24-page, question-by-question analysis of the form that is designed to help renewal applicants complete it—an innovation—plus another 19 pages of general information. "I'm pleased with it," he said. "It's a step in the right direction."

told Newhouse, which already owns 50% of Mount Hood and publishes the only daily newspapers in Portland, that the department opposes the proposed acquisition.

Implementation of the proposal "would exacerbate an already anticompetitive situation in the Portland area and . . . the Antitrust Division cannot state its present intention not to sue to join the proposed transaction" Mr. Kauper wrote.

In 1971, Newhouse sought FCC approval for acquisition of the remaining 50%, which is held by area residents. The commission approved the application (BROADCASTING, Oct. 4, 1975)—but the Justice Department, which had opposed the transfer, threatened to file an antitrust suit if the \$8.1-million sale were consummated, so the project was abandoned.

In its second effort to obtain 100% con-

trol, Newhouse submitted its proposal to the Justice Department under a procedure which permits business firms to learn in advance whether the department will challenge an acquisition under the antitrust laws.

The proposal differed from that filed with the commission in that, under it, Newhouse would dispose of the three broadcast properties within five years of acquisition of 100% control, either by sale or exchange with persons acceptable to the Antitrust Division, or by transfer to a trustee approved by the division.

William Sims, communications counsel for Newhouse, said he does not regard the letter from Mr. Kauper as killing all chances of Newhouse acquiring 100% of Mt. Hood. The letter, he said, "is not conclusive of the department's position with respect to some kind of acquisition."

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Stations say they'll do more for N.J., but they also say FCC shouldn't force them

Other comments, however, say commission somehow must promote better coverage of the state

The two-year-old question of how to provide more locally oriented TV service to New Jersey is drawing criticism and suggestions from broadcasters and citizen groups.

After ruling out the possibility of dropping in a new VHF channel or reallocating an existing one, the FCC asked for comments on how New York City and Philadelphia stations could establish a local "presence" in New Jersey and whether some randomly selected stations should be required to take on hyphenated or dual assignments with a New Jersey city and establish a studio there (BROADCASTING, March 8).

Just what would satisfy the commission's idea of a New Jersey presence and whether compliance should be a matter of FCC regulation or industry initiative occupied the latest batch of comments received at the FCC.

ABC summed up most of the broadcasters' feelings when it said that "the commission has made no findings adequate to support its apparent conclusion that New Jersey suffers from inadequate television service." ABC said about 62% of the news stories its New York station (WABC-TV) broadcast during the FCC's most recent composite week were "of direct interest to New Jersey viewers." But if the New York and Philadelphia stations must devote more time to New Jersey matters, the best way is to use mobile ENG crews the stations would voluntarily assign to the state, not through a commission order forcing the stations to operate a New Jersey studio and setting quotas on the amount of New Jersey news that should be shown. Such action, CBS said, "intrudes into the very heart of the journalistic process" and borders on censorship.

The New Jersey Coalition for Fair Broadcasting, which started the controversy in 1974 with its petition for a local VHF outlet, said there are a number of steps broadcasters should be made to take to "relieve the present inadequacy." The coalition also said all the New York and Philadelphia VHF licensees should be required to set up program production studios and news operations in New Jersey and establish a joint microwave system to relay news back to the stations. And the coalition wanted the FCC to "establish a minimum percentage" (possibly one half to one third) of each stations' local programming to be produced in Trenton, the state capital. In addition, hyphenated VHF assignments would give the stations "formal license responsibility to New Jersey."

The best solution though, said the coal-

tion, would be the allocation of VHF frequencies to the state, and it asked the commission to reconsider its denial of such requests.

The VHF drop-in idea was also the favored solution offered by the Justice Department, which went even further to suggest "the elimination of many, if not most or all of the various restraints now imposed upon the availability of cable television service within the state." It said since cable rules exist to protect local television, there is no reason to continue them in New Jersey since there is little local service to protect. The cable systems should be allowed to "expand their service areas and their services" which could result in a strengthening of UHF service and would allow "the kind of environment" in which cable could "provide a new abundance of video services to the public," Justice said. This plan, Justice continued, would eliminate "unnecessary government restraints" and would promote "competitive alternatives" that would "assure greater benefits to commercial advertisers and to the viewing public."

The idea of a New Jersey studio was decry by the stations as wasteful since, ABC said, "it offers no advantages that cannot be obtained through ENG." If all 10 New York and Philadelphia stations set up studios, CBS argued, it would result in "an unprecedented example of television overkill of a nonstory ... The natural forces of news competition will result in the increased uses of ENG." Both ABC and NBC said they would be willing, in the place of commission regulation, to assign an ENG unit and a full-time reporter to New Jersey. ABC said it would also open an office there while NBC said it would develop a system of stringers and toll-free telephone lines between New Jersey and WNBC-TV in New York.

3-year funding for CPB voted by House unit

But it may get lost in veto of HEW bill containing it

The first multiyear appropriation for the Corporation for Public Broadcasting was voted out of a subcommittee of the House Appropriations Committee last week. The bill provides that \$96,750,000 be made available to CPB in 1977, \$107,150,000 in 1978 and \$120,200,000 in 1979 under a matching plan that requires CPB to raise \$2.50 privately to qualify for every federal dollar.

The amounts are lower than the ceilings recommended by the House and Senate Communications Subcommittees, but they are significantly higher than those recommended by the administration, which suggested \$70 million, \$80 million and \$90 million for the same three years.

The Subcommittee on Labor, Health, Education and Welfare, which passed the measure last Tuesday, also tacked on a pro-

vision that would prohibit CPB, under the Civil Rights Act and the Education Amendments of 1972, from discriminating against minorities and women in hiring. Representative Louis Stokes (D-Ohio), the author of that provision, had succeeded in having it added as an amendment to an authorization bill for CPB last year in the House. But the amendment was lost when the bill went to conference with the Senate.

Meanwhile, a bill significantly increasing the amount of government funds proposed by the White House to improve and construct educational broadcasting facilities passed the Senate Commerce Committee last week. The bill authorizes \$30 million in 1977 for educational facilities and an additional \$1 million for demonstrations in telecommunications technologies for distributing health, educational and social service information. The administration's proposal was for \$35 million, but spread evenly over the next five years.

Nothing left to chance

Swafford describes thoroughness of CBS-TV in insuring its product is properly presented

The ubiquity of TV's watch over programming and advertising standards and practices was pointed up by Tom Swafford, CBS-TV vice president, program practices, in his report to CBS affiliates at their annual convention in Los Angeles last week. He told the affiliates, in part:

"You are, I'm sure, aware that in 1975 the [CBS-TV] commercial clearances department, under Jack Hinton in New York, reviewed more than 33,000 commercials. But did you know that the contestant-awards department under Craig Evans promoted \$7 million in merchandise for the network's game shows? And that the daytime program practices department under Don Gotschell screened over 4,000 contestants, supervised 1,490 network game shows and 350 game shows for the prime-time access period?"

"You should know that between June 1975 and March 1976, our program clearance department in New York, under Mae Helms, read scripts and sat through tapings and screenings of approximately 1,300 soap opera episodes and more than 200 feature films. And Jim Revard and the prime-time editors screened more than 2,000 scripts for more than 750 specials and regularly scheduled evening programs.

"But did you know that we subjected every children's program—more than 200 for Saturday morning alone—to the thoughtful and knowledgeable scrutiny of our manager of special projects, Paul Bogrow, who holds a doctorate in psychology?"

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The game plan for CBS-TV's new schedule

New programs chief Grant says it's designed to attract a broad spectrum of viewers; specials are also detailed

CBS-TV programmers elected to meet ABC-TV's programming challenge by creating a 1976-77 prime-time schedule that deliberately avoided the formula that, in their opinion, was responsible for much of ABC's success.

B. Donald (Bud) Grant, CBS-TV's new program chief, outlined the strategy at the opening session of last week's CBS-TV affiliates convention in Los Angeles. Where ABC has seemed to go for "non-adult audiences" in the 8-9 p.m. NYT family-viewing period, he said, CBS has chosen to program for adults and non-adults as equally as possible.

Mr. Grant, analyzing ABC's second-season ratings surge, said it "surprised even them. For example, they went out of their way to publicize that the Winter Olympics might hurt the momentum of their second season. But not only did the Olympics perform well, it extended their first-run product to the three weeks beyond the first-run product of the competing networks.

"However, I would be less than honest if we attributed the ABC move solely to luck. A large part of their performance can be traced to the extraordinary success they have had in the 8-9 p.m. period with shows like *Happy Days*, *Laverne and Shirley*, *Bionic Woman*, *Welcome Back, Kotter* and *Six Million Dollar Man*.

"We were faced with the choice of going this route or taking our own approach. We took the latter course since we felt that the ABC programs were basically vehicles to attract nonadult audiences and that adults were dragged in by the younger members of the family. The key to CBS's success over the years has been the scheduling of shows with long-term potential ... Our programming philosophy for next season [is that] the new programs scheduled 8-9 p.m. would have as equal appeal as possible for both young people and adults. And for all returning shows, steps would be taken to broaden their appeal." For the post-9 p.m. hours, "programs without any long-term potential were replaced and where warranted creative changes would be made on returning shows."

Comedy and variety programming, long CBS-TV mainstays, will represent almost half of the nighttime schedule and fill all of the 8-10 p.m. NYT periods on Monday, Tuesday and Wednesday and all of Saturday, Mr. Grant said. He said ABC is moving from an action-adventure orientation to a heavier emphasis on comedy and variety "in an attempt to capitalize on CBS's formula for success." In the coming

season, he said "ABC will present a challenge" but "we are more than ready to meet" it.

As for NBC-TV's 1976-77 schedule, Mr. Grant said "the great bulk" of it "will be the anthology—historically this form of programming has had a rather erratic performance record and, in addition, it deprives a network of an identity."

In a rundown of the new CBS schedule, he said *Maude* was moved opposite the opening of ABC's *Monday Night Football* on the theory that "football viewers are predominantly males who will watch the games regardless of what is on the other networks" and that, accordingly, *Maude's* "large following among female viewers and an ideal lead-in audience from *Phyllis*, would win the Monday 9 p.m. time period.

All in the Family is being moved from Monday at 9 p.m. to Wednesday at 9 in the belief that this is "absolutely necessary to recapture this evening" from ABC, Mr. Grant said.

Among creative changes being made in existing shows, he said, are "a more sympathetic" role for Cloris Leachman as star of *Phyllis*; more prominence for Telma Hopkins on *Tony Orlando and Dawn*, plus the addition of one or perhaps two comedians and a bigger budget to improve the looks and bookings of the show; bigger roles for the children and especially for "J.J." in *Good Times*; several changes for *The Waltons*, with Mary Ellen to get married, John Boy to inherit a printing press and start a town newspaper and Mother Walton to "go back to school so that her children do not outdistance her."

In addition, *Barnaby Jones* will acquire a young male cousin "as a foil and a leg man," and *Doc* will work out of a free clinic "where he will come in contact with a great variety of people" and will also acquire a young black intern as an assistant.

As for the *CBS Friday Movies*, Mr. Grant said that the first-run titles are stronger than in recent years and also "superior to this season's movie titles on both NBC and ABC." Among CBS's he cited "Chinatown," "Paper Moon," "Juggernaut," "Death Wish," "Save the Tiger" and "Play It Again, Sam."

Specials scheduled or in work, according

Happy birthday. A 16-hour broadcast with fireworks, re-enactments of historic battles, rodeos, Indian powwows and scores of other Bicentennial events will be presented by CBS News on CBS-TV on July 4. Plans for the Bicentennial Sunday broadcast, from 8 a.m. NYT to 12 midnight, were presented to the CBS-TV affiliates convention last week in a session presided over by William Small, vice president, CBS News. The session also covered CBS News's current and projected coverage of the political primaries, conventions and elections, and included personal appearances before the affiliates by CBS News correspondents Ed Rabel, Terry Drinkwater, Bob Schieffer and Morley Safer and by John Sharnik, vice president in charge of documentaries and *60 Minutes*.

to Oscar Katz, vice president, programs, New York, include:

□ A history of America told through its music, being produced by Goddard Lieberson, retired president of the CBS Records Group, and featuring such performers as Jason Robards, Tony Randall, Jean Stapleton, Bernadette Peters and Flip Wilson.

□ "Romeo and Juliet," performed by the Bolshoi Ballet Company as taped at the Bolshoi Theater in Moscow and scheduled for Sunday, June 27, 8-10 p.m. NYT, with Mary Tyler Moore as hostess-narrator.

□ A 90-minute animated story of the stages of human development from infancy to old age, titled *Everybody Rides the Carousel*, featuring Cicely Tyson as live hostess and scheduled for Friday, Sept 10, 8-9:30 p.m. NYT.

□ The Carol Burnett-Beverly Sills two-woman show taped earlier this year at the Metropolitan Opera House, scheduled for broadcast Thanksgiving at 10 p.m., NYT.

□ A two-hour drama with music, *Minstrel Man*, probably due to air in February 1977.

□ Two two-hour salutes, one to Lucille Ball marking her 25th anniversary in television and one to composer Richard Rodgers.

ABC is flash in pan, Becker tells affiliates

CBS researcher says strength of his network will carry it against any temporary gains by the others

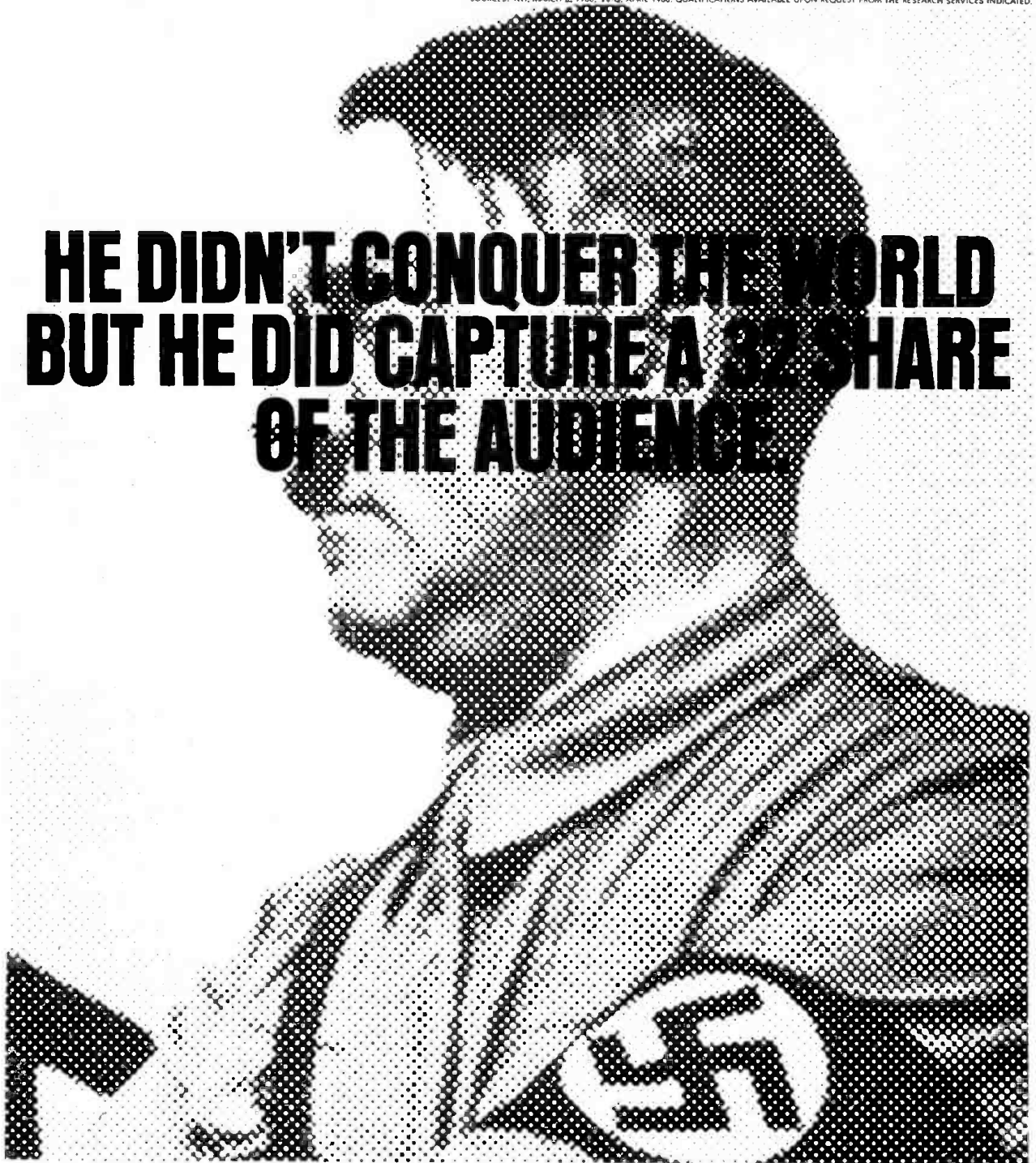
Any CBS-TV affiliates concerned about ABC-TV's 1976 surge in the ratings were advised by one of their network's top numbers men last week to remember that a few weeks, even several weeks, do not a season make. Arnold Becker, director of CBS-TV network research, emphasized that although NBC-TV claimed an early-season lead and ABC-TV a late one, for the full season CBS-TV's average prime-time rating was 3% ahead of ABC's and 10% ahead of NBC's.

"The bottom line," Mr. Becker told the annual meeting of affiliates, "is that NBC, from the very start, had a bankrupt schedule, but managed to conceal it for a number of weeks, partially by traditional scheduling tricks and partially by luck—rain on the weekend meant that all the World Series games were in prime time.

"For its part, ABC made some real gains. But the magnitude of these gains was exaggerated by the winter Olympics, a couple of successful miniseries and a speed-up in the introduction of a group of gimmick-laden programs. Such programs have a history of rapid decline, as witness *Batman* [of several years ago] which enjoyed a few months of splendor before taking a dive.

"The moral is that with enough effort and enough luck, a network can improve its competitive position for a short period of time, but only a solid block of regularly scheduled programs allows a network to

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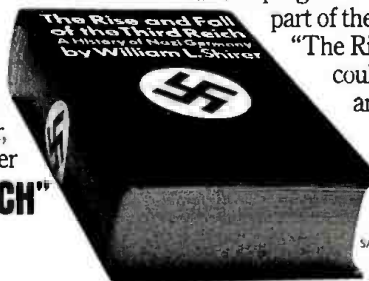
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win over the long haul. That is the kind of schedule that your network has provided in the past, and that is the kind of schedule that we intend to provide you in the future."

Actually, the affiliates as a whole did not seem to need much convincing. There was little grumbling—openly, at least—about ABC's inroads in the ratings. In any event Mr. Becker did not miss the opportunity to remind them that ABC's performance is still not up to its level in 1964-65, when "only four-tenths of a rating point separated all three networks." Their performance, Mr. Becker said, "tends to get lost in history because the next year, 1965-66, it was back to business as usual with ABC bringing up the rear."

Mr. Becker also cited Nielsen chapter and verse as showing that CBS-TV last year was again tops in daytime, in Saturday-morning children's shows, in early evening news and in weekend evening news; that it has "only a tiny lead" of about 1% over NBC in pro football but is making "slow but steady" gains in other sports, and that although NBC's *Tonight* leads late-night, *CBS Late Night Movies* are a "sizable and salable" second—and would be 17% higher in ratings if all CBS-TV affiliates would carry the program.

He also said that in the latest local ratings sweeps, the CBS outlet was first in 49% of the 131 markets in which all three networks had affiliates, or "as often as the affiliates of the other two networks combined." In the 152 markets where a CBS affiliate competes with an NBC affiliate, he said, the CBS station won 65% of the time, and in the 141 markets where CBS and ABC affiliates compete, the CBS affiliate was first 65% of the time.

The 'brightest stars' become the 'hot ones'

That's theme of CBS's promotion for the fall schedule; network will go 50-50 with affiliates for \$5 million newspaper campaign

CBS-TV will again put up \$2.4 million to match an equal amount from its affiliates in a cooperative newspaper advertising campaign to promote CBS's new fall season and in addition will spend \$2.5 million in print advertising on its own, John Cowden, CBS-TV vice president and assistant to the president, told the network's affiliates last week.

He presided over a session which also heard plans for on-air promotion and for a coordinated publicity campaign to be mounted over a period of "at least 100 days."

Mr. Cowden said CBS-TV would offer affiliates an opportunity to underwrite on a 50-50 basis a co-op newspaper campaign at the season's start, to be made up of 14 newspaper insertions totaling 10,000 to 21,000 lines in a two-week push. The network will also underwrite half the cost of a two-week campaign in *TV Guide* and split with the stations the cost of a series of ads

promoting *CBS Friday Night Movie* each week from the season's start until Thanksgiving.

All this, Mr. Cowden said, will be in addition to the "more important" on-air campaign totaling 15,000 spots promoting guest stars and story-lines of upcoming shows.

The 1976 theme line of on-air promos and print advertising will be "The Hot Ones," with music by contemporary composer Harold Wheeler, and some of the spots and graphics were previewed for the affiliates by Louis Dorfsman, vice president, advertising and design, CBS/Broadcast Group.

Barrie Richardson, CBS-TV vice president, press information, outlined plans for a "100 days" publicity campaign opening June 3 in San Francisco with the first of four regional promotion and publicity meetings, with others to follow in Chicago, New Orleans and Washington.

NBC programers say there's no disaster

Hollywood session told that ratings drop isn't causing money problems, network will adjust to defections

NBC-TV's "new programing team," described as a four-man group headed by NBC-TV President Robert Howard, was presented to Hollywood newsmen at a luncheon news conference last Monday (May 3). The description was given by Irwin Segelstein, newly named NBC-TV executive vice president, programs (BROADCASTING, May 3), who added that David Tebet, senior vice president, should be considered very much a fifth member of the team though not at the luncheon. Team members on hand in addition to Messrs. Howard and Segelstein were Paul Klein, vice president, programs, and John McMahon, West Coast programing chief.

Mr. Howard rejected questioners' implications that NBC's third-place ratings were posing financial problems: "We're having the greatest year we ever had [financially] and anticipate probably the most outstanding fourth quarter in our history." In answer to other questions he said NBC-TV program executives in the past had discussed with producer Norman Lear whether a network and perhaps a network prime-time version of Mr. Lear's widely publicized *Mary Hartman, Mary Hartman* syndicated series might be developed, but that Mr. Lear indicated he felt obligated to stations, which are buying it on a syndicated basis, to keep it syndicated.

Mr. Segelstein also said he and other NBC officials had discussed whether there might be something for NBC in *MH, MH* but he refused to carry the subject further. In response to another question, about ABC's hiring Redd Foxx of *Sanford and Son* for the 1977-78 season, Mr. Segelstein said NBC would continue *Sanford and Son* without Mr. Foxx "if we could make it work." But he and other NBC offi-

cials stressed that Mr. Foxx and *Sanford and Son* would be on NBC-TV in the coming season.

Mr. Howard ducked repeated questions about ABC-TV's signing of Barbara Walters of NBC-TV's *Today* show (BROADCASTING, April 26, et seq.), saying decisions regarding *Today* were the responsibility of NBC News President Richard Wald. But he said he thought Betty Furness would be at least a "short term" successor to Miss Walters as co-host on *Today*.

NBC alumnus gets CPT production reins

White assumes Gerbner duties for major supplier of networks

Columbia Pictures Television has appointed Lawrence R. White, a former vice president of programs for NBC-TV, as its new production chief.

Mr. White was replaced as head of programs at NBC last June by Marvin Antonowsky (who himself was deposed last month) and joined Columbia Pictures Television as an independent producer on July 1. Mr. White's predecessor as CPT's production head, David Gerber, relinquished his duties in March to concentrate on his own company.

Mr. Gerber's company, which operates under the aegis of CPT, has placed four prime-time series on next fall's schedule, all on NBC: holdovers *Police Story* and *Police Woman*, plus newcomers *Quest* and *Gibbsville*.

With Mr. Gerber at the helm the past two years, CPT vaulted into the position of supplying more prime-time network programing than any other major studio except Universal Television.

Commenting on the appointment of Mr. White as executive vice president of worldwide production, John Mitchell, CPT president, said: "Larry White has spent his entire professional life in television programing, first as an agency packager in the days when advertising agencies were dominating network programing, and later as the man in charge of all network programing for NBC... His expertise is just what we were looking for to carry on our aggressive production program."

NBC documents complaint about '80 Olympics award

The International Olympic Committee in Lausanne, Switzerland, last week was provided information by NBC-TV to advance the network's claim that ABC-TV had been awarded TV rights to the 1980 Winter Olympic Games through a private and noncompetitive procedure (BROADCASTING, March 15 et seq.)

NBC's documentation, prepared by its outside legal counsel, Cahill Gordon & Reindel, New York, was sent at the request of the IOC after NBC and CBS pro-

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tested the manner in which ABC was given the rights by the Lake Placid Olympic Organizing Committee. They appealed to the IOC to void the tentative agreement with the LPOOC and to reopen the bidding. The IOC must approve an agreement made by the organizing committee in Lake Placid, N.Y., where the games will be held.

NBC repeated some of the arguments it had made earlier. It said it had tried seriously on a number of occasions to discuss the TV rights situation with the LPOOC but was unsuccessful. It asserted the committee had engaged in "covert negotiations" with ABC, and went on record again as saying it was prepared to pay more than the \$10 million figure reported to be the ABC-TV bid for the rights.

NBC said it was supplying the documentation in accordance with a request the IOC made after the NBC protest was lodged with the overseas group in March.

FM gets closer to going it alone

Commission sets rules for future AM-FM duplication

That continuing surge in the development of FM that the broadcasting industry has been remarking on for the past several years is persuading the FCC that the medium can stand on its own feet—almost.

The commission, which once permitted FM stations to duplicate without hindrance the programming of commonly owned AM's in the same market and then cut that back to 50% in cities of over 100,000, is reducing that amount even further. The reduction will come in two steps.

Beginning May 1, 1977, an FM will be limited to 25% of the average week of a co-located, commonly owned AM station (including daytime-only), if either is in a community of over 100,000. If either is in a community of between 25,000 and 100,000 population, the FM will be limited to 50% of the AM's programming for the week.

Then, on May 1, 1979, the 25% limit will be extended to stations in the 25,000-100,000 population category.

The commission has described its concern as threefold—the inefficiency of duplication, the limiting effect on FM station development and the ability of independent stations to compete, and stimulus to FM receiver sales that separate programming would provide.

The commission's action is the result of a rulemaking proceeding initiated on April 10, 1974. At that time, the commission noted that in the decade since the original nonduplication rule had been adopted, FM broadcasting had grown sufficiently to warrant consideration of further action.

The commission said the number of independent stations has doubled, their average revenues almost quadrupled and their total revenues increased seven times.

Indeed, it said that National Association of Broadcasters data indicates that FM revenues grew at a rate 60% faster than AM revenues during the 1970-74 period.

The commission's action reflects the view that FM has outgrown the days when special provisions to help it were necessary—but not to the point where it needs no assistance. FM has not yet achieved total parity with the other broadcast services, the commission said.

Six commissioners voted for the order, with Commissioner Benjamin L. Hooks concurring in the result. Commissioner Glen O. Robinson concurred in part and dissented in part.

Commissioner Robinson agreed with the thrust of the commission's action but would have gone further. He would have eliminated entirely duplication on all stations in areas of over 100,000, reduced duplication to 25% for stations in smaller markets and then eliminated it for them, too, over the next two or three years. He said commission studies show there is no economic justification for the permissive duplication policy.

Programming Briefs

Kickoff. Preseason TV rights to games of Tampa Bay Buccaneers and weekly show featuring Coach John McKay have been bought by WTVT(TV) Tampa-St. Petersburg, Fla. Bucs are one of two expansion National Football League clubs that begin play this year. WTVT Sports Director Andy Hardy will handle McKay show starting July 19. Exhibition TV will commence Aug. 7.

Playing ball. FCC dismissed complaint that Golden West Broadcasters took anti-competitive advantage of its dual role as owner of California Angeles baseball team and licensee of KTLA(TV) Los Angeles. Bob Speck Sports Co. had charged that Golden West had effectively prevented it from competing for Angels' broadcasting rights, now held by KTLA. Commission said matter was one more appropriate for courts or Federal Trade Commission.

One mystery solved. Bristol-Myers has announced new barter arrangement with Rhodes Productions (*Mary Hartman, Mary Hartman and Hollywood Squares*) to distribute *In Search of ...*, weekly prime-access half-hour dealing with offbeat phenomena like Bermuda Triangle, flying saucers, witches of Salem and Loch Ness monster. Bristol-Myers (direct) is picking up national minutes and Rhodes barter it to stations, which get three-and-a-half minutes to sell. Bristol-Myers also announced regular host will be Leonard Nimoy (Mr. Spock of *Star Trek*). Series is scheduled for September 1976 start; first 12 episodes to be finished by July. Nine stations have signed up so far, among them: WNBC-TV New York, KNBC Los Angeles, WMAQ-TV Chicago, WCPO-TV Cincinnati, WCVB-TV Boston and WPLG-TV Miami.

Paul Revere would have asked for a third lantern for CB

Volunteer groups in wildly growing band are now helping radio stations keep tab on traffic, emergencies

At both WJR(AM) Detroit and WMAL(AM) Washington, volunteers are manning citizens band base stations and providing news departments, as well as police, fire and other officials, with traffic and emergency information.

The National Capital REACT (Radio Emergency Association Citizens Teams) group claims that since it began operating with WMAL March 1, it has averaged 250 to 300 calls from motorists per week, with 175 converted for WMAL air play. The Michigan Emergency Patrol, another REACT team, has been at WJR for more than five years and said that 15,000 of the 100,000 calls a year are turned into WJR traffic advisories.

Although "we've talked about a helicopter" to monitor traffic conditions, Curt Hahn, WJR station manager and program director said, the base center "really fills the need . . . Every car with a CB radio is a [potential] spotter." WMAL, according to Marc Kuhn, program manager, maintains its helicopter, and regards the CB base as a supplementary "clearinghouse" for traffic information. Jim Southworth, president of the Washington REACT team, however, said that the base center usually has the information 30 to 50 minutes ahead of the helicopter and an hour before the police provide information, which he said contains fewer details than reports that CB users call in on the emergency channel 9. (Calls are either received directly at the radio stations or forwarded via another CB base.)

Dale Berry, president of the Michigan group, estimated that the base station at WJR costs about \$20,000 a year, including such expenses as space, telephone bills, an annual dinner for volunteers and even scholarships for young CB users. Mr. Berry added that WJR picks up about 75% of the tab and three Detroit FM's also participating—WMC, WDRQ and WBFG—pay the rest. The key to a successful station base, Mr. Berry observed, is volunteer time.

Mr. Southworth said that WMAL paid about \$700 to buy its CB equipment and that the National Capital REACT team is seeking a government grant to buy another \$800 worth of equipment to tie in calls received at the various base centers around the city.

WJR's center operates 24 hours a day, seven days a week. WMAL's operates weekdays, 6:30 to 9:30 a.m. and 3:30 to 6:30 p.m. Plans to increase the hours at WMAL are being considered as the summer approaches, possibly also to provide information about the Bicentennial area lines outside tourist attractions and parking facilities in the Washington area as well as other vacation information.

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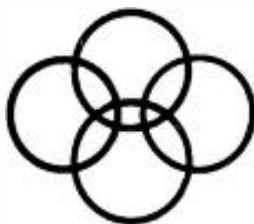
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Jacobs says ABC fall schedule will boost it over CBS for year

In his annual predictions, Telcom handicapper picks ABC to win 22 half hours to CBS's 15 and NBC's seven in new season

"It took 20 years, but CBS has finally been dethroned by the perennial doormat, ABC."

That's how Herb Jacobs begins his timeslot-by-timeslot analysis of the 1976-77 prime-time schedules of the three networks. By the end of the fourth quarter of 1976, he continues, ABC-TV will have rung up a 20.3 rating compared to CBS-TV's 19.1 and NBC-TV's 18.0.

Mr. Jacobs, the president of Telcom Associates, New York-based broadcast consultants, gives ABC more winning half-hours (22) than CBS (15) and NBC (seven), adding that ABC will come in first on three nights (Sunday, Tuesday and Wednesday) and "be in close contention" during the other four. CBS will win Monday, Thursday and Saturday, he says, leaving NBC with first place only on Friday (and third place on all the other nights).

Among the 23 new series, Mr. Jacobs says that only five (four on ABC and one on NBC) will cut the Nielsen mustard. The four ABC programs are *The Nancy*

Walker Show (Tuesday, 9-9:30 p.m., NYT), *The Tony Randall Show* (Tuesday, 9:30-10 p.m.), *Charlie's Angels* (Wednesday, 10-11 p.m.) and *Most Wanted* (Thursday, 10-11 p.m.). NBC's entry is *Serpico* (Friday, 10-11 p.m.).

Looking at the new shows alone, he finds six on NBC, four on ABC and two on CBS that will probably manage only low- to mid-20's shares, on the average. NBC's six are *Baa Baa Black Sheep*, *Quest*, *Gibbsville*, *Van Dyke & Company*, *Snip* and *Best Sellers*. ABC's four are *The Bill Cosby Show*, *The Captain and Tennille*, *Holmes and Yoyo*, and *Mr. T and Tina*. CBS's two are *Ball Four* and *Spencer's Pilots*.

Last year at this time, Mr. Jacobs predicted that by December 1975 CBS would have finished first, with a 20.9 average rating, NBC second (a 19.7 rating) and ABC third (a 17.5 rating). In actual fact, as of Dec. 21, 1975, CBS had finished first, with a season-to-date Nielsen average rating of 19.3, NBC was second with an 18.3 average rating and ABC brought up the rear, with a 17.8 rating. (Of course, under Fred Silverman's direction, ABC turned things around in second season. By April 18, 1976, the season-to-date figures read:

CBS, a 19.5 rating; ABC, an 18.9 rating; and NBC, a 17.7 rating.)

At the end of his report, however, Mr. Jacobs cautions that some of this year's "mistakes" are so "obvious" to the networks right now that industry people should "be prepared for schedule changes" between now and premiere week.

Asterisk (*) in chart below indicates new show.

SUNDAY

	ABC	CBS	NBC
7:00			
7:30	Bill Cosby* 22	80 Minutes	Disney 26
	23	30	28
8:00			
8:30	Six Million Dollar Man 34	Sonny and Cher	Mystery Movie 29
	35	29	30
9:00			
9:30		Kojak	
	32	33	30
10:00	ABC Movie 33		Big Event* 29
	36	31	30
10:30		Delvecchio* 31	
	36	31	30

MONDAY

	ABC	CBS	NBC
8:00			
8:30	Captain and Tennille* 25	Rhoda	Gemini Man* 26
	27	Phyllis	33
9:00			
9:30		Maude	
	29	37	28
10:00	Monday Night Football 35	All's Fair* 30	NBC Movie 31
	38	30	32
10:30		Executive Suite* 30	
	37	30	32

TUESDAY

	ABC	CBS	NBC
8:00			
8:30	Happy Days 38	Tony Orlando	Ba Ba Black Sheep* 26
	38	27	28
9:00			
9:30	Nancy Walker* 31	M*A*S*H*	Police Woman 29
	33	32	31
10:00			
10:30	Family 34	Switch	Police Story 30
	34	32	30

WEDNESDAY

	ABC	CBS	NBC
8:00			
8:30	Bionic Woman 35	Good Times	Little House on the Prairie 28
	38	Ball Four* 24	30
9:00			
9:30	Baretta 38	All in the Family	Quest* 21
	40	Alice* 30	22
10:00			
10:30	Charlie's Angels* 34	Blue Knight	Gibbsville* 26
	35	31	26

THURSDAY

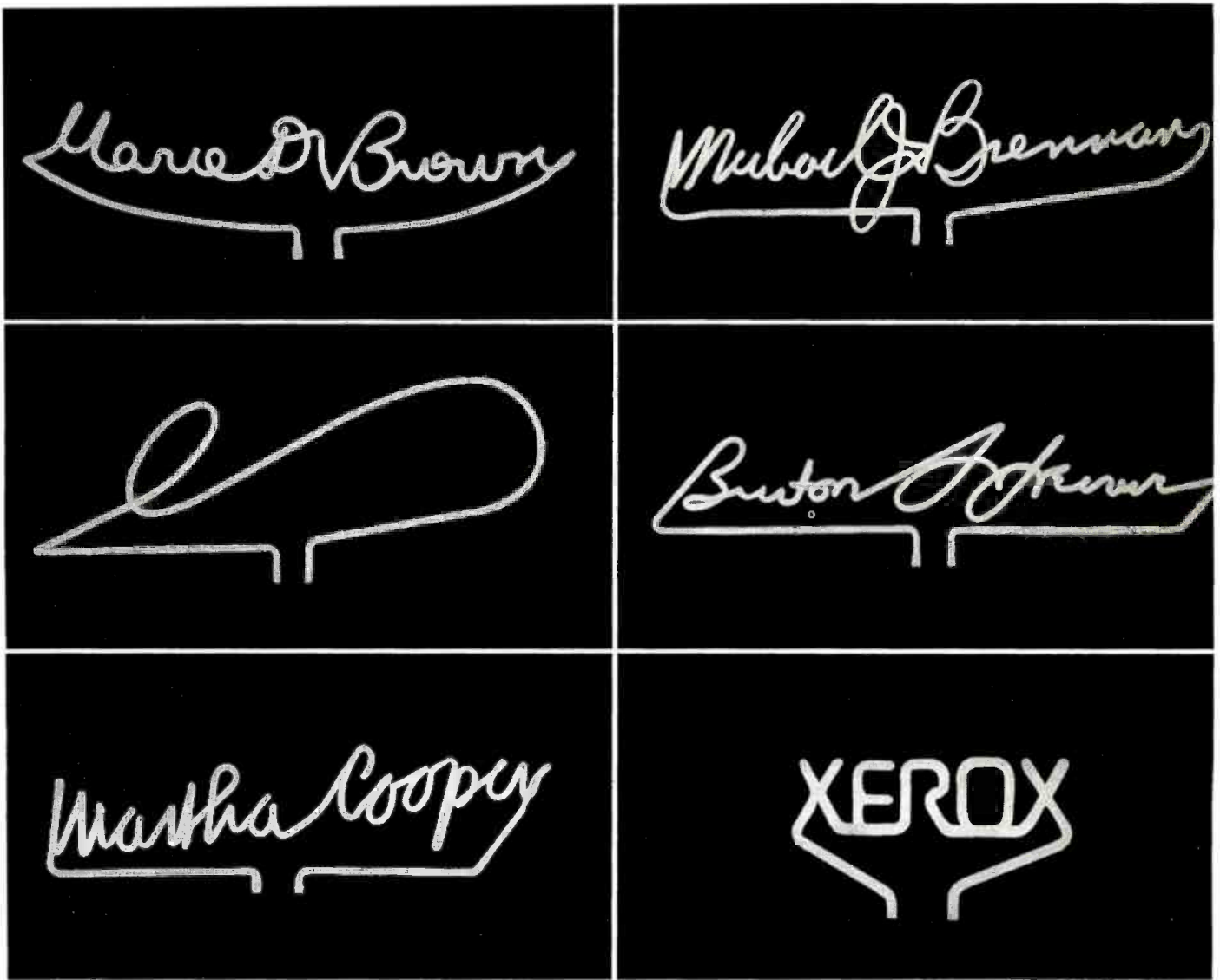
	ABC	CBS	NBC
8:00			
8:30	Kotter 35	Waltons	Dick Van Dyke* 25
	32	34	26
9:00			
9:30	Streets of San Francisco 31	Hawaii Five-O	Practice 24
	32	34	24
10:00			
10:30	Most Wanted* 32	Barnaby Jones	Best Sellers* 27
	32	33	28

FRIDAY

	ABC	CBS	NBC
8:00			
8:30	Donny and Marie 32	Spencer's Pilots*	Sanford 37
	34	23	35
9:00			
9:30			
	31	27	34
10:00	ABC Movie 31	CBS Movie	Rockford Files 35
	32	28	33
10:30			
	32	29	33

SATURDAY

	ABC	CBS	NBC
8:00			
8:30	Holmes and Yoyo* 25	Jeffersons	Emergency 34
	26	32	28
9:00			
9:30	Mr. T and Tina* 32	Mary Tyler Moore	
	34	30	29
10:00			
10:30	Rich Man, Poor Man 35	Carol Burnett	NBC Movie 30
	34	30	31



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TV producers still pinched between costs and payments, they complain

But gap narrows as networks help once series reach hit status

The report that the three TV networks have upped their payments to the Hollywood production houses by almost \$90 million for the full schedule of all of next fall's 72 prime-time series (BROADCASTING, April 26) has not completely mollified the suppliers.

The over-all "substantial improvement" that Frank Price, the president of Universal Television, said is evident in the new budget estimates is only an average. The shows with troublesome stars (Robert Blake in *Baretta* and Peter Falk in *Columbo*) or with elaborate production values (Columbia Pictures Television's *Quest* and Universal's *The Gemini Man*) will still run deficits.

These deficits may be shaved a bit, however, Mr. Price said, by the new fact of "more lead time." By early April, all three networks had locked in their schedules (last year they were still working on the fall

lineups in May), and September's premiere week has been pushed back to three weeks later than usual.

"With this extra time," Mr. Price said, "we'll be better able to prepare, and hence better able to keep costs under control." The problem in recent years of writers' knocking out scripts the night before shooting, with consequent time-wasting delays for rewrites, should be at least partially averted, Mr. Price concluded, when there's "more time for pre-production planning."

But John Mitchell, president of Columbia Pictures Television, said the networks still have a way to go before he'll be satisfied.

A key reason that producers have trouble in making networks see things their way is that just about all of the network programing executives come out of research, sales or station management, said Mr. Mitchell. "If some of the people in positions of authority at the networks had produced shows themselves," he said. "They'd be more sympathetic to things like late starts because of too little lead time, or the logistical problems that come with location shooting, or the vagaries of the weather."

These headaches are particularly acute for companies launching new series. Glenn Larson, for instance, is executive producer at Universal of both *McCloud* (now ending its sixth year as a rotating element on the *NBC Sunday Mystery Movie*) and *Switch* (just finishing its first year at

CBS). Mr. Larson said that, whereas NBC is meeting his production costs on *McCloud*, *Switch* started off with a huge deficit because, first of all, CBS didn't notify him that the series had made the schedule until the end of last April. That meant he wasn't able to get his full crew (everyone from head cameraman to assistant prop man) assembled before mid-June. Drawing from Hollywood's talent pool of mystery-story scriptwriters and directors also became difficult, Mr. Larson continued, because the pros in these areas tend to gravitate to series that have been on for a few years and hence are accumulating enough episodes to guarantee future residuals from syndication.

Switch was particularly hurt by this talent drain, Mr. Larson said, because the series deals with elaborate confidence tricks that require complicated plotting and carefully worked-out dialogue. (He added, however, that the last batch of episodes has jettisoned con games for simpler detective stories because "the audience was finding our scripts too hard to follow.") *Switch* ended up getting so far behind toward the end of the season that Mr. Larson was delivering episodes only a couple of days before air time.

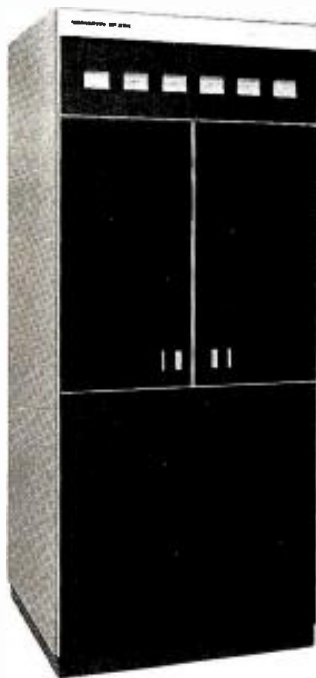
Matthew Rapf is even more painfully aware of new-show problems than Mr. Larson, *Switch* drew survival ratings and will be back on CBS next year; Mr. Rapf's first-year series, *Doctors Hospital* on NBC, never really got off the ground in the ratings and was canceled in midseason. Writers' "reluctance" to work on the new show, Mr. Rapf said, meant that the two story editors on *Doctors Hospital* ended up doing a disproportionate amount of the writing, with the result that "scripts were frequently being worked on the night before we had to start shooting."

Adding to *Doctors Hospital's* budget deficit, Mr. Rapf revealed, was the attitude of the star, George Peppard, who "just seemed to lose interest in the show." Mr. Peppard began "fighting us on the scripts" and started taking days off "due to psychosomatic illness." Mr. Rapf said. Not that *Doctors Hospital* was the end of the line for Mr. Rapf: He produces the CBS hit, *Kojak*.

Robert Blake, the star of ABC's hit series *Baretta*, makes so many script changes on the set, said Roy Huggins, *Baretta's* executive producer, that the show runs a deficit of about \$100,000 per episode, probably higher than any other prime-time show on the air. In contrast, Mr. Huggins said, another of his series, *The Rockford Files*, on NBC, has much lower deficits because the star, James Garner, "is so efficient, so well prepared, that the filming goes along very smoothly."

When stars of hit series make paper airplanes out of their existing contracts and demand enormous increases, industry sources say the production companies throw up their hands and refer the actor to the networks. As Norman Lear puts it, the production company "hovers in the middle" between the actors and the network. The network "holds the master contract of the actor," Mr. Lear said.

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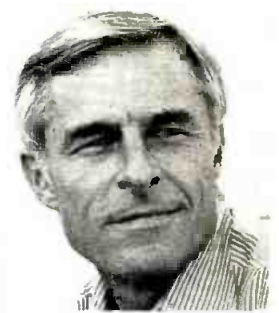
Mitchell



Rich



Gerber



Tinker

When Carroll O'Connor walked off Mr. Lear's *All in the Family*, CBS got him back, these sources say, by agreeing to support Mr. O'Connor in establishing his own company, Carnan Productions. (Carnan's first series, *Bronk*, a police show with Jack Palance, made CBS's prime-time schedule last fall—Sunday, 10-11 p.m. NYT—but it was canceled last month because of low ratings.)

On the other hand, two years ago, when Michael Ontkean, one of the three regular male stars of the Spelling-Goldberg series *The Rookies*, then a hit, held out for an increase that went way beyond the terms of his existing contract, ABC called his bluff and hired another actor, according to these sources.

Lee Rich, the president of Lorimar Productions, and David Gerber, the executive vice president in charge of production for Columbia Pictures Television, both tend to agree that once a prime-time series has

established its credentials as a hit over a few years, the network will not be averse to paying out enough money to keep the production company in the black on the program.

"*The Waltons* has been very good to CBS over the past five years," said Mr. Rich, whose company produces that program, in explaining why the network gladly meets its costs. But Mr. Rich's other CBS series *The Blue Knight*, a new, second-season entry, which made its debut two months ago, ran into disastrous overtime problems. "I stupidly agreed to go ahead with production on only a six-week lead time," Mr. Rich said, with a frown. To meet air dates, Mr. Rich found himself saddled with "\$40,000 in out-of-pocket costs on each of the first series of episodes."

NBC, according to David Gerber, has also reaped enough advertising dollars in the three years of *Police Story* (a Colum-

bia series that lists Mr. Gerber as executive producer and that NBC has renewed for a fourth year) to be generous in its payments to Columbia. If *Police Story* is now free of deficits, Columbia's first-year cop series *Joe Forrester*, loses anywhere from \$25,000 to \$30,000 an episode, according to Mr. Gerber. Typically *Forrester* got off to a late start last year when NBC set its schedule late, Mr. Gerber said. This lateness was compounded, he goes on, by all the usual shakedown problems that accompany the setting into motion of a new series. (This situation is expected to be alleviated this year as the networks announce their schedules by early April and delay premiere week until Sept. 27.)

Aaron Spelling, of Spelling-Goldberg Productions (*Starsky and Hutch*, *Charlie's Angels*), emphasizes double-digit inflation in everything from the price of lumber to build the studio sets to the hourly rental fee for a horse as the key fac-

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One State Farm Plaza
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tor in pushing up production costs and sinking series episodes even deeper into deficit than they were before the nationwide economic crunch.

As an independent company, Spelling-Goldberg enjoys the advantage of not having to worry about the overhead and upkeep of a huge studio lot. But the disadvantage, Mr. Spelling said, is that "we have to pay a hell of a lot of rent" to 20th Century-Fox, where Spelling-Goldberg's offices are located and where the company films all of its series. Also, he continued, Fox's theatrical films always take precedence: When a blockbuster like "The Towering Inferno" begins usurping more and more soundstage space, the Spelling-Goldberg shows have to give way. Spelling-Goldberg is no different from the major studios in one respect, though: It's running the biggest deficit on its first-year series *Starsky and Hutch*, which, according to Mr. Spelling, goes about \$18,000 into the hole on each episode that is produced.

Of course, *Starsky and Hutch* is a big hit, and presumably ABC will help to shrink the deficits in subsequent years in recognition of the series' importance to its schedule. But because it's a cop series, *Starsky's* syndication future is up in the air due to family hour, Mr. Spelling said. And, unlike a Universal or a Columbia, Spelling-Goldberg doesn't have the facilities to syndicate its own shows. Instead, it has to turn to a company like Worldvision Enterprises, which, according to Mr. Spelling, charges a distribution fee that amounts to 40% of the gross for a series.

Mr. Spelling's *Mod Squad*, which chalked up a successful five-year run on the ABC network from 1967 to 1972 and which has just finished its fourth year in syndication (distributed by Worldvision), has grossed more than \$21 million in domestic syndication and about \$4 million internationally, he said. But after Worldvision gets its fee and all the talent unions collect their residuals, Mr. Spelling said his company will net only about \$1 million on all 124 60-minute episodes.

Deficit financing of comedy, according to practitioners in the field like Norman Lear (*All in the Family*, *Maude*), Grant Tinker (*The Mary Tyler Moore Show*, *The Bob Newhart Show*) and Bud Yorkin (*Sanford and Son*), is mainly dependent on whether the series is put on tape or on film. If it's on tape, the show is probably either breaking even or coming out ahead. Unless the network is very benign in its payments, a filmed comedy almost invariably operates on a deficit. Because all of his network shows are on tape, Mr. Lear said that none of them is running a deficit. Conversely, Mr. Tinker is behind in the production nut on all of his shows—precisely, he said, because they employ film cameras.

Mr. Tinker has gotten the message, however, and said that starting with the pilot of *The Jack Gilford Show*, all of his future comedies will go with tape rather than film. The MTM series now on the air, he added, will probably continue to be filmed because the staffs of those shows are used to working with film.

How retailers are waking up to television

TVB workshop hears case histories of stores that are using more TV to do things newspapers can't do

Television advertising was handed a solid vote of confidence for its role in luring customers into the nation's retail stores by a group of retailers themselves and their advertising agencies during the Television Bureau of Advertising's television workshop in New York.

Approximately 170 persons, including a large gathering of television station personnel, heard speakers from department stores, discount stores and their agencies describe their involvement with television, usually in glowing terms. Though several speakers noted that newspapers continue to be the main medium for retailers, they said television has made rapid advances and will continue to make inroads in the newspapers' budget, for reasons of a more balanced media mix, special promotional considerations, coverage requirements or costs.

Some retail chains and discount stores have a long association with TV, and Gee Bee of Johnstown, Pa., fits into that category. William B. Keller, sales promotion director of the discount store's operations, described some of the changes in the company's approach to TV in the 16 years Gee Bee has been involved in the medium.

Its TV budget has been raised from 10% to 16% of its total outlay, Mr. Keller said, and in 1976 the company decided to increase its reach via TV without adding to expenditures. Traditionally, Gee Bee used to drop out of advertising in January and February and stay on for 44 weeks. This year it was decided to use TV on an alternating week basis, according to Mr. Keller,

enabling a doubling of spots. The approach, he added, proved to be highly successful.

Michael Korsonsky, editor of *Flooring* magazine, detailed the growth of TV advertising by carpet and floor covering stores during the past decade. He pointed out that although some retailers remain skeptical, there are notable examples of television advocates throughout the country. He cited such firms as Carpet World in Houston, Beckwith-Evans in Detroit, Banner Carpets & Drapes in Los Angeles and Carpet Fair of Baltimore as among those using TV effectively. Mr. Korsonsky said these advertisers use television mainly as an anchor for a well-balanced combination of newspaper and radio advertising.

In his opening remarks to the workshop, Roger D. Rice, TVB president, reported that speakers at the meeting represented stores that had increased their TV outlays by 49% in 1975 over 1974. Department stores as a whole, he said, invested 40% more in TV last year than in 1974 while discount stores boosted their spending by 39%, accounting for a combined additional \$40 million in the medium.

For 1976, TVB predicts more year-round, every-week type of television advertising by retailers, according to Mr. Rice. He said there would be a further dollar growth in retail television, with more money spent for time and for commercial production.

The first use of TV by one of America's most prestigious stores, Saks Fifth Avenue, was detailed by Doris Shaw, senior vice president and advertising manager. She reported that the first flight, carried last December before Christmas, was successful, judging by "the favorable feedback, awareness, word of mouth."

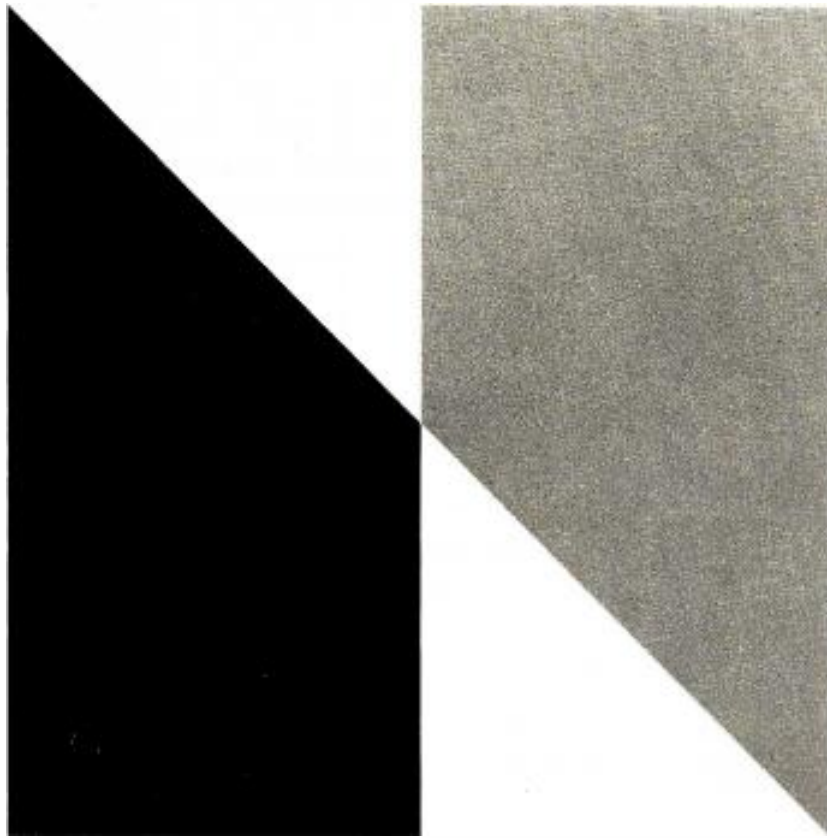
The emphasis, she said, was institutional—to create an image of Saks as a store that upscale buyers enjoy. "I could live in Saks Fifth Avenue" became the catch line. Saks plans to use TV in the future, she said, and fall and Christmas campaigns are being developed.

Gary Hubschman, senior vice president



Backstage. The opening group of speakers at the TVB retail workshop go over last-minute details before the conference began. L-r: William B. Keller, sales promotion director, Gee Bee Stores, Johnstown, Pa.; Gary Hubschman, senior vice president and general merchandise manager, Vornado (Two Guys, Garfield, N.J.); Linell Vines, director of broadcast advertising, Elder-Beerman Stores, Dayton, Ohio, and Roger D. Rice, TVB president.

The first 50 years



of NBC will be celebrated in a BROADCASTING special report on June 21. It will track the first network from Mary Garden and Will Rogers to Angie Dickinson and Chevy Chase. From David Sarnoff and Deac Aylesworth to Anthony Conrad and Julian Goodman. From Frederic William Wile to John William Chancellor.

We will do it in words, in pictures and in style.

All in time for a special distribution to NBC's golden anniversary convention of both radio and television affiliates in New York's Waldorf-Astoria.

Your own salute to NBC will be at home in ours.

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and general merchandise manager of Vornado Inc. (Two Guys), Garfield, N.J., said his company first used TV during Christmas 1974 but decided to plunge heavily into the medium last August. He reported Two Guys is now on the air virtually 52 weeks a year in Philadelphia and New Jersey markets (the latter served by New York stations). Mr. Hubschman maintained the early success resulted from the strong identification by viewers with the Two Guys image, regardless of whether co-op was involved. The stores still follow this approach, he said, but maintain close contact with the vendors and their agencies.

Jane B. Roggers, vice president, sales promotion, Shillito's, Cincinnati, said that the store now spends about \$500,000 in television but acknowledged there is a job of weaning away merchandisers from their daily newspaper. She said the sum spent on TV by Shillito's may not be much but added, "it works, and as a result, we are slowly convincing merchants that television isn't a witch's brew destined to ruin their business or bankrupt them."

January is a traditionally slow month for retail sales, and Linell Vines, director of broadcast advertising, Elder-Beerman, Dayton, Ohio, described the store efforts to perk up business. She noted that TV has been an integral part of the store's advertising for a number of years and this past January, Elder-Beerman hit upon a concept it called "T-Time." It was a way to lure young people into the store by offering T-shirts for sale. The TV commercials were "highly successful" from both an image and sales viewpoint, she said.

TVB loses CBS after shifting weight to spot

Bureau is accused of working against networks' interests

CBS-TV has dropped its membership in the Television Bureau of Advertising because of what it regards as TVB's aggressive antinetwork policy in selling spot TV.

Frank M. Smith Jr., CBS-TV sales vice

Confidence. CBS-TV's new fall prime-time schedule has been "exceptionally well received" by advertisers and agencies, who consider it "the soundest schedule" among the three networks and sure to be number one in ratings for the coming season. That was the word Frank Smith Jr., CBS-TV sales vice president, gave the network's affiliates last Wednesday during their annual convention. He said most buyers consider NBC's new schedule "a real disaster" and are "disappointed" in ABC's and suggest that Fred Silverman, the former CBS program chief who now heads ABC Entertainment, has himself had "some second thoughts" about it, inasmuch as he has already made some changes.

Mr. Smith said CBS hopes to keep the sale of political half-hours within reasonable limits—and within network time—and will go heavily on the sale of five-minute units, to be created by producing hour programs in 55-minute as well as 60-minute versions. He told the stations that CBS would try to give them some political minutes for local sale—about the same number as in 1972 but not so many as in 1974.

He opened his presentation with a film display of fireworks to the music of "Happy Days Are Here Again," which seemed to tell the current business story for network and stations alike. To this he added CBS's projections that network sales will be up 13% this year and 11% next year; national spot up at least 12% this year and 10% next, local up 12%-14% both years.

president, made the disclosure during his presentation to CBS affiliates last week.

He said CBS had supported TVB from its inception 21 years ago and had never in the past protested the bureau's preoccupation with station as distinguished from network business affairs.

But lately the TVB has become so concerned with promoting national spot that it has begun to work openly "at cross purposes" with network interests, he said, and consequently CBS notified TVB last August "that we were withdrawing our membership."

CBS's concern with TVB's new stance almost certainly dates to TVB policy changes undertaken more than a year ago, which led to virtually all leading television station sales reps joining the bureau en masse last summer. As part of those changes a dominant voice in TVB affairs was given to the reps, most of whom had never been TVB members or had dropped out in protest over what they considered too weak an effort to sell spot TV as an advertising medium.

Network TV officials were reported at the time to have been sounded out on their possible reactions to an aggressive TVB effort to sell spot against network and were said in at least some cases to have indicated they would not object. This was said to have been done before TVB embarked fully on its campaign to promote a single branch of the TV medium—which TVB officials justified on grounds that it was similar to Chevrolet and Buick, for instance, selling against each other even though both are divisions of General Motors.

Mr. Smith preceded his announcement with a report on the Federal Trade Commission's one-year test, which ended last fall, and required the national networks to sell regional advertising. Mr. Smith said he thought that with the end of the test the FTC might have forgotten the whole thing if TVB hadn't become concerned and stirred new interest by filing material of its own opposing such sales.

He also said that this is no time to be "divisive." Thanks to inflation, heavy demand and unusually short supplies of time for sale, he said, costs of network television and network costs-per-thousand are reaching a point where many advertisers

are exploring the prospects of alternative media.

George F. Huntington, executive vice president and general manager of TVB, said the bureau was "understandably disappointed" with CBS-TV's resignation but expressed hope the network would return. He pointed out that TVB feels its mission is to enlarge the amount of money placed into television and said it is up to the different segments of the medium to win their rightful shares.

He said CBS-TV had notified TVB of its intention last August and the cancellation was effective on Feb. 1. CBS-TV paid \$12,100 annually in dues.

He noted that the five CBS-owned television stations still are members. Paying \$1,610.15 per month are WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago and KNXT Los Angeles. KMOX-TV St. Louis pays \$878.46 monthly.

D. Thomas Miller, president of the CBS Owned Television Stations Division, resigned from the TVB board when CBS-TV canceled its membership. Mr. Huntington explained that each of the networks designates a person to serve on the board and he may be a network executive or from one of the other units of the company.

ABC-TV and NBC-TV are still TVB members, according to Mr. Huntington. Now serving on the bureau's board of directors are Arthur A. Watson, executive vice president, NBC Television Stations Division, and Richard A. O'Leary, president, ABC Owned Television Stations.

Industry keeps up its barrage of negative views on nutrition ads

Requiring such information would harm rather than help consumers, say food processors, broadcasters

Federal Trade Commission staff attorneys last week began sorting through the latest batch of comments on the FTC's proposals aimed at regulating information and claims in food advertising. Among the comments that have already reached the attorneys' desks are those from CBS and the National Association of Broadcasters, both in opposition, and from Action for Children's Television, which wants even tighter guidelines than those proposed.

As in earlier filings, the provisions on nutritional claims and disclosures seem to be drawing the lion's share of attention. In response to an earlier notice of rulemaking last year, broadcasters and advertising agencies claimed nutritional guidelines would be self-defeating (BROADCASTING, Aug. 4, 1975). And now, in answer to a final notice prior to hearings which begin next month, broadcasters and many food manufacturers are repeating that charge.

Said CBS Inc. in its filing (BROADCAST-

ING., May 3): "Indeed, to avoid affirmative disclosures requirements, advertisers may well be expected to eschew nutrition claims altogether, thereby denying to the public any possible benefits of a proposed rule. . . ."

In the commission's proposed rule a claim that a food product is a good nutrient source would require that the food contains at least 35% of the U.S. Recommended Daily Allowance (U.S. RDA) per serving. To claim that the product contains a nutrient, the threshold limit would be 10%. The staff's proposal would go a step farther and require a partial nutrient profile in television commercials and instructions to read the label in radio commercials.

CBS continued: "To require manufacturers of fortified cereals that state that their products are 'fortified with eight essential vitamins and minerals' to list all such nutrients in a brief commercial would effectively eliminate any television reference to vitamin content." Furthermore, CBS expressed pessimism that manufacturers might not be inclined to make product improvements unless they could bring them to the public's attention.

CBS also cited statistics compiled by its office of social research, which monitored the 175 CBS-TV commercials that appeared during a seven-day period beginning Dec. 24, 1974, and the 80 nonnetwork commercials that appeared on WCBS-TV New York. Of those commercials, CBS said, 69 network and 19 nonnetwork would fall under the regulations proposed. Specifically, CBS said, 16 network commercials would conform, 26 may or may not conform and 27 would not conform. Of nonnetwork commercials, CBS said, eight would conform and 11 would not.

From an analysis of these commercials and an application of the proposals to them, CBS said: "The CBS-OSR review of television commercials only confirms our view that food advertising—at least on television—is not deceptive and that application of the proposed rule is complex, arbitrary and unnecessary—and cannot contribute to a meaningful understanding of nutrition issues."

The National Association of Broadcasters—which previously commented that the nutrition guidelines may preclude future food advertising on television—claimed that "radio and television advertisements are too far removed from the marketplace to permit proper use of nutrient information by consumers" and "that distance and the impact of multiples of food advertisements, each with its own claimed that "radio and television adverbial spans of time combine to render highly probable substantial and significant consumer confusion."

Pepsi-Cola Co., a division of PepsiCo Inc., Purchase, N.Y., argued that the proposals "could serve to discourage rather than encourage advertising." And while the Society for Nutrition Education, Berkeley, Calif., said that the rules "could be a major milestone to the furtherance of nutrition education," it conceded that

nutrient information on television should only be required when nutrients are specifically mentioned. "We believe the consumer is unlikely to interpret or retain detailed data briefly presented in a TV commercial," the society said.

Action for Children's Television, however, suggested more, not less, nutrition disclosure. On television commercials, "it is not sufficient that nutritional disclosure be solely video," ACT said. Its reasoning: that children may not have "sufficient reading skills" to understand the message and that adults, although not in front of a set, could at least hear the nutritional profile.

Presently, ACT said, more than 50% of commercials on children's programs are for food and, in 1975, some \$400 million was spent on advertising directed at that demographic audience. ACT claimed that children should be made to understand nutrition since mothers usually yield to their preferences. Citing 1971 statistics prepared at the Harvard Graduate School of Business, ACT noted that mothers yield on the preferences of 5-to-7 year-olds 88% of the time when buying breakfast cereals, 52% for snack foods, 40% for candy and 38% for soft drinks.

Fear of the commission's proposals may be premature. According to one staff at-

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torney, many of the issues, including nutrition, have not yet been set for hearing and may be revised to accommodate complaints.

Issues that have been set for the first round of hearings beginning in Washington June 7 involve: energy and calories; fat, fatty acid and cholesterol; health claims; natural and organic food claims, and definitions and disclosure. Hearings will continue in San Francisco July 12, Chicago Sept. 13 and Dallas Oct. 12.

The second set of hearings on issues such as comparisons, nutrition disclosure and emphatic descriptions have not yet been scheduled. The staff's proposal which would require a partial nutrient profile in television advertisements is in the third round, also unscheduled.

The NAB did not take exception to a provision that would require a calorie disclosure if a product is said to be helpful in efforts to lose weight. But it said "regrettably the disclosure requirements contained in other provisions . . . are far more complex." A diet cola advertisement under the rules, NAB said, would have to compare calories between similar amounts of natural and artificially sweetened beverages, and also include a warning to diabetics.

Concerning the proposals over-all, the NAB, like other opponents, charged that it would "radically alter the form and content of food advertising . . . What was once the not wholly unbiased or objective promoter of ideas, goods and services is now to assume a more neutral role with far less

room for advocacy." Both the NAB and CBS also raised issues on the constitutionality of the proposals.

Several food manufacturers also took their opportunity to comment. According to the National Broiler Council, "no naturally grown food" could meet the standards to be called nourishing or nutritious, including its product, chicken. It said: "This is a result which defies both common sense and informed nutritional judgment." Hunt-Wesson Foods Inc., Fullerton, Calif., objected, saying that the FTC solicited comments on fats, fatty acids and cholesterol without specifically wording a rule in the area.

The Milk Industry Foundation and the International Association of Manufacturers, Washington, argued, among other things, that the threshold requirement for emphatic claims should be 25%, not 35%. Otherwise, they said, a commercial could not say that milk is rich in calcium since it contains only 30% of the U.S. RDA per serving. The higher cut-off point, the groups said, "would unjustly discriminate in favor of fortified foods."

Comparative-ads session tops items of interest to broadcasters at AAAA convention

Others at four-day meeting at the Greenbrier: government regulation, OTC drug commercials

From a broadcast advertising point of view, three events are of particular interest at this year's convention of the American Association of Advertising Agencies, to be held at The Greenbrier, White Sulphur Springs, W.Va., from Wednesday (May 12) through Saturday (May 15).

The session that may end up being of most relevance to broadcast executives, according to Robert Purcell, AAAA's executive director, is the final day's, entitled "Comparative Advertising." This discussion will focus on the commercials in which the competitor is mentioned by name instead of by the appellation Brand X. Andrew Kershaw, the vice chairman of Ogilvy & Mather International, will criticize the practice and Stanley Tannenbaum, the chairman of Kenyon & Eckhardt, will defend it.

Another session to which the broadcast oriented are expected to pay special heed is on "Government Regulation of Business: The Shape of Things To Come." The host is Paul MacAvoy, chairman of the White House task force on regulatory reform, and the panel comprises Representative John Moss (D-Calif.), Senator Abraham Ribicoff (D-Conn.) and Murray L. Weidenbaum, director of the Center for Study of American Business.

Mr. Purcell points to a third session, featuring James Cope, the president of The Proprietary Association, as broadcast

worthy. Mr. Cope will discuss "what agencies can say and how they can say it" in creating advertisements for over-the-counter drugs.

The complete agenda:

Wednesday, May 12

Consecutive business sessions. 3:30 p.m. "Next Generation of Agency Management" Moderator: Edward Meyer, chairman and president, Grey Advertising. Panelists: Richard C. Christian, chairman, Marsteller Inc.; Donald B. Miller, chairman, Rumrill-Hoyt Inc.; Arthur W. Schultz, chairman, Foote, Cone & Belding Communications Inc.; and Stuart B. Upson, chairman, Dancer-Fitzgerald-Sample Inc. "Agency Compensation and Fee Arrangements." Moderator: Charles Peebler, chairman and president, Bozell & Jacobs International. Panelists: Robert Lyman, senior vice president, finance, Benton & Bowles; Burton Vaupen, senior vice president, Young & Rubicam International, and Thomas Vohs, president, Chirurg & Cairns.

Welcoming cocktails. 7 p.m.

Thursday, May 13

Executive session. 9:30 a.m. Elections: John Crichton, president, AAAA, and Richard K. Manoff, chairman, Richard K. Manoff, Inc. General business session. 11 a.m. "The Traditional Advertiser-Agency Relationship." Panelists: James E. Burke, president, Johnson & Johnson, and H. Lloyd Taylor, director of the advertising department, du Pont.

Tennis tournament. 1 p.m. Cocktails and open dinner. 7 p.m. Special creative presentation. 10 p.m. Reel of specially selected local/regional commercials.

Friday, May 14

Breakfast With . . . session one. 7:30 a.m. Eight different sessions with the following moderators: Mel Anahen, professor, Columbia University Graduate School of Business; James Cope, president, The Proprietary Association; Richard Lysaker, senior VP, Audits and Surveys Inc.; Stephen Nye, commissioner, Federal Trade Commission; A.C. Nielsen, chairman, A.C. Nielsen Co.; Michael O'Connor, president, Super Market Institute Inc.; Mahlon Perkins, attorney, Donovan, Leisner, Newton & Irvine; Michael Breslin, attorney, Leo Burnett; and Hugh Connell, attorney, J. Walter Thompson, joint moderators; John Treasure, group chairman, J. Water Thompson Co., Ltd., London, and current elected head of the Institute of Practitioners in Advertising.

"Breakfast With . . ." session two. 9:15 a.m. Repeat of above.

General business session. 11 a.m. "Government Regulation of Business: The Shape of Things to Come." Moderator: Paul MacAvoy, chairman of the White House task force on regulatory reform. Panelists: Congressman John Moss (D-Calif.); Senator Abraham Ribicoff (D-Conn.) and Murray L. Weidenbaum, director of the Center for Study of American Business, Washington University, St. Louis.

Feature Luncheon. 12:30 p.m. Carla

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Annual reception and banquet. 7 p.m.

Saturday, May 15

Business session. 9:30 a.m. "Comparative Advertising." Panelists: Andrew Kershaw, vice chairman, Ogilvy & Mather International, and Stanley Tannenbaum, chairman, Kenyon & Eckhardt. "Portrayal of Women in Advertising." James C. Nelson, executive vice president and creative director, Hoefer Dieterich & Brown. Address of the chairman. Neal W. O'Connor, chairman, N.W. Ayer ABH International, and chairman, AAAA.

Adjournment and golf tournament. Noon.

Comparative ads on upswing, so are complaints

Trademark session in New York gets some words of caution plus plea for more self-restraint in claims

The growing trend toward comparative advertising in TV and media's efforts at self-regulation were discussed at a forum in New York of the United States Trademark Association.

An indication of the escalation in comparative advertising was given by Roland P. Campbell, senior vice president of the National Advertising Division of the Council of Better Business Bureaus. He said over the five years of NAD's existence, complaints involving comparative advertising have jumped to 38% of all complaints filed.

Mr. Campbell said another sign of concern over comparative advertising is the increase in complaints filed by advertisers. Five years ago, he said, advertisers filed only 5% of the complaints against competitors while in 1975 this figure had risen to 27%.

Mr. Campbell gave this note of caution to advertisers making comparative claims in their advertising: "You must be able to support not only the claims for your own product but the claims you make about competitive products." He said NAD has learned that often advertisers do not know enough about competitive products to make a reasonable case against them.

Thomas J. Swafford, vice president, program practices, CBS-TV, noted that CBS at one time had been opposed to taking advertising that named competitors because there were no guidelines. He said the network now accepts comparative advertising and can fall back on a number of guidelines, including those of the National Association of Broadcasters. He said a sizable number of commercials are turned down because some of the claims—but not all—seem valid. He pointed out that making a judgment on such advertising can be helped with expert assistance, and CBS has specialists in such fields as food, drugs and automobiles to provide counseling.

Stockton Helffrich, director of the NAB

Code Authority, New York, said comparative advertising can be a useful and beneficial technique if it is used to benefit the consumer and not the advertiser. He said the advertising and broadcasting communities should practice self-restraint to block government intervention. Mr. Helffrich also cautioned that self-regulation must be in public interest and not in the industry's interest.

Gilbert Weil, partner in Weil, Guttman & Davis, New York, said the law governing comparative advertising is the same as that applying to advertising generally. For the most part, he reported, advertising that is misleading, false and deceptive can be challenged in the court under common law. One possible exception, he said, is in New York State where some relief has

been given for unfair competition if one company exploited the good will of another company.

Advertising Briefs

Wild hickory nuts. Benton & Bowles, New York ad firm that created Euell Gibbons commercial for General Foods's Post Grape Nuts, has agreed to Federal Trade Commission order prohibiting future ads suggesting wild plants are edible in raw state. Tentative consent agreement is seen as likely end of actions that begin with FTC concern that ads might lead children to eat poisonous plants. General Foods last year agreed to similar consent agree-

FINANCIAL SEMINAR

Wednesday, June 9, 1976
Park Lane Hotel
New York City
9 a.m.—4 p.m.

Panel: "Sources of Capital for Broadcast Investors"

Gary Pease, Society National Bank of Cleveland
Blair Walliser, Communications Capital Corp.
Barry Dickstein, Aetna Business Credit
Z. David Patterson, New England Enterprise Capital Corp.
Harvey Sandler, Goldman Sachs & Co.

Panel: "Tax Problems in Buying & Selling Stations"

Herbert Paul, tax partner, Touche Ross & Co.
Carl Harnick, tax partner, Arthur Young & Co.
John McAndrew, tax partner, Price Waterhouse & Co.

Moderator: Paul Kagan, financial analyst, consultant and publisher of the BROADCAST INVESTOR newsletter

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ment (BROADCASTING, June 30, 1975).

New advertising group. Detroit Radio Advertising Group has been formed by area radio stations, representatives and networks to keep advertisers and agencies informed on developments in medium. First event in late April was creative radio workshop. Chuck Blore and Don Richmond of Chuck Blore Creative Services, Los Angeles, spoke on need for writers to treat radio commercials as not secondary to TV commercials but as messages able to pull own weight.

Expansion. Marv Roslin Inc., New York, station representative, has opened office in Chicago at 2400 North Lakeview, 60614; (312) 281-0404. Lynne A. Cohen, publisher of Northside edition of *TV Facts* magazine, named account executive of office.

Cheers. Century Importers has named Hill, Holliday, Connors, Cosmopolos, Boston, as its new advertising agency. Century is U.S. importer of Carling O'Keefe Limited, one of Canada's largest brewers of beer and ale.

The other NAB frets over broadcast gains in retail advertising

Newspaper Advertising Bureau warns print that radio and TV are aggressively courting stores

The newspaper industry is becoming a little nervous about broadcasting's inroads into retail advertising, and a little envious of the amount of money TV and radio are spending to attract retailers.

Retail advertising and broadcast encroachment were main topics of the annual meeting of the Newspaper Advertising Bureau held in New York last week in conjunction with the convention of the American Newspaper Publishers Association. The emphasis in the discussion was on retail advertising, which in 1975 accounted for \$4.9 billion of the \$8.4 billion invested in newspapers.

Leo Bogart, executive vice president of the Newspaper Advertising Bureau, told the gathering that "our single most important customer group is retail and it's the most coveted by our envious competitors." He said "the broadcasters have gone aggressively after our retail business—with seminars, presentations, new creative approaches, antinewspaper training workshops for their salesmen and a hell of a lot of free newspaper publicity."

He said the newspaper bureau's estimate is that broadcasting would spend \$137 million in 1976 to lure business away from newspapers, while newspapers and the bureau would allocate only about \$15 million for direct selling against broadcast.

A spokesman for the bureau was asked later to explain the figures. He replied the bureau had taken the latest FCC selling expenditure figures of TV and radio stations and applied a percentage against them for retail advertising efforts.

Broadcast Journalism®

Cronkite makes his case for substance over style in local television news

At CBS affiliates convention, he tells stations that they'd probably be better off with a balding, but enterprising local reporter than a pompadored personality brought in on a consultant's recommendation

CBS News Correspondent Walter Cronkite called upon station managers last week to pick their news people and anchorpersons for knowledge and ability, not looks, and to avoid being made "suckers for a fad: editing by consultancy."

Mr. Cronkite, speaking at the Wednesday luncheon of the CBS-TV affiliates convention in Los Angeles, suggested it was more than coincidence that CBS "has the highest confidence of the people, as shown in the news ratings" and "also happens to be the biggest money maker."

"Don't let someone else, who claims to know better than you what your community news needs are, dictate your news operation," he advised.

"You have in your command such vast power, such great potential for leadership in your community, such an overwhelming responsibility that it is nothing short of sinful if you turn your backs and fail to play the role that has been presented to you."

Mr. Cronkite said "there is no newsman worth his salt who does not know that advisers who dictate that no item should run more than 45 seconds, that there must be a film story within the first 30 seconds of the newscast (a barn burning or a jack-knifed tractor-trailer truck will do), that calls a 90-second film piece a 'minidocumentary,' that advises against covering city hall because it is dull, that says the anchorman or woman must do all voice-overs for 'identity'—any real newsman knows that sort of stuff is balderdash. It's cosmetic, pretty packaging—certainly not substance.

"And I suspect that most station operators know that too. But I think they've been sold a bill of goods."

Broadcasters whose stations have been "caught up in this formula-news presentation" are "being taken" because "the answer to your news problem probably is right under your nose," he said.

"In the first place, why buy someone else's idea of an ideal anchorperson or news editor for your market? Your anchorperson is the most intimate contact you have with your community. Don't you know what sort of person your neighbors like? Don't you know better than any outsider the tastes of your friends and ac-

quaintances? If not, I suggest that maybe you are the one who ought to go."

A hometown or long-time resident or young person who plans to live in the community, he said, is "likely to give a great deal more in enthusiasm and dedication and interest—qualities easily detected over the airwaves—than the wanderer looking for the next big break in the next biggest town. So why don't you try building a staff of such people and then promote from desk writer to street reporter to anchorperson—from within?"

Mr. Cronkite also suggested raiding the local newspaper. "For what you pay those inexperienced announcers I dare say you could hire the best—the very best—newspaperman in your town as on-air broadcaster or news director or possibly both—a fellow or gal who knows the city like a book, likes the city, warts and all, and plans to raise a family there."

Such a one may be a little gray, a little bald, a little rumped, "but I'll guarantee you this: He knows more about your town and what makes it tick than will ever be learned by that young fellow from 500 or 1,000 or 2,000 miles away that some consultant tells you got a good rating back there. And you know what? That slightly tousled codger is going to exude more authority and reliability and believability and integrity from the nail on the little finger of his left hand than that pompadored, pampered announcer is ever going to muster. And isn't that really what our news departments are all about—isn't that really what you want to sell: Authority, believability, credibility, integrity?"

He made fun of the notion that "it takes a kid to appeal to kids," saying some of the hottest tickets on the college lecture circuits are "some newsmen with a little gray at the temples and a wrinkle or two around the eyes, perhaps even a dewlap under the chin," such as Dan Schorr, Dan Rather, Eric Sevareid and even Walter Cronkite.

He also scoffed at polls showing him the most trusted American or one of the most powerful: "My God, what shape the country's in." What it means, he said, "is that I have become a sort of symbol of television journalism, a generic face of television news, spoken of as an authority figure—and occasionally asked by our critics to shoulder the blame for all the sins of television as well . . ."

"I've been tolerated for a long time as the front man for a solid, consistently good news organization that through the years has never wavered in its total dedication to the principles of ethical journalism. Doesn't that say something to all of us? What people are really recognizing in honoring me is this steadfastness of CBS News as represented by this long-time association. The two things cannot be separated."

After a few jokes about ABC News's hiring Barbara Walters at a million dollars a year, Mr. Cronkite said he thought seriously—although he admittedly was "practically alone" among newsmen in this belief—that "Miss Walters's qualifications as a journalist are not all that lack-



Mr. Cronkite on those high salaries in TV news:

“We have to have special skills, talents if you please, to present our material through the spoken word and in a visual medium, frequently to think on our feet and to be right the first time with no editor imposed as a protective buffer between us and the public . . . those of us who can do that are worth a little more than the print journalist—or, perhaps, a *lot* more.”

ing,” and that it is unproductive to ask whether she is worth a million dollars. “Compared to what? Compared to a good high school history teacher? Probably not. Compared to any rock singer? Almost certainly yes.”

“If she can get a million bucks from ABC,” he added, “presumably ABC feels she is worth a million. That’s what we like to think of as the American way.” The important thing in terms of the public, he said is that “in accepting that big paycheck, Barbara Walters is taking on a big responsibility to deliver. The proof of her value will be in the pudding.”

In fact, he said, “if salaries alone are the criterion, we in television news have been in show business a long time,” going back to and before the days of Edward R. Murrow, “and the difference between Barbara Walters’ new remuneration and that of the rest of us on-air news people is but a matter of degree.”

He also undertook to justify the higher salaries paid to broadcast newsmen as compared with newspapermen:

“What we on-air broadcasters do comprises a dimension beyond the skills required by the newspaper reporter, writer

and editor. If we do our jobs well, we do things—reporting, writing, editing—as well or better than the print journalist, but beyond that we have to have special skills, talents if you please, to present our material through the spoken word and in a visual medium, frequently to think on our feet and to be right the first time with no editor imposed as a protective buffer between us and the public.

“With a certain degree of immodesty, I suggest that those of us who can do that are worth a little more than the print journalist—or, perhaps, a lot more.”

Those who belittle ratings in the news business are naive, Mr. Cronkite continued. “The best newspaper in the world isn’t worth very much if nobody reads it,” he said, “or if not enough read it to keep it in business. The same is true of broadcasting, so let us put to rest any moral arguments about ratings.

“But it is how we get those ratings, what we do to make us competitive, that bothers me, for just as it is no good to put out a superior product if you can’t sell it, it is far worse to peddle an inferior product solely through the razzle-dazzle of a promotion campaign. And aren’t we guilty of that when we put the emphasis in our news broadcasts on performance and performers rather than content?”

Salant defends Schorr —up to a point

He praises reporter’s enterprise, but says decision to give CIA report to ‘Village Voice’ should have been CBS News’s

CBS News President Richard S. Salant lifted one edge of the veil from “the Dan Schorr matter” last week by saying that CBS News officials think that since the leaked congressional report Mr. Schorr gave to the *Village Voice* had been obtained by him in the course of his duties, the decision on whether to dispose of it was one for CBS News to make, not Mr. Schorr. “We believe it was ours [to make],” Mr. Salant told CBS-TV affiliates at their convention (also see separate story), “but there are those who contend to the contrary.”

He knew his audience was sensitive to the Schorr issue, which he called “Topic A” in his speech. The CBS-TV affiliates advisory board had expressed concern early in the case over the correspondent’s giving the document to the antiestablishment newspaper, and some affiliates individually had advocated that he be fired.

Mr. Salant re-emphasized that both CBS News and Mr. Schorr and their respective attorneys had agreed that neither should discuss substantive questions about his conduct while a congressional investigation of the leak of the report to him is pending. He cited the question of Mr. Schorr’s right to dispose of the document as one of the “important and complicated internal and external questions” involved, “on which reasonable men may disagree.”

Mr. Salant divided the case into two

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parts. The first "involves Schorr's acquisition, as part of his reportorial responsibilities for CBS News, of a copy of the Pike committee report after it had been approved for publication by a large majority of that committee. Schorr then reported the contents of that report in our news broadcasts on both radio and television, at some length and detail. So did other news organizations."

Up to that point, Mr. Salant said, what was done was what is done "frequently and entirely properly"—"through enterprise [we] got an advance copy of a report which was scheduled for publication, and reported on it."

The second and "murkier" part of the case, Mr. Salant continued, involved Mr. Schorr's disposing of his copy "as an act of individual conscience" after he had finished reporting on it for CBS News and after the House had voted to withhold it.

"Without getting into the rights and wrongs of this particular event," he said, "but treating it as a general principle, I submit that in any event, the mere stamp of secrecy [on a government document] does not, standing alone, mean that it is outside the scope of valid and proper reporting in a democracy. To take a contrary position is to enact, by our own action or default, an extreme official secrets act—a clear prior restraint imposed by the government, or some officer or unit of the government. And that would be antithetical to everything that a free and indepen-

dent press stands for."

But, he continued, he was not saying it is "proper for reporters or news organizations to ignore governmental decrees of secrecy in all circumstances . . . they must weigh such decrees and the consequences of publication most carefully. There must be the most conscientious and expert consideration on our part of whether national security is really involved and whether there are real dangers."

Mr. Salant told the affiliates at the outset that "I reject those extremists who equate Schorr to Benedict Arnold—or with Peter Zenger. Schorr is an extraordinary enterprising investigatory reporter whose reportorial record over the years speaks for itself." He also reminded the affiliates that CBS News is supporting Mr. Schorr in his refusal to disclose his sources, is paying his legal bills and, though CBS and Mr. Schorr agreed he should be taken off all assignments while the case is pending, is keeping him on the payroll.

With a little help from its friends

PBS's Grossman puts public TV on course for more public affairs, but he asks for assistance from the commercial networks—documentaries, convention feeds

Larry Grossman, president of the Public Broadcasting Service, last week committed noncommercial television to greater efforts in public affairs programming. And, he said, he wants the commercial networks to give him some assistance.

Mr. Grossman, speaking in New York before the International Radio and Television Society, said, "You can count on the fact that in the year ahead public television will be a force to be reckoned with in news and public affairs, even more than we have been in the past." He added: "There's nothing to be ashamed of in public television's record, but we're going after more, starvation budget or no. We may not have the money, but we've sure got the time."

Accordingly, two of Mr. Grossman's proposals for expanded news and public affairs coverage would rely on commercial network efforts. He repeated his request to the networks for free access to their pooled coverage of this summer's political conventions. PBS wouldn't attempt to compete in reporting with the commercial networks, said Mr. Grossman, but public television can provide journalistic commentary and analysis. "Public television can offer a more leisurely historical and international perspective—a kind of professional, journalist-eye view of the conventions—as an alternative to the on-the-scene reporting of the roaming network newsmen," he said.

Mr. Grossman also proposed taking "outstanding" documentary reports broadcast on commercial television and

rebroadcasting them on PBS. "The American people ought to have a second opportunity to see these reports," he said.

Network spokesmen said Mr. Grossman's request for access to the convention pool is still being studied. Richard C. Wald, NBC News president, said, "We are examining the proposal sympathetically, but this is a pool question, not one we can decide alone." An ABC spokesman noted that ABC has permitted public television rebroadcasts of its news and public affairs programming before, citing the rebroadcast of *Scope* several years ago. NBC claimed it had suggested a similar idea four or five years ago, but legal and union problems blocked the idea. If those problems can be resolved, said an NBC spokesman, the network is all for it. A CBS spokesman said, however, "We repeat our own documentaries on our own network." Mr. Grossman also proposed a full night each week devoted to public affairs programming. Plans center on a Friday night line-up that would include PBS regulars such as *The MacNeil Report*, *Washington Week in Review*, *Wall Street Week*, *USA: People and Politics* followed by a documentary.

Plans are being worked out in public television, added Mr. Grossman, to give access to independent documentary makers who have until now found few outlets for their ideas. Not only the likes of Fred Wiseman, Mike Hirsch, Michael Roemer and the TVTV portable videotape people, said Mr. Grossman, but other less well known independents should be included.

Mr. Grossman also suggested development of a "major prime-time special" to honor the year's best national and local television news and documentaries from the public and commercial services. Such a program would also focus on the "deficiencies and gaps in television journalism," he said.

Mr. Grossman also announced that PBS was "exploring new sources and new modes of investigative journalism."

"I am convinced," said Mr. Grossman, "that the quality and quantity and depth of commitment to news and public affairs determines the popularity and success of a broadcaster—whether it be a network, a local station or a distribution system." The history of commercial television and PBS's own rise in public support after its extensive coverage of the Watergate hearings bear that out, said Mr. Grossman.

PBS President Grossman:

"There's nothing to be ashamed of in public television's [news and public affairs] record, but we're after more, starvation budget or no. We may not have the money, but we've sure got the time."

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AP's big board opens three seats to broadcasters

Fuller to succeed Gallagher when latter retires next fall

The 125-year-old Associated Press voted last week to admit three broadcasting representatives to its corporate board, which will be expanded from 18 members to 21 to accommodate the radio and television directors. The board has heretofore been restricted to publishers.

The action, taken at an AP membership meeting in New York, came almost exactly 30 years after the AP members, all publishers, voted to let broadcasters become associate members of the association (BROADCASTING, April 29, 1946). That admission of broadcasters to associate status entitled them to subscribe to the main AP wires. Before that most broadcasters had been served by a special AP subsidiary, Press Association, which was disbanded.

Two broadcasters were immediately selected last week to take the first seats on the big AP board: Thomas J. Frawley, Cox Broadcasting Corp.'s vice president, Washington, and Walter Rubens, president and general manager of KOB(AM) Las Cruces, N.M. They will take office next October. Mr. Frawley is president of the Associated Press Broadcasters Association. Mr. Rubens is president-elect. A third broadcasting director is to be selected to represent radio and television networks.

The three broadcasting directorships are for terms of two years. The occupants will be chosen, as the first were last week, by vote of the main AP board. Though the bylaw amendment adopted last week does not so specify, it is believed that two of the three will by custom be the president and

president-elect of the AP Broadcasters Association and the third a network representative nominated by the AP Broadcasters Association board.

The 18 other directors, all from publishing, serve for three years and are elected by AP members, who are publishers.

Mr. Frawley said: "This is a historic occasion. We are pleased with the recognition that broadcast journalism is really journalism. We've arrived."

The lack of representatives in the highest AP councils has long galled some broadcasters. CBS has been particularly outspoken. Last year Richard S. Salant, president of CBS News, declined an offer to serve on the board of the Associated Press Broadcasters Association with the explanation that broadcasters were being treated as "second-class citizens" by their exclusion from the main AP board (BROADCASTING, March 10, 1975). A little later, Arthur Taylor, president of CBS Inc., made the same comment in addressing the annual AP Broadcasters convention ("Closed Circuit," June 2, 1975).

At that time, however, Wes Gallagher, president and general manager of AP, was reported to be privately urging the publisher-directors to consider expanding the main board for broadcast representation. The action he had wanted will become effective at the time Mr. Gallagher retires next October, upon reaching the mandatory retirement age of 65.

At last week's AP meeting it was announced that Mr. Gallagher would be succeeded as president and general manager next October by Keith Fuller, 53, vice president and deputy general manager. Mr. Fuller will immediately take over supervision of the general operations of the news service.

Mr. Fuller has been with AP since 1949, except for a tour at KCBD-AM-TV Lubbock, Tex., as news director in 1955-56. He was AP bureau chief in Little Rock, Ark., and Denver before being transferred to New

Valedictory. Lowell Thomas, who broadcasts his last network radio newscast on CBS this Friday (May 14) (BROADCASTING, May 3), will be honored at a \$50-a-plate dinner in New York's Pierre hotel that evening. The event is sponsored by the University of Denver, to which Mr. Thomas donated his 350-acre estate, Hammerslee Hill in Pawling, N.Y., and which, in turn, is creating the Lowell Thomas Law Center in his honor. Mr. Thomas is a 1914 graduate of that school, and Maurice B. Mitchell, a former broadcaster (WTOPIAM Washington, National Association of Broadcasters, Encyclopaedia Britannica Films), is now its chancellor. The veteran newsman is preparing a major address for the occasion, is expected to sum up his observations on a 51-year broadcast career. Reservations may be made through Leon F. Drozd Jr. at the university, telephone 303-753-2541.

York in 1960. He was named assistant general manager in 1964 and elected a vice president in 1972.

A report issued last week by the AP directors put broadcast station membership in 1975 at 3,462, a gain of 52 over 1974. Subscribers to the AP Radio sound service grew to 373.

Midwest stations dominate APB honors for cooperation

Associated Press Broadcasters has named 13 AP member stations as winners of news cooperation awards for 1975.

KMOX-AM-FM St. Louis was cited for over-all cooperation. As an auxiliary bureau for AP, the station supplied more than 1,700 stories in 1975, many of which made the national wires. KWOS(AM) Jefferson City, Mo., was cited for its spot



Breaking the newsprint barrier. Two of the three broadcasters to be on the board of AP sit among their print brethren: Tom Frawley, Cox Broadcasting Washington vice president and president of the Associated Press Broadcasters Association, and Walter Rubens, president of KOB(AM) Albuquerque, N.M., and president-elect of APBA. The entire AP board (l-r): Robert L. Taylor, *Philadelphia Evening and Sunday Bulletin*; Katharine Graham, *Washington Post*; Frank Batten, *Norfolk (Va.) Ledger-Star*; Arthur Ochs Sulzberger, *New York Times*; William S. Morris III, *Augusta (Ga.) Chronicle and Herald*; Wes Gallagher, president, AP; Conrad Fink, secretary, AP; Charles S. Rowe, *Fredericksburg (Va.) Free*

Lance-Star; Daniel H. Ridder, *Long Beach (Calif.) Press-Telegram*; Stanton R. Cook, *Chicago Tribune*; Mr. Rubens; James F. Chambers Jr., *Dallas Times Herald*; William H. Cowles III, *Spokane (Wash.) Spokesman-Review*; G. Gordon Strong, *Canton (Ohio) Repository*; Robert M. White II, *Mexico (Mo.) Ledger*; J. Kelly Sisk, *Greenville (S.C.) Piedmont (Multimedia)*; Jack Tarver, 2d vice president, AP, *Atlanta Constitution and Journal*; Paul Miller, chairman, AP, *Rochester (N.Y.) Times-Union*; Richard C. Steele, *Worcester (Mass.) Telegram and Sunday Telegram*; David P. Bradley, *St. Joseph (Mo.) News-Press and Gazette*; Mr. Frawley; J.M. McClelland Jr., *Longview (Wash.) Daily News*.

news coverage of a tornado in Neosho, Mo., which was voted the top story in Missouri in 1975 by AP member stations.

WSAZ-TV Huntington, W.Va., was named for enterprise, specifically for its help in detailing the life story of Sara Jane Moore, the attempted assassin of President Ford.

WIBW-AM-TV Topeka, Kan., was picked for its weekend coverage; the station contributed more stories than any other AP Kansas member—50% on weekends.

Honorable mentions went to KGAY(AM) Salem, Ore., WRBQ-FM Tampa, Fla., and KMAN(AM) Manhattan, Kan., for over-all cooperation; to WBYS-AM-FM Canton, Ill., WALB-TV Albany, Ga., and KFH(AM) Wichita, Kan., for spot news; to WWVA-AM-FM Wheeling, W.Va., for enterprise, and to KFRU(AM) Columbia, Mo., and KEBC-FM Oklahoma City for weekend coverage.

Army may fold tent of reserve censors

The Department of Defense is considering disbanding its six field press censorship (FPC) units in the Army Reserve. The detachments—consisting of 134 reservists in New Jersey, Pennsylvania, Connecticut and South Carolina—can be called up to screen news in times of military crisis.

According to a spokesman for the Army, which made the recommendation, reasons for disbandment include: lack of FPC in-

volvement in Vietnam and no major problems due to news leaks there; increased mobility of media representatives, increased rapidity of communications, and the manpower requirements to follow all the news.

Members of the reserve units, however, maintain that the FPC should have been utilized in Vietnam and that advances in electronic communications have enhanced, rather than hindered, the FPC's ability to screen news.

Speaking of free speech

The Washington Journalism Center, a nonprofit educational organization, will sponsor a conference on the First Amendment at the Mayflower hotel there June 2-3. Journalists, government officials, and representatives from the private sector are being asked to attend.

Speakers and discussion leaders scheduled include Eric Sevareid, CBS News correspondent; Bill Monroe, moderator and executive producer of NBC's *Meet the Press*; James J. Kilpatrick, syndicated columnist and broadcast commentator; Lee Loevinger, a partner in the Washington law firm of Hogan & Hartson and a former FCC commissioner; John Hughes, editor of the *Christian Science Monitor*, and Thomas Winship, editor of the *Boston Globe*.

The conference is being funded by a \$5,000 grant from the Gridiron Club, a

nonprofit association of Washington correspondents. No fee will be charged for attending the conference.

Howard honors go to four TV's, one radio

Material culled from entries is offered to PBS

Roy W. Howard Public Service Awards have been given to five in the radio and TV categories of the annual competition sponsored by The Scripps-Howard Foundation.

The broadcast winners were announced in New York April 29 along with others chosen in the newspaper field. They included:

First prize, \$2,500 and a plaque, was awarded to KGW-TV Portland, Ore., for the documentary, *Time of the First Moon*, about Indian fishing rights in the Northwest, written and produced by Joan Biggs.

Four \$500 second prizes were awarded to KYTV(TV) Springfield, Mo., for the series, *Focus 30*; WBBM-TV Chicago, for *Walter Jacobsen's Perspective*, a series exposing unfair or unfortunate situations to public scrutiny; WCKT(TV) Miami, for the investigative series, *You Can Have an Abortion Even if You Don't Need It*; and WMAL-AM-FM Washington, for *Suffer the Little Children*, probing sexual abuse of children.

All programs were broadcast in 1975.

The foundation, which is also connected with Scripps-Howard Broadcasting, Cincinnati, is offering 24 half hours of public service programs, made up from the award winners as well as other entries in the competition, for airing on Public Broadcasting Service. PBS is expected to select 13 programs.

On the rise: UPI's broadcast services

Progress during the past year in the activities of United Press International's broadcast wire, cable news wire and UPI Audio Network was described last week by Roderick W. Beaton, president of UPI.

In a review of operations before the annual UPI breakfast in New York, Mr. Beaton said that in 1975 the broadcast wire became 48 fully computerized, separate state wires. Each circuit, he said, "is exclusively formatted, edited and produced for the individual states."

He reported that the number of stations on the UPI Audio Network has risen to almost 1,000. He said service was started during the past year to five additional state networks and to the National Public Radio network.

The UPI Cable Newswire, according to Mr. Beaton, continues to grow and is now serving 238 cable TV systems in 39 states. He noted that Unislide, the color slide library serving television, now has 140 station clients in the U.S. and 25 abroad.

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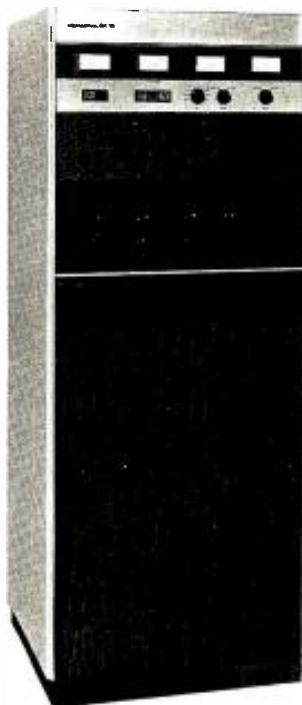
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Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	10a-3p	3-7p	7-12p	
3	1	Boogie Fever (3:25) Sylvers—Capitol	3	1	1	1
1	2	Disco Lady (3:50) Johnny Taylor—Columbia	1	2	2	3
2	3	Right Back Where We Started From (3:16) Maxine Nightingale—United Artists	2	3	3	4
7	4	Bohemian Rhapsody (5:55) Queen—Elektra	6	5	4	2
6	5	Let Your Love Flow (3:16) Bellamy Bros.—Warner Bros.	4	7	5	6
12	6	Silly Love Songs (5:54) Paul McCartney & Wings—Capitol	7	6	8	5
4	7	Welcome Back, Kotter (2:48) John Sebastian—Reprise	5	4	10	8
8	8	Show Me the Way (3:25) Peter Frampton—A&M	8	8	6	7
14	9	Love Hangover (3:40) Diana Ross—Motown	9	10	7	9
11	10	Foiled Around and Fell in Love (2:58) Elvin Bishop—Capricorn	10	14	9	11
19	11	Shannon (3:50) Henry Gross—Lifesong	11	9	11	10
9	12	Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M	16	12	12	12
10	13	Only 16 (2:44) Dr. Hook—Capitol	12	1	15	13
5	14	December 1963 (3:21) Four Seasons—Warner Bros.	14	13	16	15
18	15	Rhiannon (3:45) Fleetwood Mac—Reprise	13	15	17	14
16	16	Get Up and Boogie (4:05) Silver Convention—Midland Int'l.	15	17	13	18
17	17	Theme from "Happy Days" (2:40) Pratt & McClain—Reprise	17	18	14	16
15	18	Trying to Get the Feeling Again (3:45) Barry Manilow—Arista	18	16	18	17
20	19	Sara Smile (3:07) Hall & Oates—RCA	19	19	19	21
24	20	Misty Blue (3:38) Dorothy Moore—Malaco	20	20	20	20
28	21	Shop Around (3:23) Captain & Tennille—A&M	21	21	21	19
35	22	A Fool to Cry (3:59) Rolling Stones—Rolling Stone	24	22	22	23
25	23	Love Really Hurts Without You (2:58) Billy Ocean—Ariola America	22	26	23	27
26	24	I Do, I Do, I Do, I Do, I Do (3:15) Abba—Atlantic	26	23	25	25
31	25	Strange Magic (3:22) Electric Light Orchestra—United Artists	25	29	24	30
23	26	Love in the Shadows (3:18) Neil Sedaka—MCA	23	28	26	31
27	27	Deep Purple (2:47) Donny & Marie Osmond—MCA	38	25	28	24
47	28	Never Gonna Fall in Love Again (3:45) Eric Carmen—Arista	27	32	27	33
29	29	Theme from "S.W.A.T." (4:07) Rhythm Heritage—ABC	33	24	36	28
22	30	Dream On (3:25) Aerosmith—Columbia	28	30	29	32
13	31	Dream Weaver (3:15) Gary Wright—Warner Bros.	34	27	33	29
32	32	Sweet Love (3:20) Commodores—Motown	32	33	35	22
33	33	Lorelei (3:21) Styx—A&M	56	31	38	26
38	34	Hurt (2:05) Elvis Presley—RCA	30	36	30	36
48	35	Takin' It to the Streets (3:20) Doobie Bros.—Warner Bros.	29	39	34	38
43	36	All By Myself (4:22) Eric Carmen—Arista	31	40	31	39
-	37	Movin' (3:49) Brass Construction—United Artists	40	35	37	37

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	10a-3p	3-7p	7-12p	
30	38	Shout It Out Loud (2:38) Kiss—Casablanca	41	42	32	35
44	39	Come on Over (3:38) Olivia Newton-John—MCA	35	37	41	42
45	40	Union Man (3:20) Cate Brothers—Asylum	36	43	39	43
46	41	One Piece at a Time (3:10) Johnny Cash & Tennessee 3—Columbia	43	36	47	41
41	42	Money Honey (3:17) Bay City Rollers—Arista	*	34	50	34
37	43	Happy Music (3:04) Blackbyrds—Fantasy	45	41	44	40
-	44	More, More, More (3:02) Andrea True Connection—Buddah	42	46	43	45
49	45	I've Got a Feeling (3:17) Al Wilson—Playboy	37	47	46	50
-	46	Young Blood (2:37) Bad Company—Swan Song	46	48	45	49
36	47	Love Hurts (3:03) Nazareth—A&M	39	*	40	*
-	48	Rock N' Roll Love Letter (2:52) Bay City Rollers—Arista	48	49	48	47
50	49	Crazy on you (4:06) Heart—Mushroom Records	*	45	*	46
-	50	Love Is Alive (3:24) Gary Wright—Warner Bros.	49	50	49	*

Country

2	1	After All the Good Is Gone (2:56) Conway Twitty—MCA	1	1	1	3
10	2	My Eyes Can Only See as Far as You (2:36) Charley Pride—RCA	2	2	5	2
3	3	One Piece at a Time (3:10) Johnny Cash & Tennessee 3—Columbia	3	3	2	1
1	4	Come on Over (3:38) Olivia Newton-John—MCA	5	4	6	5
5	5	I'll Get Over You (3:12) Crystal Gayle—United Artists	6	4	7	4
12	6	What Goes on When the Sun Goes Down (2:51) Ronnie Milsap—RCA	4	7	3	6
11	7	What I've Got in Mind (2:39) Billie Jo Spears—United Artists	7	8	4	8
4	8	Together Again (3:56) Emmylou Harris—Reprise	8	13	8	7
-	9	The Winner (5:11) Bobby Bare—RCA	9	6	12	9
-	10	You've Got Me to Hold on to (3:04) Tanya Tucker—MCA	10	14	9	10
8	11	That's What Made Me Love You (2:48) Bill Anderson & Mary Lou Turner—MCA	11	10	11	11
7	12	Let Your Love Flow (3:16) Bellamy Bros.—Warner Bros.	13	11	13	16
13	13	I Couldn't Be Me Without You (2:40) Johnny Rodriguez—Mercury	14	15	10	13
9	14	Don't the Girls All Get Prettier at Closing Time (2:56) Mickey Gilley—Playboy	12	17	14	14
6	15	Till I Can Make it on My Own (3:00) Tammy Wynette—Epic	15	12	16	12
-	16	Hurt (2:05) Elvis Presley—RCA	16	16	15	15
15	17	Mental Revenge (2:40) Mel Tillis & Statesiders—MGM	21	9	23	18
-	18	The Door Is Always Open (2:42) Dave & Sugar—RCA	18	21	17	19
-	19	All These Things (3:07) Joe Stampley—ABC/Dot	17	19	*	21
-	20	Red, White & Blue (2:14) Loretta Lynn—MCA	23	22	18	*
-	21	Lonely Teardrops (2:56) Narvel Felts—ABC/Dot	20	*	19	23
17	22	Walk Softly (3:02) Billy "Crash" Craddock—ABC/Dot	24	18	21	17
18	23	Lone Star Beer & Bob Wills Music (2:06) Rod Steagall—ABC/Dot	22	*	20	20
19	24	You'll Lose a Good Thing (2:50) Freddie Fender—ABC/Dot	19	*	22	*
-	25	You Could Know as Much About a Stranger (2:49) Gene Watson—Capitol	25	*	*	*

OTP study expects explosive growth of pay services, but with limited repercussions in conventional TV

Findings on consumer demand belatedly released and with some original criticism toned down

An "Analysis of Consumer Demand for Pay Television" (which involves pay cable as well) has projected a healthy growth for the subscription services over the next 10 years—which may not be surprising. But the study also concluded that the impact on conventional television will not be severe—that the viewers it will lose to the coin box and the bill collector will be made up for in increased population.

The study, prepared for the Office of Telecommunications Policy by Stanford Research Institute, Menlo Park, Calif., envisaged that pay cable subscribers would increase from 100,000 in 1974 to 14.7 million in 1985, and over-the-air pay television subscribers, from zero to 1.5 million. And it showed revenues for the two services jumping from \$8 million to some \$1.9 billion over that time span, with all but \$140 million of that earned by pay cable systems.

The study contended that viewing of the subscription services will be restricted "by the high price charged per hour"—about \$1. It also contended that only some 20% of the nation's households will subscribe to a pay service by 1985. But even assuming that price will decline to 25% of its current level and that all pay viewing will be at the expense of prime-time television, the study estimated that conventional television's audience loss—projected to be less than 11.9% of current levels by 1985—"should be nearly offset by population growth."

The study is rather sanguine, from the

broadcasting industry's point of view, regarding the impact of pay cable and pay television on conventional television's use of movies. Since movies are normally shown on a pay service about 18 months after their theatrical release and on network television about five years after, "one or more pay television reissues could probably take place . . . without affecting the normal network air date," the study said.

This would not always be the case, however. The study said that there probably would be occasions when exhibition of movies on conventional television would be delayed—but not in the case of "blockbusters." The study said that although pay television pays three times as much for such productions as for typical movies, the networks pay about five times as much for them as they do for the usual run of films. Accordingly, there is less danger of "premiere delays" for blockbusters.

The study contained no projections as to how or whether pay cable and pay television would siphon off sports events. It said that data on which to base conclusions is inadequate.

However, the study did project the kind of program mix to be expected on pay cable and pay television by 1985. Not surprisingly, movies and sports are seen as the dominant revenue producers—but not to the degree sometimes predicted.

A composite SRI projection based on various sources shows movies as providing 35% of subscription programming revenues and sports, 24%. "Other entertainment" (programs similar to those now on prime-time television) is expected to produce 16% of the revenues and "nonentertainment," including "culture, education and news," 25%.

The authors of the study—R.R. Panko, G.C. Edwards, K. Penchos, and S.P. Russell—did not make any policy recommendations based on their research. But Mr. Panko did, in a dissertation based on the study that he submitted to the Department of Communication and the committee on graduate studies of Stanford University in connection with his candidacy for a PhD.

Mr. Panko, noting that the results of the study indicate the economic impact of

subscription service on conventional television will not be large, said that Congress and the FCC "should begin to reconsider the current regulatory policy as soon as possible, to prevent inertia from cementing intellectual and legal precedents." And he said pay television should be considered "broadly, as a part of a total system for financing television."

Mr. Panko also made a plea for FCC action to help produce the date on which regulatory policy can be based. He called for an immediate program of "experimental relaxations" of the "current anticompetitive regulations" which, he says, now prohibit market tests.

The SRI study was a long time in surfacing, largely because OTP was not entirely happy about it. The study was completed in May 1975, but OTP made no announcement, and the report only now is beginning to get general circulation.

However, the attitude at OTP is not as critical as it was. Vincent Sardella, acting chief of OTP's Office of Studies and Analyses, said that although some aspects of the study were regarded as solid and well done, the projections were based on data that was left to be "too skimpy". The authors, he said, "had to make more assumptions than we like." But, he said, some projections of penetration are proving out. "They are generally on the mark. "As a rule," he said, "the report is better than its detractors originally said."

CATA wants FCC to do something about '77 deadline on new franchises

Grandfathered systems must be in compliance by then; association says it's unnecessary burden

The Community Antenna Television Association has filed a rulemaking petition requesting that the FCC "postpone, rearrange or eliminate" its deadline for grandfathered CATV systems to secure new franchises—March 31, 1977. That's when the FCC's 1972 cable rules become applicable to older cable systems that were franchised prior to the rules' establishment.

Existing franchises should be allowed to run their natural course, said CATA. Strict franchising compliance is not necessary, continued CATA, as any irregularities in franchise grants can be rectified through the local and federal judicial system. Subscriber complaints must already be handled and satisfied for a cable system to stay in business and a mechanism for handling them need not be written into the franchise, added CATA.

The only purpose of the 1977 deadline, said CATA, is to provide "arbitrary uniformity at the expense of the grandfathered cable operator." Many local authorities are seizing on strict compliance requirements, claimed CATA, to obtain a

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"second bite at the apple" allowing them to add new demands and obligations to pre-existing franchises. Operators, having already invested in capital plant, said CATA, are in no position to contest new conditions for fear of losing the franchise altogether.

CATA claims its research shows that fewer than 2% of grandfathered systems have conformed their franchises to 1977 standards. Perhaps 2,000 certificates of compliance applications will "innundate" the FCC by March 31, 1977, added CATA, "inevitably" slowing FCC processes. (There already is some concern at the commission that special relief from the 1977 refranchising requirements could create a backlog.)

"Any of the public interest aspects of existing rules the FCC deems paramount can be required or in some other way satisfied," said CATA, "without the necessity of interfering in the contractual rights between cable operators and franchising authorities."

Blue movie exhibitor opens on N.Y. cable, has national plans

Simulation without penetration is the standard of selection; 'straight' advertisers are sought

Softcore erotica on cable's public-access channels in New York—with more than a year's exposure on both Manhattan Cable and Teleprompter Manhattan in the form of *Midnight Blue*—has found a new late-night outlet in *Blue Night at the Movies*. The producers are leasing time on Manhattan Cable's channel M and plan to go national in September, hoping to hook up 500,000 homes.

Blue Night, produced by Efrom Allen Enterprises, New York, seeks "only straight advertisers" and national accounts, according to Efrom Allen, 30-year-old former New York City schoolteacher and rock concert producer. Mr. Allen leases two hours a week at \$200 per hour, offering 10 commercial minutes per hour at \$240 each. *Genesis* magazine, which features nudes, and a media production firm advertised on the first show April 10; accounts being sought are liquor, blue jeans manufacturers and loft-furniture builders. Mr. Allen says massage parlors and sex appliances as advertised on *Midnight Blue* (BROADCASTING, March 15) are unacceptable.

Blue Night program specialty is described as "quality, adult softcore" films, some never before released in the U.S. They are softer than would be marketed in 42d Street movie theaters, says Mr. Allen, but harder than broadcasters can air. "We show a lot of nudity, much simulation, no actual penetration." He avoids calling the programing "X-rated" or "porn." Scheduled in the first months are "Penelope," "Miss Don Juan" with Brigitte Bardot, "Sex Adventures of the Three Musketeers," "Campus Pussycats,"

"Teenage Playmates," "Swinging Models" and "Swinging Swappers."

Cable Briefs

Yes and no. Canadian Radio-Television Commission has decided to include master antenna television systems under its cable TV rules that "go beyond" basic roof-top antenna characteristics. Such qualities are: using public rights of way, supplying extra programing services or operating for direct commercial gain. MATV systems which perform only functions similar to home owner's roof-top antenna in configuration and range of services will remain outside cable TV regulations.

No license necessary. Indiana legislature has stopped attempt by State's Radio and TV Service Board of Examiners to include cable TV technicians and installers under its licensing jurisdiction. Board presently licenses all television service and technical people, but its authority has not extended to CATV employes. Telesis Corp. led fight against inclusion of cable under licensing authority. Multiple system cable operator helped win passage of bill exempting CATV from Radio-TV Act.

Ohio connection. Tower Communications Systems Corp., Ohio common carrier microwave subsidiary of Communications Properties, has begun operating receive satellite ground station at Newark, Ohio, to receive Home Box Office pay cable programing. Tower serves 22 cable systems in Ohio and parts of Kentucky and West Virginia. Agreements have already been reached with Coaxial Communications of Columbus and Better TV of Zanesville, both Ohio. CPI is currently constructing cable system at Newark which will carry HBO package.

Movies, movies, movies. Cinemerica Inc., Beverly Hills, Calif.-based pay television program supplier, has acquired exclusive pay-TV distribution rights to library of over 12,000 titles of classic motion picture and featurettes. Films are controlled by film archivist and distributor Raymond Rohauer, former film curator at Gallery of Modern Art in New York. Films will be marketed on individual basis with pay cable or pay TV customers determining content and size of package. Rohauer films have received little or no television exposure and date from 1895 to the mid-1950's.

Falcon buy. Falcon Communications, southern California multiple cable system operator, has purchased Pasadena, Calif., cable TV system for undisclosed cash amount from Telecommunications Inc. of Denver. System passes 1,187 homes and brings total number of systems owned by Falcon to nine. All are in Los Angeles area.

Helping hand. American Cablevision of Terre Haute (Ind.), division of American Television and Communications, aided ABC Sports in covering May 1 *Tony Hulman Classic* automobile race from Wabash

Valley Fairgrounds Action Track. ABC was not able to monitor on-air program due to local affiliate blackout, and American Cablevision provided reception through makeshift service drop to network's vans.

System sold. Jones Intercable, Englewood, Colo.-based CATV management company, has acquired system in Mountain Home, Idaho, from Anaconda Inc. for undisclosed price. Jones Intercable had already purchased another system from Anaconda in Smyrna, Ga. (BROADCASTING, Feb. 16). Mountain Home system serves approximately 1,000 subscribers.

Cease and desist. FCC has ordered Watkins Glen Master Television Antenna Corp. and Montour Falls TV Corp., both New York, to cease and desist from violating commission's rules by failing to afford network program nonduplication protection to WENY-TV Elmira, N.Y.

Still up in the blue sky

Congress's Office of Technology Assessment has published a staff report on the use of broadband communications to deliver health-care, educational and other services to rural communities. The report says that while such nonentertainment services via cable are possible, few are being provided today by cable systems. The report says that pay cable may provide



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Conrad survives heavy grilling by RCA stockholders, reports upswing in second quarter

Chairman refuses to elaborate more on Sarnoff's departure; AIM's ombudsman plan defeated

RCA stockholders, apparently frustrated by the company's declining profits, peppered the new president and chief executive officer, Anthony L. Conrad, with a wide assortment of questions at the annual meeting in New York last week.

In a session that lasted about three hours, stockholders quizzed Mr. Conrad, who was presiding over his first annual meeting, about NBC-TV's sagging ratings; the alleged bias of its TV news programs; the resignation late last year of Chairman Robert W. Sarnoff; a replacement for Barbara Walters and RCA's investment in MAC bonds to help the financially plagued New York City.

Mr. Conrad answered questions calmly and on one occasion, he drew applause from shareholders. That occurred when one stockholder sharply criticized the \$1 million investment by RCA in MAC bonds.

"We don't believe it's a bad investment," Mr. Conrad replied. "We have faith in New York; we have done business here for a long time and hope to be here for a long time."

There was considerable discussion centering on a resolution introduced by Accuracy In Media Inc., Washington, which called for the employment by NBC of an ombudsman who would be responsible for reviewing the network's performance in public-affairs programming so as to insure fairness and balance. The resolution was defeated by some 54 million to 4.5 million votes. But the 8.2% vote for AIM's resolution was better than the 5.2% vote it received last year.

Mr. Conrad was asked by several stockholders for the reasons behind Mr. Sarnoff's departure. He referred questioners to previous statements made by RCA. He did reveal for the first time that Mr. Sarnoff had elected to take a lump sum payment, about \$740,000 as his accumulated retirement benefits. He said this was equivalent to the \$64,892 a year he would have received as a pension. This was in addition to a 10-year consultancy, at \$75,000 annually.

Mr. Conrad was asked if the full RCA board had become involved with the negotiations concerning Barbara Walters, who has resigned as co-host of the NBC-TV *Today* program to join ABC News for \$1 million annually. The RCA president said, "That was an NBC matter and not an RCA matter."

Another shareholder said blame for NBC-TV's poor ratings this season must

Turner's turnabout. The Welch (W. Va.) Antenna Co. plans to install switching equipment at its headend this year to be used for the deletion and substitution of commercials in distant signals. Owner William Turner pointed to a position taken in the cable report issued by House Communications Subcommittee staff that maintains: "Since the cable operator will be paying copyright fees, he should be free to substitute his own commercials or delete commercials entirely." Mr. Turner, once a staunch no-copyright man has now changed his view. "Since we can't beat them [broadcasters], perhaps we can join them: pay copyright, own the programs and make a profit selling them," he said.

some funds for expanding services to rural areas and suggested that the government make available funds to test such services. The study was performed by OTA at the request of Senator Herman Talmadge (D-Ga.), chairman of the Agriculture Committee.

N.Y. cable agency under fire from another direction

The New York State Commission on Cable Television, already under fire by cable operators for what they consider an overstepping of its regulatory bounds, is now under attack by a citizens' group for ignoring its legislative mandate to promote and regulate CATV development.

The New York Public Interest Research Group Inc., a student-run group, charged that "the commission has allowed huge private operators to gobble up and monopolize franchises and has sat idly by while cable companies delayed service to subscribers and failed to comply with contractual construction schedules." The group's 70-page study goes on to call for the reduction of the five-man commission to a single commissioner, for a requirement that the commission submit a statewide plan for CATV development to the legislature by Jan. 1, 1977, for a restructuring of ownership patterns in the CATV industry and for immediate steps by the commission to involve citizens in cable, especially through access channel development.

The group claimed "the commission has devoted most of its energies to exempting cable companies from its regulations thus becoming a high-priced rubber stamp for operator interests."

New York cable operators have charged that the commission has overstepped its bounds by attempting to regulate areas, such as pay cable, that are pre-empted by the FCC (BROADCASTING, April 12). Those sentiments were also expressed to a degree by the New York group. "The commission should spend less time trying to compete with the FCC and more time making citizens aware of the services and advantages of cable television," it said.



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Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Adams-Russell.....	6 mo. 4/4	8,030,000	+20.1%	161,000	+69.4%	.13	6,682,000	95,000	.08
American TV & Communications.....	9 mo. 3/31	30,409,623	+23.5%	2,802,495	+62%	.74	24,603,907	1,728,936	.42
Capital Cities.....	3 mo. 3/31	46,207,000	+16.7%	6,848,000	+35.9%	.88	39,580,000	5,038,000	.65
Combined Communications.....	3 mo. 3/31	46,498,000	+57.2%	1,519,000	+208.1%	.26	29,576,000	493,000	.11
Conrac.....	3 mo. 3/31	27,626,000	+31.4%	1,145,000	+52%	.85	21,009,000	753,000	.56
Cowles Communications.....	3 mo. 3/31	2,282,000	+32%	1,220,000	+177.9%	.16	1,728,000	439,000	.12
Cox Cable.....	3 mo. 3/31	8,693,166	+30.7%	823,680	+34.5%	.23	6,651,076	612,327	.17
Dun & Bradstreet.....	3 mo. 3/31	145,598,000	+ 9.2%	10,748,000	+12.2%	.40	133,371,000	9,577,000	.36
Heritage Communications.....	Year 12/31/75	2,677,103	"	(581,474)	"	(1.64)	1,307,907	(326,960)	(1.08)
Interpublic Group.....	Year 12/31/75	177,991,000	+13.3%	7,918,000	+13.8%	3.45	156,894,000	6,955,000	2.93
Interpublic Group.....	3 mo. 3/30	38,816,000	+11.6%	854,000	+14.3%	.36	37,137,000	747,000	.32
Lee Enterprises.....	3 mo. 3/31	15,893,000	+19.8%	1,487,000	+17.9%	.30	13,258,000	1,261,000	.25
Liberty Corporation.....	3 mo. 3/31	38,744,000	+12.7%	4,294,000	+40.4%	.62	34,364,000	3,058,000	.45
LIN Broadcasting.....	3 mo. 3/31	7,500,000	+10.7%	801,000	+171.5%	.30	6,778,000	295,000	.12
Marvin Josephson.....	9 mo. 3/31	21,066,200	+60.3%	3,081,400	+174.1%	1.58	13,135,000	1,124,000	.60
Media General.....	3 mo. 3/31	45,243,000	+11.9%	3,227,000	+11.3%	.44	40,403,000	2,899,000	.40
Meredith Corp.....	9 mo. 3/31	142,710,000	+15.9%	11,297,000	+131%	3.69	123,070,000	4,889,000	1.63
3M.....	3 mo. 3/31	827,900,000	+11.4%	68,900,000	+28.3%	.80	743,200,000	53,700,000	.47
Needham, Harper & Steers.....	3 mo. 3/31	8,140,000	+23.6%	258,000	"	.32	6,585,000	(294,000)	(.33)
Post Corp.....	3 mo. 3/31	5,408,182	+13.4%	163,097	"	.19	4,768,629	(435,697)	(.50)
RCA.....	3 mo. 3/31	1,256,500,000	+15.2%	34,300,000	+101.7%	.44	1,090,300,000	17,000,000	.21
RCA.....	Year 2/29	82,913,000	+ 1.6%	2,773,000	+19%	1.14	81,590,000	2,329,000	.95
Reeves Telecom.....	3 mo. 3/31	1,781,644	+13.1%	158,574	+19.9%	.07	1,574,097	132,212	.06
20th Century-Fox.....	3 mo. 3/27	83,515,000	+ 2.4%	(1,585,000)	"	(.21)	81,509,000	4,535,000	(.60)
Rollins.....	9 mo. 3/31	161,603,421	+ 2.4%	14,530,645	+16.8%	1.08	157,722,566	12,431,326	.93
Schering-Plough.....	3 mo. 3/31	220,894,000	+10.6%	40,518,000	+13%	.75	199,716,000	35,841,000	.66
Times Mirror.....	12 wks. 3/21	202,203,000	+25.1%	9,928,000	+60.7%	.34	161,515,000	6,175,000	.22
Transamerica.....	3 mo. 3/31	636,613,000	+13.6%	25,445,000	+56.9%	.39	560,020,000	16,208,000	.25
UA-Columbia Cablevision.....	6 mo. 3/31	9,648,000	+24.4%	969,000	+47.2%	.55	7,752,000	658,000	.37
Warner Communications.....	3 mo. 3/31	181,975,000	+ 6.2%	15,537,000	+ 9%	.92	171,289,000	14,254,000	.76
Wometco.....	3 mo. 3/27	42,854,000	+17.8%	2,643,000	+51.6%	.43	36,368,000	1,743,000	.29

*Change too great to be meaningful.

be placed "at the very top" and said he could not understand the reasoning behind NBC's retention of virtually all of its high-ranking officials. Mr. Conrad retorted: "You have your opinion, and I have mine."

In his prepared remarks, Mr. Conrad said that RCA anticipates "a strong second quarter, and, barring any unforeseen and unlikely reversal in the economy, the trends in motion should produce an excellent year." He noted that for the first time in more than two years, "every major part of RCA is moving ahead." (RCA's net income in 1975 dropped to \$110 million from \$113.3 million in 1974.)

He explained his optimism by saying that in one electronic segment alone, Commercial Products and Services, the 1975 net loss of \$48.3 million is headed for a profit in 1976. Other RCA businesses for which Mr. Conrad reported sales and earnings gains in the first quarter of 1976 were NBC, Hertz Corp., Banquet Foods, RCA Records, RCA Service Co., Random House and Coronet Industries.

Financial Briefs

Revenues gain. Storer Broadcasting Co. reports first quarter revenues for 1976 at \$25,421,000, up from \$21,122,000 for same period last year. Income was reported at \$2,261,000 or 47 cents per share, up from \$2,114,000 and 44 cents per share.

Profitability. Warner Cable Corp. reports

nearly 14-fold increase in pretax income in first quarter 1976 over comparable period in 1975. Profits were \$1,032,000 compared to \$74,000 previous year. Revenues increased to \$12,133,000 from \$9,043,000. Increases were attributed to subscriber gains, increase in subscriber rates and reduction of expenses.

Down and up. New York Times Co. reported net income of \$2,693,000 (24 cents per share) on revenues of \$106,742,000 in first quarter of 1976, down from \$3,810,000 (34 cents per share) on revenues of \$95,546,000 in comparable 1975 quarter. Broadcast group made strong contributions to earnings: On revenues of \$1,977,000, pre-tax income was \$559,000 (almost one-fourth of company's total), up from revenues of \$1,632,000 and pre-tax income of \$376,000 last year.

Contributor. Television revenues constituted 9.8% of total revenues for Harte-Hanks Newspapers in 1975 as opposed to 6.2% during the year earlier. Total revenues of \$91,390,055 (\$8,887,406 were TV revenues) were reported for last year compared to \$79,065,845 in 1974. Stations owned by communications firm are KENS-TV San Antonio, Tex., and WTLV(TV) Jacksonville, Fla., acquired last April (BROADCASTING, April 7, 1975).

Spreading the wealth. Liberty Corp., Greenville, S.C., has increased quarterly dividends from 10 cents per share to 13 cents per share, payable to stockholder of record June 15.



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Media



Cohen

Mark Cohen, VP, finance and planning, ABC-TV, New York, named to newly created post of senior VP, finance and planning. **Anthony D. Thomopoulos**, VP, special programs, ABC Entertainment, New York, named VP, ABC-TV there. **Philip Kriegler**, public relations director, broadcasting, ABC, West Coast, named VP there.



Thomopoulos



Kriegler

Mickey L. Hooten, program director, WTAE-TV Pittsburgh, named general manager, WISN-TV Milwaukee, succeeding **James T. Butler**, resigned. Both are Hearst Corp. stations.

Franklin G. Sisson, station manager, WWJ-TV Detroit, named administrative manager, WWJ-AM-FM-TV there, succeeded by **Jack B. Allen**, general sales manager, WXYZ-TV there. **E. Lee Leicinger**, general sales manager, WBBM(AM) Chicago, named WWJ-AM-FM station manager.

William Houser, Navy vice admiral/deputy chief of naval operations for air warfare, named chief satellite consultant/director of public broadcasting satellite project, Corporation for Public Broadcasting, Washington.

Charles J. (Buster) White, general manager/air personality, WQAK(AM) Decatur, Ga., named station manager, co-owned WCOS-FM Columbia, S.C.

Raymond Mineo, sales manager, KTLK(AM) Denver, named general manager.

Robert Rios, business manager, KFSN-TV Fresno, Calif., and KTRK-TV Houston, named to same position, KCRA-TV Sacramento, Calif.

Lori Marvin, producer/writer, KOVR(TV) Stockton, Calif., named promotion director, succeeded by **Charla Bauer**, operations director, KKF(M) Colorado Springs.

Suzanne Lasky, public affairs program host/assistant to director of public service, WCKT(TV) Miami, named public service manager.

Teresa Donovan, in operations department, KTLA(TV) Los Angeles, returns to KHJ-TV there as traffic/operations department manager.

Thomas B. Cookerly, WMAL-TV Washington, named chairman, Washington Area Broadcasters Association. **Ted Dorf**, WGAY-AM-FM, named VP and **Charles Macatee**, WMAL(AM), named secretary/treasurer.

Aaron Mermelstein, news reporter/producer, WSM-TV Nashville, named promotion director.

Ralph Baldwin, air personality, Armed Forces Radio and Television Service, Anderson, Guam, named operations manager of two AFRTS AM stations there.

Broadcast Advertising

John F. Foley, senior VP, William Esty Co., New York, named president/chief operating officer, J.M. Korn & Son, Philadelphia-based marketing communications agency, succeeding **Mel R. Korn**, who becomes chairman of board and continues as chief executive officer. **Samuel Zuckerkandel**, director of marketing studies, N.W. Ayer, New York, named Korn research director.

Aivin Hampel, executive VP/domestic creative services director, Benton & Bowles, New York, given additional duties for worldwide creative services. **Roy Bostock**, B&B senior VP/management supervisor, named to newly cre-

ated post of account management director. Also at B&B: **Bernard Kanner**, senior VP/management supervisor, named international operations director; **Robert F. Lyman**, senior VP, finance, assumes responsibility for all financial services, personnel and office services; **George J. Simko**, senior VP/media management director, assumes responsibility for media management/research and supervision of Ted Colangelo Associates, B&B's graphic design subsidiary, North White Plains, N.Y.; **John L. Taylor**, senior VP/management supervisor, will supervise Medicus, B&B's medical advertising subsidiary, New York.

Nan D. Omansky, operations manager of PROBE (Programmed Research to Optimize Broadcast Effectiveness), unit of Katz Agency, New York, named research director of audience development at Katz.

Frank E. Hoag and **William D. Williams**, account supervisors, BBDO, Troy, Mich., named VP's.

Arthur Morat Jr., account supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named VP/executive art director.

Donald R. Cote, manager, RKO General Television, Detroit, named to same position at reopened office of Adam Young Inc., there. 2100 West Big Beaver Road, Troy, Mich.

Robb McPherson, account executive, Lee King & Partners, Chicago, named VP/account group supervisor.

Claudia Consiglio, media director, Elkman Advertising, Philadelphia, named VP/media director, Kaish & Rice there.

Gerald Weinman, executive VP/creative director, Jack Cantwell Inc., New York, named senior VP/copy chief, Kelly, Nason there. **Stephen H. Kaye**, KN account supervisor, named VP.

Jay Levinson, media/marketing services director, Wyse Advertising, New York, named VP/media director, AC&R Advertising there.

John Beddia, senior associate, Vitt Media International, New York, named VP/senior associate.

Marianne Daly, member of account group at Ted Bates & Co., New York, on Schweppes carbonated beverages and Rose's lime juice accounts, named advertising manager, Schweppes U.S.A., Stamford, Conn.

Ruth Kurtz, assistant broadcast traffic manager, Weightman advertising, Philadelphia, named broadcast traffic manager, succeeded by **Sandra Erlichman**, secretary.

Howard C. Schellenberg, VP, Comstock Advertising, Buffalo, N.Y., retired April 30. He entered broadcasting in 1941 as air personality/newscaster at WBNY(AM) Buffalo. He joined Comstock in 1958 and remains as consultant.

Roger Milks, New York commercial producer, named account executive, responsible for new business acquisition, Doran Stein Grey adver-

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tising, Atlanta. **John Dimitri** and **Ken Hass**, freelance writers, named DSG copywriters.

David B. Ludwig III, Western national sales manager, KATU(TV) Portland, Ore., named to newly created post of local/regional sales manager.

Paul Dinovitz, account executive, WDAF-TV Kansas City, Mo., named local sales manager, WTAJ-TV Philadelphia. Both are Taft Broadcasting stations.

Jack Edwards, account executive, KLAQ-AM-FM Lakewood, Colo., named sales manager, KXXX(FM) (formerly KHOW-FM) Denver.

Christopher J. Rohrs, account executive, Top Market Television, New York, named national sales manager, WTEN(TV) Albany, N.Y., and co-owned WDC(TV) Adams, Mass.

Peter Moore, account executive, KCBQ(AM) San Diego, named local sales manager.

Larry Lawrence, account executive, WAVA-AM-FM Arlington, Va. (Washington), named local sales manager.

John A. Trinder, account executive, WTAR-TV Norfolk, Va., named local sales manager.

Programing



Moynihan



Schiffman

George Moynihan, national television program manager of Group W, New York, named VP/executive producer of programming, Television Station Group, and **Jeff Schiffman**, program manager, Group W's WBZ-TV Boston, named to new post of program development manager of Television Station Group, effective May 17.

Steve Mills, executive producer in charge of motion pictures made for TV, CBS Television Network, Hollywood, elected VP, program production, reporting to **William Self**, new VP/programs, Hollywood (BROADCASTING, April 26). Mr. Mills succeeds **Paul King** who is joining Quinn Martin Productions, Los Angeles.



Mills



Dahlman

Donald L. Dahlman, VP, Avco Program Sales, Cincinnati, named to same post, Multimedia Program Sales, division of Multimedia of Ohio, there.



Granath

Herb Granath, VP in charge of program development and marketing, ABC Sports, New York, named senior VP, Trans World International there, replacing **Barry Frank**, who joined CBS-TV as VP in charge of sports (BROADCASTING, April 26).

Louis M. (Deke) Heyward, program development executive, Hanna-Barbera Productions, Hollywood, named VP/assistant to president.

Bruce Lundvall, VP/general manager, Columbia Records, New York, named president, CBS Records division, CBS Records Group there, succeeding **Irwin Segelstein**, who resigned to accept position as executive VP, programming, NBC-TV there (BROADCASTING, May 3).

Paul B. Firstenberg, financial VP, Princeton University, Princeton, N.J., named to newly created post of executive VP, Children's Television Workshop, New York, effective Sept. 1, to help charter "new phase of expansion which will include commercial television, film and related media." He'll also oversee CTW's day-to-day operations.

Dick Hasbrook, sales VP, Bill Burrud Productions, Los Angeles, named executive VP, assistant to president and elected to board of directors.

Richard S. Geer, president/advertising manager, Geer Publishing, New York, named to newly created position of sales director, Glen Lau Productions, Ocala, Fla.

Jim Simpson, sportscaster, NBC Sports, New York, named to additional duties as 6 p.m. weeknight sportscaster at NBC-owned WRC-TV Washington when station begins new two-hour news show (BROADCASTING, April 26).

Drew Murray, music director, WKLS(FM) Atlanta, named program director.

Michael J. Murray, producer/director, WKBD-TV Detroit, named to same position, WBKB-TV Alpena, Mich.

Richard M. Gross, technician, KYW-TV Philadelphia, named technical director, *The Mike Douglas Show*, for Group W Productions there.

J.J. Bowman, from WTAR(AM) Norfolk, Va., named production director, WGY(AM)-WGF(M)

Schenectady, N.Y., succeeding **Earle J. Pudney**, who is retiring after 34 years with General Electric, licensee.

Larry Young, assistant program director, WBOC-TV Salisbury, Md., named program director.

James Kenney, film editor, WTAJ-TV Philadelphia, named film director, WFLD-TV Chicago.

Lee Harris, AM operations manager, Armed Forces Radio and Television Service, Andersen, Guam, named program director of FM and two AM stations there.

Arthur M. Gillick, associate development director, noncommercial WCNY-TV Syracuse, N.Y., named program manager. **Don Dolloff**, acting program manager, noncommercial WCNY-FM, named program manager.

Scott Williams, graduate, Boston University, named program director, noncommercial KPLU-FM Tacoma, Wash.

Broadcast Journalism

Eric Seidel, WGST(AM) Atlanta, named president, Georgia Associated Press Broadcasters, and **Bob Ketchersid**, WSB-AM-FM there, named VP of association. **Countess Jones**, KOBE(AM) Las Cruces, named chairman, New Mexico AP Broadcasters, and **Bob Park**, KENM(AM) Portales, named vice chairman of that state group.

Carl Akers, news director, KBTU(TV) Denver, named news VP, succeeded by **Roger Ogden**, managing director/assignment editor.

Paul Thompson, reporter, WBNS-TV Columbus, Ohio, named news producer.

James Forrest, from WCIX-TV Miami, named news film reporter, WCKT(TV) there.

Chuck Ashman, investigative journalist/host, *Ashman File*, KABC(AM) Los Angeles, named co-anchor.

Robert Jackson, assignment editor, WGN-TV Chicago, named news director, WFIE-TV Evansville, Ind.

Ron Robitaille, reporter/anchor, WHEC-TV Rochester, N.Y., named news director, WRCC-TV there.

Jacqueline Boulden, newscaster/reporter, WPTR(AM) Albany, N.Y., named reporter/anchor, WBBF(AM)-WBFB(FM) Rochester, N.Y.

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Teel Salaun, anchor, KEYH(AM) Houston, named reporter, wjw-TV Cleveland.

Anne Edwards, assistant assignment editor, WMAL-TV Washington, named assignment editor, succeeded by **Diana Huffman**, news editor, *Montgomery County Sentinel*, Rockville, Md.

Cable

James L. Gray, central region manager, Warner Cable, New York, named VP.

James H. Miller, producer/host/advertising sales manager, Teleprompter, New York, named associate program director. **Stanley J. Solson**, senior consultant, National Economic Research Associates there, named Teleprompter management information director, with responsibility to provide staff support in areas of management information, marketing analysis, pay cable marketing and program development.

S. John Martin, business manager/controller, Trans Video division, Cox Cable, San Diego, named accounting/finance manager, succeeded as business manager by **Leonard K. Tozer**, of Cox's Mission Cable TV there. **Lynn A. Woolery**, of Mission Cable, named manager of customer services there. Trans Video division operates cable systems in San Diego, Santa Barbara, Bakersfield and Porterville, all California, and Lubbock, Tex.

Equipment & Engineering

William C. Hittinger, executive VP, RCA Corp., Princeton, N.J., in charge of RCA consumer electronics, solid state electronics, picture tubes and distributor and special products activities, named executive VP, research and engineering, replacing **Dr. James Hiller**, named to new post of executive VP/senior scientist. Mr. Hittinger and **William M. Webster**, VP of RCA Laboratories, were named last month to membership in National Academy of Engineering, Washington.

Donald V. Kleffman, national marketing man-

ager, Ampex Corp., Redwood City, Calif., named general manager, audio video systems division, succeeded by **Richard Sirinsky**, national sales executive.

Alfred Scipione, senior project engineer, CBS-TV, New York, named systems engineering director, Goldmark Communications Corp., Stamford, Conn. **Arvind C. Desai**, GCC electronic development engineer, named chief development engineer at Goldmark.

Thomas Creighton, marketing director, Broadcast Electronics, Silver Spring, Md., named marketing director, CSI Electronics, Cinnaminson, N.J., responsible for sales. BROADCASTING omitted his former Broadcast Electronics affiliation in April 26 issue.

Allied Fields

Richard B. Lippin, corporate relations director, ICPR public relations, Los Angeles, named VP.

Bill Oxley, research analyst, KFMB-AM-FM San Diego, joins Frank N. Magid Associates, research/consulting firm, Marion, Iowa.

Deaths



Young

John Orr Young, 89, co-founder of Young & Rubicam, New York, died May 1 at his home in Heritage Village, Southbury, Conn. In 1923 Mr. Young and Raymond Rubicam founded agency which grew to become one of largest in world. He retired from Y & R in 1936 but remained active in advertising and public relations, initially with his own consulting firm and later with Harold C. Meyers in public relations. He is survived by his wife, Bernice, one daughter and two sons.

Thomas J. McDermott, 67, who retired in

1972 as senior VP and director of broadcast activities for N.W. Ayer ABH International, New York died at his home in Forked River, N.J., on May 1. He had spent his entire career in broadcast, having joined Ayer in 1933 as media estimator. He is survived by his wife, Helen, and daughter, Maureen.

Edmond H. Smith Jr., 68, president/founder, WIRC(AM)-WXRC(FM) Hickory, N.C., died there April 25 after suffering stroke at his home. Mr. Smith is survived by his wife, Margaret, one daughter and one son.

Larry Davidson, 71, former creative director and account executive for Wade Advertising, Chicago and Los Angeles, died May 2 in Long Beach, Calif. He began career in radio with WAAF(AM) Chicago (now WJPC) in early 1930's, was at one time radio director of NBC's *National Barn Dance*. Mr. Davidson was with Wade for 27 years, served on Miles Labs and Alberto-Culver accounts.

James O'Brien, 61, director of special services, NBC, New York, died after heart attack at his home in Queens, N.Y., May 1. He joined NBC in 1955 as service representative in TV network sales/traffic operations department. Survivors include his wife, Louise, two daughters and two sons.

Charles J. Mack, 71, who retired in 1971 as CBS news cameraman, died May 2 at Fernwood House, Bethesda, Md., after long illness. He was chief cameraman on *What Really Happened in Tonkin Gulf*, Vietnam special that won Emmy for CBS-TV. Mr. Mack started in films with "News of the Day," theater newsreel feature of the silent and later sound days. He joined CBS in 1951 when late Edward R. Murrow and former CBS News President Fred Friendly started *See It Now*. Survivors include his wife, Clarice, and two daughters.

Robert S. Campbell, 35, air personality (Soul Papa), WOJ(AM) Washington, found dead beside road in Fauquier county, Va., May 2. According to authorities, there was gunshot wound in back of his head and FBI is investigating. He is survived by his wife, Linda, and one son.

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 made another effort

to have suits thrown out by filing motions for summary judgment (BROADCASTING, May 3).

■ **Broadcasting in Congress.** Resolution to permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation ready for consideration of full House (BROADCASTING, March 29). Committee voted 9 to 6 to send H. Res. 875 back to its Ad Hoc Subcommittee on Broadcasting, headed by B.F. Sisk (D-Calif.) for further study. Mr. Sisk plans to call subcommittee meeting before June 1 to decide next action. There is second broadcast resolution pending in House by Representative Jack Brooks (D-Tex.), chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage sparked recent activity. Mr.

Brooks, opposed to Sisk plan because it provides that networks would administer coverage, designed plan that would have Congress run cameras. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

■ **Cable rebuild deadline.** FCC has relaxed rebuild requirements it would have imposed on systems by 1977 (BROADCASTING, April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

■ **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. Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22) and indications are that government will proceed with proposal law on tax deduction ("Closed Circuit," April 12).

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).

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. Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice was at work last week on markup on its copyright bill, H.R. 2223.

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

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system 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. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26).

■ **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 (BROADCASTING, Feb. 23); matter is scheduled for commission consideration on June 30.

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. Trial has begun in Writers Guild case (BROADCASTING, May 3; also see story, this issue).

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).

■ **Food advertising.** Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (see story, this issue). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact later submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975). Public hearings on certain aspects of proposal will begin next month and will be held in various parts of country.

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats. Comments have been filed (BROADCASTING, April 26).

■ **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. Oral arguments have been held (BROADCASTING, April 5). 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, has begun hearing on license on ground of licensee abdication of responsibility. FCC is scheduled to discuss proposed bill to bar obscenity on broadcast stations and cable systems on June 2.

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.). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings. 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.

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. Oral arguments have been held (BROADCASTING, April 26). 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 (BROADCASTING, Dec. 15, 1975). Cable television systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

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 Senate-passed copyright bill. 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).

Prime-time reruns. FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network re-runs shown during prime-time.

Public broadcasting funding. House Appropriations Committee has voted \$78.5 million for CPB for 1976. Long-range appropriation will come out of committee sometime in May. CPB asked subcommittee to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—\$88 million for fiscal 1976, \$103 million for 1977, \$121 million for 1978 and \$140 million for 1979. Senate Communications Subcommittee held hearing on separate educational broadcasting facilities funding measure (BROADCASTING, April 5).

■ **Ratings.** Nielsen primetime averages season to date (34 weeks): CBS 19.3, ABC 18.9, NBC 17.6. Thirty-fourth week alone: ABC 19.6, NBC 16.3, CBS 14.7.

Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its

administration of equal-time law. Democratic National Committee has asked for full-court rehearing of decision (BROADCASTING, April 26). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station promptly (BROADCASTING, April 5). There are also equal-time-revision bills, introduced by Senate Communications Subcommittee Chairman John Pastore (D-R.I.) and his former House counterpart, Torbert Macdonald (D-Mass.). Hearings have been held on Senator Pastore's bill and more are to come; no hearings have been scheduled yet on the Macdonald measure.

■ **Sports antibracket.** Legislation to renew sports antibracket law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975) and is likely to stay that way for some time (BROADCASTING, May 3). 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; commission is scheduled to discuss UHF impact statement on May 13.

■ **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); matter is scheduled for commission consideration on July 30.

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, April 26 through April 30 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

FM applications

■ *Emmitsburg, Md.—Mount Saint Mary's College seeks 89.9 mhz, 10 w. P.O. address: c/o Rev. James T. Delaney, Emmitsburg 21727. Estimated construction cost \$2,300; first-year operating cost \$3,714. Format: Variety. Principal: Roman Catholic, liberal arts institution is nonprofit. Ann. April 28.

■ Grasonville, Md.—Edward M. and Joanne F. DeMaso seek 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Bay City, Stevensville, Md. 21666. Estimated construction cost \$58,000; first-year operating cost \$13,000; revenue \$72,000. Format: Variety. Principal: Mr. Maso works for NASA public affairs; Mrs. Maso is housewife. No other broadcast interests. Ann. April 26.

■ Montpelier, Vt.—North Country Communications seeks 96.7 mhz, 400 w, HAAT 700 ft. P.O. address: Box 551, Montpelier 05602. Estimated construction cost \$63,054; first-year operating cost \$57,500; revenue \$70,000. Format: Music variety. Principals: Josiah and Helen Spaulding (48%) and son George Spaulding (52%). Applicants also have interest in application pending for new FM in Gloucester, Mass. Ann. April 26.

FM actions

■ *Birmingham, Ala.—Broadcast Bureau dismissed application by Birmingham Public Radio for new FM station (BPED-1558). Action April 8.

■ *Columbus, Ga.—Chattahoochee Valley Public Radio. Broadcast Bureau dismissed application for 90.5 mhz, 10.3 kw (BPED-1796). Action April 8.

■ Seward, Neb.—Tricounty Broadcasting Co. Broadcast Bureau granted 96.9 mhz, 100 kw (H&V), HAAT 610 ft. P.O. address: Box 101, 68434. Estimated construction cost \$113,063; first-year operating cost \$58,420; revenue \$50,000. Format: standard pop. Principals: Frank R. Newall (60%) owns 80% of KGMT(AM) Fairburg, Neb.; Richard E. Witkovski (40%) is VP of broadcast equipment firm (BPH-9570). Action April 21.

FM start

■ *KAXE-FM Grand Rapids, Minn.—Authorized program operation on 91.7 mhz, ERP 100 kw, HAAT 460 ft. Action April 16.

Ownership changes

Applications

■ KMYO-FM Little Rock, Ark. (95.7 mhz, 26 kw)—Seeks assignment of license from Victor Broadcasting,

Co. to Pulaski Broadcasting for \$275,000 and \$37,500 for noncompetition agreement. Seller: Cliff B. Ford, also licensee of KSOH(AM) Little Rock, is selling for financial reasons. Pulaski is owned by Joseph Mullen (34%), Richard L. Brady (22%), David J. Philipps (13.2%) and James Scanlon (30.8%). Mr. Mullen is management consultant; Mr. Brady is salesman for KSOH; Mr. Scanlon owns KCAT(AM) Pine Bluff, Ark., and is applicant for FM in Clarksdale, Miss.; Mr. Philipps is vice-president of Mann Media, licensee of KALO(AM)-KEZQ(FM) Little Rock (less than 1% owner). Mann Media is selling Little Rock stations. Ann. April 27.

■ KVFM(FM) San Fernando, Calif. (94.3 mhz, 3 kw)—Seeks assignment of license from Pacific Western Broadcasting to Buckley Communications for \$500,000 (includes assumption of liabilities and non-competition covenant). Seller: Pacific is selling due to losses; other broadcast interests owned by individual owners include: John J. Shepard, part owner of WLAV-AM-FM Grand Rapids, Mich. and KITT(FM) San Diego; Gilbert Gans partly owns Mann Media, licensee of KALO(AM)-KEZQ(FM) Little Rock, Ark. (presently has applications for sales pending); Pacific also owns KQAM(AM)-KSAQ(FM) San Antonio, Tex. Principal in buyer is Richard D. Buckley Jr. (60%) and has minor interests in KGLL(AM) San Fernando, KKHI-AM-FM San Francisco and WWTC(AM) Minneapolis. Ann. April 28.

■ KDUB-TV Dubuque, Iowa (ch. 40)—Seeks assignment of license from Dubuque Communication Corp. to Lloyd Hearing Aid Corp. for \$35,000. Seller: Assignor is insolvent and station has been dark since 1974. Buyers are Marvin E. and Elizabeth L. Palmquist (50%) and three children. Palmquists run hearing aid business and own purchase display operation. Ann. April 19.

■ KDKD-AM-FM Clinton, Mo. (AM: 1280 khz, 1 kw-D; FM: 95.3 mhz, 3 kw)—Seeks assignment of license from Osage Broadcasting to Clinton Broadcast-

ing Co. for \$250,000. Sellers: William R. Tedrick, Eva G. Tedrick and estate of William J. Allen, none of whom has any other broadcast interests. Buyers are A.E. Dahl, Nelson Dahl, Larry Boesen and Randel Boesen. A.E. and Nelson Dahl (father and son) and Larry Boesen also own KAHL(AM) North Platte, Neb., and Randel Boesen is banker there. Ann. April 28.

■ WEEZ(AM) Chester, Pa. (1590 khz, 1 kw-U)—Seeks assignment of license from Radio Del-Val to Up-land Broadcasting for \$425,000. Seller: Ernest Tannen who has no other broadcast interests. Principal in buyer is John Haggard Sr., businessman with varied interests in New York and Nashville. Ann. April 28.

■ KBPO(FM) Beaumont, Tex. (94.1 mhz, 100 kw)—Seeks assignment of license from Radio Beaumont to Air-Waves for \$295,000. Seller: John H. Hicks also has interest in KLVII(AM) Beaumont; WTAW-AM-FM College Station; KLAR(AM) Laredo, and KLUF(AM) Lufkin, all Texas. Principals in buyer, Herman E. Nelson Jr. and Jesse B. Chapman, also own WLCS(AM)-WQXY(FM) Baton Rouge. Ann. April 27.

Actions

■ WHOS(AM)-WDRM(FM) Decatur, Ala. (AM: 800 khz, 1 kw-D; FM: 102.1 mhz, 100 kw)—Seeks transfer of control of Dixie Broadcasting from John H. Jones (85% before; none after) and Louis C. Blizard (15% before; none after) to Martin Broadcasting (none before; 100% after). Consideration: \$500,000. Principals: Donald G. Martin, William G. Evans and John Hughes together own 90 percent of Martin Broadcasting. In addition, three principals own 55 percent of International Television Corp., which holds approximately 95 percent of Tennessee Valley Radio and Television Co., licensee of UHF television station WYUR Huntsville-Decatur, Ala. International is also licensee of WEZF(FM) and WEZF-TV Burlington, Vt. Principals of transferee corporation also own 100 percent of Martin Broadcasting of Florida, applicant for assignment of license of UHF station WSWB-TV Orlando, Fla. Action April 20.

■ KRON-FM San Francisco (96.5 mhz, 33 kw)—FCC granted assignment of license from Chronicle Broadcasting Co. to Bay Area Broadcasting Co. for \$2,850,000. Seller: Chronicle Broadcasting owns KRON-TV and is subsidiary of Chronicle Publishing Co., publisher of *San Francisco Chronicle*. A.H. Constant is president. Buyer: Bay Area Broadcasting is new corporation formed by Bonneville International Corp., owned by Mormon Church and licensee of several stations, including KSL-AM-FM-TV Salt Lake City, KBRT(AM) Avalon and KBIG(FM) Los Angeles, both California and KIRO-AM-TV and KSEA(FM) Seattle. Arch L. Madsen is president. FCC denied petition by Community Coalition for Media Change to deny application. Action April 28.

■ KRBN(AM) Red Lodge, Mont. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Carbon County Broadcasters to Red Lodge Broadcasting for \$53,451. Sellers: Present owners are having financial difficulties; no other broadcast interests. Buyers are Robert A. and Roy Peck and John D. Bonner Jr. (each 33-1/3%). Three principals have varying ownerships in Wyoming and Montana newspapers (BAL-8612). Action April 22.

■ KHUB-AM-FM Fremont, Neb. (AM: 1340 khz, 500 w-D, 250 w-N; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted transfer of control of KHUB Inc. from H.C. Snyder & Glen Ilgenfritz (100% before; none after) to Interim Inc. (none before; 100% after). Consideration: \$600,000, without real estate. Principals: Buyer is owned equally by George Allen, principal in KLG A-AM-FM Algona, Iowa, and WZOE(AM) Princeton, Ill.; Richard A. Shaheen, media broker, and his brother, Ray (BTC-7970). Action April 22.

■ WNCN(FM) New York, (formerly WQIV(FM)) (104.3 mhz, 5.4 kw)—FCC granted assignment of license from Starr WQIV to GAF Broadcasting Co. for \$2,200,000, and renewed license on condition that assignment be consummated within 60 days. Seller: Starr WQIV is subsidiary of Starr Broadcasting, licensee of radio stations in San Francisco, Dallas, Detroit and other markets as well as television stations in Hawaii, Kentucky and Virginia. Among principal stockholders are William F. Buckley Jr., Peter H. and Michael F. Siarr and Gordon M. Ryan. Buyer: Parent of GAF Broadcasting is publicly held GAF Corp. which is involved in production of chemical and photographic products and building materials. Dr. Jesse Werner is chairman and director. FCC also dismissed two peti-

Summary of broadcasting

FCC tabulations as of March 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,439	3	23	4,465	54	4,519
Commercial FM	2,735	0	58	2,793	130	2,923
Educational FM	788	0	35	823	67	890
Total Radio	7,962	3	116	8,081	251	8,332
Commercial TV	700	1	9	710	55	765
VHF	508	1	4	513	10	523
UHF	192	0	5	197	45	242
Educational TV	231	9	12	252	16	268
VHF	90	3	4	97	8	105
UHF	141	6	8	155	8	163
Total TV	931	10	21	962	71	1,033

*Special temporary authorization

**Includes off-air licenses

tions to deny renewal application and competing application for WNCN facilities by request of petitioners and competing applicant. Action April 29.

■ WLWD(TV) Dayton, Ohio (ch. 2)—Broadcast Bureau granted assignment of license from Avco Broadcasting Corp. to Grinnell Communications Corp. for \$12,900,000. Buyer: Grinnell Communications is corporation of Grinnell College. Gardiner S. Dutton is managing director. Station is being purchased to defray running costs of college (BALCT-581). Action April 28.

■ WBHT(AM)-WTBG(FM) Brownsville, Tenn. (AM: 1520 khz, 250 w-D; FM: 95.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Brownsville Broadcasting Co. to B&P Properties for \$275,000. Sellers: Ben M. Gaines and Ed R. Perkins also own WHDM(AM) McKenzie, Tenn. Mr. Perkins also is licensee of WALR-FM Union City, Tenn. Buyers are William Pope and Harold D. Butler (each 50%). Mr. Pope is sales manager of WENK(AM) Union City. Mr. Butler is doctor and owns farms (BAPL-474). Action April 22.

Facilities changes

AM applications

■ KRAD East Grand Forks, Fla.—Seeks CP to increase daytime power to 5 kw; install DA-2. Ann. April 27.

■ WLOD Pompano Beach, Fla.—Seeks CP to add nighttime power with 500 w; install DA-2; increase daytime power to 2.5 kw; change hours of operation to unlimited; change trans.-studio location; change type trans. Ann. April 27.

■ WSKE Everett, Pa.—Seeks CP to increase power to 1 kw; install DA; make changes in ant. system. Ann. April 27.

AM action

■ WPJD Soddy-Daisy, Tenn.—Broadcast Bureau granted CP to increase power; change type trans. (BP-19,581). Action April 22.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KHUB Fremont, Neb. (BP-20,235), April 21; WAMM Flint, Mich. (BP-20,015), April 20; WHFB Benton Harbor-St. Joseph, Mich. (BP-20,227), April 21; WHVN Charlotte, N.C. (BP-19,993), April 21.

FM applications

■ KTCL Ft. Collins, Colo.—Seeks CP to change trans. location; install new trans. and ant.; decrease height of ant. system; ERP 100 kw (H&V), HAAT 1329 ft. Ann. April 27.

■ WGRD-FM Grand Rapids, Mich.—Seeks CP to change trans. location; decrease height of ant. system; ERP 13 kw; HAAT 590 ft. Ann. April 27.

FM actions

■ *KVXJ Crescent City, Calif.—Broadcast Bureau granted modification of CP to change trans.-studio location to 508 H St., Crescent City; change trans. (BMPED-1382). Action April 19.

■ KMOE Butler, Mo.—Broadcast Bureau granted data to change frequency to 92.1 mhz (ch. 221); ERP 3 kw

(H&V); antenna height 150 ft. (H&V). Action April 21.

■ KTQM-FM Clovis, N.M.—Broadcast Bureau granted CP to change trans. studio location to 2.25 miles south of Clovis city limits; install new trans. and ant.; make change in ant. system; ERP 100 kw (H&V); ant. height 300 ft. (H&V) (BPH-9857). Action April 21.

■ WBRU(FM) Providence, R.I.—FCC affirmed ruling by Broadcast Bureau that dismissed objections of WHRB-FM Cambridge, Mass., to application of WBRU(FM) to change trans. site, power and ant. height by reducing spacing with first-adjacent channel station WHRB-FM from 40.3 to 39.7 miles while increasing ant. height from 220 to 420 ft. Action April 30.

■ KVIA-TV (formerly KELP-TV) El Paso, Tex.—Broadcast Bureau canceled CP to change ERP, trans.-studio location, type trans. and ant. and HAAT and dismissed application to extend completion date, all at request of permittee. Ann. April 27.

■ *WCWM Williamsburg, Va.—Broadcast Bureau granted CP to change frequency to 89.1 mhz (BPED-2107). Action April 22.

■ WEAU-FM Eau Claire, Wis.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 85 kw (H&V); ant. height 1800 ft. (H&V); remote control permitted (BPH-9849). Action April 19.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KPIK-FM Colorado Springs, Colo. (BPH-9538), April 13; KSMB Lafayette, La. (BPH-9695), April 15; KXOA-FM Sacramento, Calif. (BPH-9571), April 19; WDOF-FM Chattanooga, Tenn. (BPH-9143), April 16; WEZO Rochester, N.Y. (BPH-9347), April 15; WFMI-FM Montgomery, Ala. (BPH-9787), April 19; WFMK East Lansing, Mich. (BPH-9616), April 20; WINZ-FM Portland, Me. (BPH-9680), April 21; KEOL-FM La Grande, Ore. (BPED-2184), April 14; WPCS Pensacola, Fla. (BPED-2188), April 14; WWSW Stevens Point, Wis. (BPED-1929), April 16.

In contest

Procedural rulings

■ Flint, Mich., **FM proceeding:** WAMM Inc., Flint Family Radio Inc., Fuqua Communications Inc., and Flint Metro Mass Media Inc., competing for 92.7 mhz (Docs. 20570-4)—ALJ Joseph Stimer, scheduled hearing for June 15. Action April 22.

■ WPMH(AM) Portsmouth, Va., **license proceeding:** Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)—ALJ Reuben Lozner scheduled hearing for Oct. 13. Action April 27.

Complaint

■ KTLA(TV) Los Angeles—FCC dismissed complaint by Bob Speck and Bob Speck Sports Co. against Golden West Broadcasters, licensee of KTLA. Speck said KTLA engaged in certain anticompetitive practices that had eliminated competition for its presently held broadcasting rights to certain major sporting events in Los Angeles market. Action April 27.

Fines

- WATC(AM) Gaylord, Mich.—Broadcast Bureau notified licensee it incurred apparent liability of \$250 for operating with excessive power. Action April 19.
- WMTR(AM) Morristown, N.J.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to log results of inspections of transmitting and monitoring equipment once each week. Action April 19.
- WBER(AM) Moncks Corner, S.C.—Broadcast Bureau notified licensee it incurred apparent liability of \$250 for failing to cease operation by remote control when malfunction developed. Action April 19.
- WDIX(AM) Orangeburg, S.C.—Broadcast Bureau notified licensee it incurred apparent liability of \$500 for failing to reduce power at times set forth in station's license. Action April 22.
- KDUH-TV Rapid City, S.D.—Broadcast Bureau notified licensee it incurred apparent liability of \$500 for failing to make required observations of remote control VIT signals or failing to log date and time of each observation together with notations of results of these observations. Action April 19.
- WCMS(AM) Norfolk, Va.—Broadcast Bureau notified licensee it incurred apparent liability of \$500 for operating with excessive power during presunrise hours. Action April 19.

Other actions

- WAPI-TV Birmingham, Ala.—Commission granted application of Newhouse Broadcasting Co., for renewal of license. Renewal is subject to any action FCC may take as result of case before EEOC in which Newhouse is involved. Commission denied petition by Magic City Communications Coalition (MCCC) to deny WAPI-TV's renewal. Action April 21.
- WNDE(AM)-WFBQ(FM) Indianapolis—Broadcast Bureau granted modification of licenses covering change of corporate/licensee name to Rahall Broadcasting (BML-2578, BMLH-535). Action April 20.
- *KMPT(TV) Butte, Mont.—Broadcast Bureau ordered station CP forfeited and call letters deleted (BPET-486). Ann. April 28.
- WRLH(TV) Lebanon, N.H.—Broadcast Bureau dismissed application for renewal of license and deleted call letters (BRCT-627). Ann. April 28.
- WDEB-AM-FM Jamestown, Tenn.—Broadcast Bureau granted modification of licenses covering change of corporate/licensee name to BAZ Broadcasting (BML-2579, BMLH-536). Action April 20.
- FCC adopted procedure whereby applicants who pass written examination for any classes of commercial radio operator licenses may be issued temporary authorization to operate stations for up to 60 days, pending issuance of license. Procedure will become effective June 15, 1976. Action April 27.

Allocations

Actions

- Huntsville, Ala.—Broadcast Bureau proposed assignment of UHF TV ch. 54. Action was in response to petition by Pioneer Communications (Doc. 20781). Action April 19.
- West Memphis, Ark.—Broadcast Bureau proposed assigning 107.1 mhz (ch. 296A) as first FM assignment. Proposal was result of petition by Christian Studies of Man and Society (Doc. 20787). Action April 20.
- Pueblo, Colo.—Broadcast Bureau proposed assigning 107.1 mhz (ch. 296A) as fifth assignment. Proposal was result of petition by KAPI Inc., licensee of daytime AM station KAPI Pueblo (Doc. 20786). Action April 19.

Rulemaking

Actions

- FCC suspended until May 1, 1977, effectiveness of rules providing for use of terrain roughness factors in predicting FM and TV stations field strength contours. Action April 27.
- FCC dismissed three rulemaking petitions dealing with televised violence and filed by Foundation to Improve Television (RM-1515), V.I.O.L.E.N.T. (Viewers Intent on Listing Violent Episodes on Nationwide TV (RM-2140)—and four students at Indiana University School of Law. At same time, FCC rejected petition by Alexander Brown and Joan K. Hill (RM-1876) seeking ban on commercials containing sex or violence or appeals to vanity. Action April 27.

Translators

Action

- Tibbs TV & Appliance, Taylor, Neb.—Broadcast Bureau dismissed application for VHF translator on ch. 3 to rebroadcast KGIN-TV Grand Island, Neb. (BPT-TV-5418). Ann. April 28.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance, FCC announced April 30 (stations listed are TV signals proposed for carriage):
- Husco Cablevision Corp., for Huntington, W.Va. (CAC-06223): Delete WKAS Ashland, Ky.
 - Cheaha Cablevision, for Talladega, Ala. (CAC-06464): Add WXAT-TV Atlanta.
 - Nappanee Cable TV, 309 W. Washington, Rensselaer 47978, for Nappanee, Ind. (CAC-06465): WNDU-TV, WSBT-TV, WNIT-TV, South Bend, Ind.;

WSJV Elkhart, Ind.; WGN-TV, WTTW, WSNS, Chicago.

- Westex Cable Corp., Del Rio, Tex. (CAC-06466): Requests certification of existing operations.
- Daniels Properties, for Killeen, Tex. (CAC-06467): Requests certification of existing operations.
- Lawrenceburg Cable TV, for Lawrenceburg, Tenn. (CAC-06468): Requests certification of existing operations.
- Liberty TV Cable, for Allegheny, township, Hyde Park, Parks township, all Pa. (CAC-06469-71): Requests certification of existing operations.
- Shenango Cable TV, for Sharon, Hickory township, Sharpville, Clark borough, Brookfield township, Ohio (CAC-06472-76): Add WOR-TV, WPIX, New York, and delete WPGH-TV Pittsburgh; WUAB Lorain, Ohio.
- Teleprompter Florida CATV Corp., for Holiday Country Club Community, Riviera Beach, Golfview, Haverhill, Lake Clarke Shores, Mangonia Park, Palm Beach, Palm Beach county, Palm Springs, West Palm Beach, Lake Worth, Atlantis, Boynton Beach, Delray Beach, Gulfstream, Lantana, Manalapan, South Palm Beach, Florida (CAC-06480-97): Add WCIX-TV Miami.
- Warner Cable of Erwin, for Erwin, Tenn. (CAC-06498): Requests certification of existing operations and add WRET-TV Charlotte, N.C.
- Jenkins County CATV, c/o W.L. O'Neal, Box 126, Vidalia 30474, Millen, Ga. (CAC-06499): WJBF, WRDW-TV, WATU-TV, Augusta, Ga.; WTOG-TV, WSAV-TV, WJCL, WVAN-TV, Savannah, Ga.; WEBB-TV Allendale, S.C.; WTGC Atlanta.
- Warner Cable of Clearfield, for Pike township, Pa. (CAC-06500): Requests certification of existing operations.
- Vista Television Cable, for Bothell, Wash. (CAC-06501): Add CBUT Vancouver, B.C. KPTV Portland, Ore.
- Continental Cablevision of Ohio, for Xenia, Ohio (CAC-06502-3): WUAB Lorain, Ohio; WTTV Bloomington, Ind.
- Mid-Hudson Cablevision, for village and town of Catskill, village and town of Athens, Hudson, and for Greenport, N.Y. (CAC-06504-9): WNEW-TV and delete WSBK-TV Boston.
- CSRA Cablevision, for North Augusta and Aiken county, S.C. (CAC-06510-11): Add WXAT-TV Atlanta; WGGS-TV, WFBC-TV, Greenville, S.C.; WOLO-TV, WNOK-TV, Columbia, S.C.; WSPA-TV Spartanburg, S.C.

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Everett Cablevision, for Mukilteo, Wash. (CAC-04067); Blue Ridge Cable Television, for Meshoppen borough, Pa. (CAC-05316R); Lawrence Cablevision, for South New Castle borough, Pa. (CAC-05423); Divide Cable Corp., for El Dorado, Tex. (CAC-05454); Wood River Cablevision, for Ketchum, Idaho (CAC-05664); Warner Cable of Atchison County, for Tarkio, Mo. (CAC-05824); Forest Cable TV Co., for Forest, Miss. (CAC-05989); American Cablevision of Carolina, for Gastonia and Bessemer, N.C. (CAC-06008); Cablevision Systems Long Island Corp., for Glen Cove, N.Y. (CAC-06057); Centennial Communications Corp., for Hartford City, Ind. (CAC-06078); Valley Microwave Transmission, for Raymondville, Tex. (CAC-06079); Burnsville TV Cable Co., for Burnsville, Miss. (CAC-06152); Adirondack Cablevision, for village and town of Adams, N.Y. (CAC-06161); Warner Cable of Pittsfield/Dalton, for Dalton and Pittsfield, Mass. (CAC-06171-2); Suburban Cablevision, for Fairfield borough and Verona borough, N.J. (CAC-06174); Central Communications TV, for Denver City, Tex. (CAC-06175); Central Communications TV, for Seminole, Tex. (CAC-06176); Omega of Michigan Cable Co., for Three Rivers, Mich. (CAC-06177); Central Communications TV, for Seagraves, Tex. (CAC-06178); Central Communications TV, for Fort Stockton, Tex. (CAC-06179).

Other action

- Idaho Video Inc., Wendell, Idaho—FCC granted special temporary authority to carry KIVI-TV (ABC) Nampa, Idaho, or the Hagerman, Idaho, translator facility which provides this signal to Wendell area. Opposition KMVT-TV Twin Falls, Idaho, was denied. Action April 28.

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RADIO

HELP WANTED MANAGEMENT

Gospel radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64. BROADCASTING.

Top-rated, medium market Midwest beautiful music FM seeks sales manager who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box Q-220. BROADCASTING.

Opportunity for a greater Boston salesperson to salesmanager a greater Boston FM powerhouse, make excellent money, build a track record, join a growing group with room for you to move. Talk to us, we'll keep it to ourselves. EOE. M/F. Reply Box S-9. BROADCASTING.

One of the leading radio groups in America is looking for two persons who can perform as sales managers today and general managers tomorrow. If you think you qualify, send complete resume and salary history today. An excellent opportunity, an Equal Opportunity Employer. Write Box S-30. BROADCASTING.

Experienced radio manager wanted by Top 50 market multiple owner. You must have proven record of administration, sales, programing and promotion. Full details and salary requirements first letter. Box S-51. BROADCASTING.

Happy, creative GM, PD for fun-type contemporary FM. University metro area. Mid-America. Ground floor opportunity to earn equity. Box S-67. BROADCASTING.

Bus. Mgr./Bkpr. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box S-93. BROADCASTING.

Vice President Corporate Relations. To administer division including departments of Public Information, Station Relations and Development. Responsible for interpreting and disseminating NPR mission, goals and services to NPR constituencies, the public, press, potential underwriters, government and other agencies. Participate in development and implementation of company policy. Minimum qualifications: BA degree and 6 yrs. management experience in media or private, non-profit organizations including senior administrative positions in public relations and development. Must include some public broadcast management experience. Compensation: Open. Please send resume and 3 professional references by May 19th to Judith Rowe, Personnel Supervisor, National Public Radio, 2025 M St., NW, Washington, DC 20036. NPR is an Affirmative Action/Equal Opportunity Employer.

Director of Marketing. Super salesperson with radio background wanted. Must have solid track record. Please send resume today. Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

HELP WANTED SALES

Excellent opportunity for experienced salesperson with a proven sales record for station located in suburban New York City area. Liberal salary and incentive. Reply Box R-207. BROADCASTING.

\$110,000 account list available to the sales person that shows us they are ready to grow. Tell us why we should hire you and your salary needs to start. Station is located in an excellent midwest city and is owned by Communication Properties, Inc. E.O.E. Box R-244. BROADCASTING.

Expanding group owner in Southwest needs sales people who want to work their way into a management position. Box S-108. BROADCASTING.

HELP WANTED SALES CONTINUED

Progressive Rock, WFMF, Baton Rouge, looking for aggressive sales person, excellent opportunity. Contact Don Grady, Box 496, Baton Rouge, LA. EOE.

Radio help wanted, sales experienced, radio sales person wanted for Bonneville programmed WJBO Radio station in Baton Rouge. Proven track record a must. Send resume to Don Grady, Box 496, Baton Rouge, LA. EOE.

Good money can be yours. Over 100 stations have put out our radio guides, like: WLS, KFRC, WDEE etc. If you can sell, we should talk. Contact: Art Vuolo, Logos Unlimited, Box 219, Ypsilanti, MI 48197. 313-434-2712.

Radio, salespeople wanted. Every one of our sales managers was once a top account executive with one of our stations. If you are an experienced executive with a goal of sales or station management, send your resume to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864. No phone calls, please.

Opportunity for hard working sales person. If you like the sunshine, can sell and write, send resume with sample copy to: Fred Greenbaum, PO Box 4457, Yuma, AZ 85364.

Immediate opening for an experienced broadcaster ready to move into sales. Salary plus commission. Established list. Plenty of training available. Enjoy a successful future with our growing group. Call Mike Kirchen or Ken Riggle 301-724-5400.

HELP WANTED ANNOUNCERS

Play by Play/DJ combo needed for contemporary station. If you can jock and do PBP football and basketball, send tape of both and resume to KBIM, Box 910, Roswell, NM 88201.

Announcer with first ticket. Phone 301-272-4400. Evenings call 301-676-6040. WAMD, Aberdeen, MD 21001.

Announcer, production, who would like to move into P.D. Send tape and resume to WBTR, PO Box 569, Carrollton, GA 30117.

MOR Announcer: Mature voice, for growing, small market station. Send resume to Jim Hepler, WQIN, Box 149, Lykens, PA 17048.

Committee broadcaster to serve on missionary status at modern automated station in Alaska. Short term and career considered. Contact Far Eastern Gospel Crusade, Box 513, Farmington, MI 48024 or telephone 313-477-4210.

Adult entertainer for a successful country station in the 300,000 metro market of Huntington, West Va. It's an all new physical facility, with a relaxed professional atmosphere and a desire to win. Part of a 14 station group, EOE. Call Dan for details 304-453-4600.

HELP WANTED TECHNICAL

Chief Engineer. Central Indiana, AM/FM Stereo. Heavy in automation. Must be experienced. Excellent working conditions. New equipment. An Equal Opportunity Employer. Box R-186. BROADCASTING.

Chief Engineer. Knowledgeable with directional antenna system. Strong on maintenance, directional skeleton, partial and audio proofs. FM experience. Contact Box S-7. BROADCASTING.

Chief Engineer, New England AM/FM, stereo non-directional, 1st ticket. Ability to communicate in laymen's terms with staff. Include salary requirements in application. Box S-79. BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Immediate opening for Chief Engineer, 3 tower, night directional, 5,000 W. Midwest contemporary AM station. New transmitter and equipment. Good pay and hours. EOE. Reply to Box S-81. BROADCASTING.

Maintenance Chief with superior technical qualifications needed by Texas VHF. Box S-105. BROADCASTING.

Excellent opportunity for qualified assistant chief engineer in South Texas station. Box S-112. BROADCASTING.

Chief Engineer North Carolina AM daytime FM stereo, energetic, creative engineer strong in maintenance on transmitter and studio equipment. Send resume to Tommy Walker, WGLD, Box 2808, High Point, NC 27261.

Chief Engineer/Announcer for central Virginia non-directional daytime country music station. Salary commensurate ability. Send resume, air tape, requirements to Box 5085, Charlottesville, VA 22902.

HELP WANTED NEWS

New Newsradio format coming to fulltime AM in New England. We're looking for a take-charge news director to help us design the format, build a seven-person news team, and lead it to market dominance. All replies confidential. EOE. M/F. Reply quickly, Box S-10. BROADCASTING.

Local newscaster minimum 3 years experience. Mature voice. Must be able to dig out, write and air three major local newscasts daily. Network affiliate. Mobile equipment. Michigan. 3rd class endorsed. Write Box S-72. BROADCASTING.

Experienced News Director for MOR/Contemporary formatted leading station in Central Florida. Send complete resume, references and tape to Manager, WDBO, PO Box 158, Orlando, FL 32802.

News personality wanted by leading station in market. Experienced only. Send tape and complete resume to Jim Martin, News Director, WDBO Radio, Orlando, FL 32802.

Morning Anchor/Editor. Write, read casts, prepare all-news block; extensive phone work; occasional outside reporting. RTNDA Award-winning staff. City offers superior living. Tape, resume to Gayle Olson, ND, WIZM, La Crosse, WI 50601. 608-782-2358. A Midwest Family Station.

Beginning to build list of regular free-lance contributors of raw interviews on assignment and outstanding documentaries. Write for details, Public Affairs Broadcast Group, PO Box 48911, Los Angeles, CA 90048.

Small station near Chicago seeks sharp, creative radio journalist for news, public affairs and some air work. B.A. and some experience. If you're more motivated by challenge and opportunity than money, send tape and resume to: Nelson, 121 Benson Ave., Plainfield, IL 60544.

Immediate openings, experienced reporter/anchors-persons for Albany headquarters of interconnected state radio network. Salary range: \$10,400-\$15,400. Rush tape, resume, & writing sample to: R.H. Sandler, VP, News Operations, New York Network, Post Office Box One, Albany, NY 12201. State date available. EOE/AEE.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Production Manager, min. 3 yrs. experience. Individual must excel in creativity, be a "detail" person & a self-starter. Excellent benefits, salary open. Established station in the heart of the Illinois Valley. Send tapes & resumes to: J.D. Hogan. WLPO AM/FM, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer M/F.

Asst. Prof. of Communications to teach radio courses and to manage university FM station in Northern Idaho. Masters Degree required, PhD desirable. Other requirements include at least two years of experience in radio at professional level. Salary \$13,000 minimum. Deadline for applications June 30, 1976. More information from School of Communication, University of Idaho, Moscow, ID 83843 (An EEO/AA Employer).

Programing Director/Morning Announcer for central Virginia daytime country music station. Salary commensurate ability. Send resume, air tape, requirements to Box 5085, Charlottesville, VA 22902.

Advertising faculty member for undergraduate advertising sequence in growing communications department with professional emphasis. Responsibilities include courses in advertising media—analysis, planning, and budgeting—principles, print and broadcast creative, as well as academic advising. Secondary strength in broadcast or public relations highly desirable. Minimum of 5 years full-time advertising experience, interest and ability in teaching. Advanced degree. Salary and rank depend upon qualifications. An Equal Opportunity/Affirmative Action Employer. Applications close June 1. Include complete resume, transcripts, and list of references. Send to Search Committee, Department of Mass Communications, Western Kentucky University, Bowling Green, KY 42101.

Full time permanent faculty positions. Fall term, '76. Ph.D. or ABD. proficiency in two or more areas: Public relations, advertising, radio/TV/film, photocommunications, journalism. Contact: F. Calhoun, Communications Dept., California State University, Fullerton, Fullerton, CA 92634. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Sales oriented GM looking for medium, small market station management. Currently GM major group fulltime 5000 watt AM midwest top 75 market. Strong, documentable sales background. Programing, engineering expertise. RAB, CRMC. First ticket. University graduate. 33, married, family. Box R-222, BROADCASTING.

General Manager (Medium Market) Young, aggressive, knowledgeable proven performance in sales, administration and programing. Box S-75, BROADCASTING.

Young, dynamic G.S.M. with excellent major market track record seeks post with solid company in major East Coast market. Excellent references. Box S-87, BROADCASTING.

Manager, salesman, engineer, automation consultant. 17 years experience available to station or group (that believes a manager is an investment not an expense. New owner will probably take over June 1st so my plane is fueled and ready for a documented interview. Gary Ingram 919-637-4450 or 638-6667.

Available after June 1st, Bill Sutton, seeking position as FM or small market C&W, MOR station. 13 years experienced as announcer, GM, PD, salesman. Call 601-627-5377.

SITUATIONS WANTED SALES

Sales or Sales-Announcing Combo. I'm experienced and strong in sports packages and sales promotions. Also write copy and produce spots. Now employed in Midwest. Box S-70, BROADCASTING.

Sales yes, sports too, experience, degree, news or board if needed, seeks medium market stability. Box S-85, BROADCASTING.

Salesman first phone. 20 years experience, 7 in radio. Good street fighter. Prefer top 50 market. Mature adult, single. Box S-91, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Major market jock seeks programing on air position in medium market. 12 years experience. Box R-142, BROADCASTING.

Broadcast school grad looking for first job. 3rd phone endorsed. Northeast preferred. Box R-218, BROADCASTING.

Part time weekends, Westchester, NY, Fairfield, Conn. 6 yr. radio professional seeks meaningful responsibilities. MOR, C&W, Top 40, Classical. Experienced writer-journalist. Degree. Box S-76, BROADCASTING.

Seven years' experience MOR/Rock. B.S. AFRTS vet. Northeast only. Third endorsed. Med/maj market. Proven creative personality. Box S-88, BROADCASTING.

Thirteen years experienced MOR talent. Strong production, big quality voice. Best references. 305-922-3749 or Box S-89, BROADCASTING.

Experienced announcer, wants to return, settle in Northeast. Looking for announcing, sales position, excellent references. Ready in August. Box S-90, BROADCASTING.

Experienced professional. Announcer/production. 2 years. Contemporary or Top 40. All replies considered. Box S-101, BROADCASTING.

Available now, anncr. seeks news oriented gig. Have interviewing exp. 1st phone. Have done AOR, Midwest & Mid-Atlantic preferred. Box S-103, BROADCASTING.

1st phone 5 second rock'n'roll personality, wants nights. All nights at together Top 50 rocker. Tape, resume available. Box S-106, BROADCASTING.

Real Jungle living humor experienced, personality announcer. writes own stuff, I kid my listeners on one to one basis, inflection. Readings, homey first ticket. Box S-107, BROADCASTING.

Available now. 11 years experience in all phases. PBP, air, news and production. Prefer medium or large market. Currently PD but titles not that important. Family man, third phone, know FCC rules and regs. Let's get together and compliment each other. Box S-109, BROADCASTING.

Radio talk host female. 3 yrs experience; also, news, sales, remotes. Seeks position in New England area. Box S-113, BROADCASTING.

Top telephone talker, also experienced with music and news. Prefer Radio/TV combination. Box S-117, BROADCASTING.

Vaudeville is back with this great personality team. Box S-118, BROADCASTING.

Bring back those doo-wops. The right way. With one of America's foremost authorities on solid gold. 8 yrs. experience. Third endorsed. Ready to move up. Write Sal Tee, 1509 Scenic Dr., Trenton, NJ 08628 or call 609-882-5025.

PBP Sports (4 sports) with demonstrated newsgathering ability and 4 years experience in major metro educational station. BA May 1976 with 3rd phone. Will relocate. Call or write for tape. Kevin Reinart, 516-354-5688, 1043 Atlantic Street, Franklin Square, NY 11010.

Buddy Carr, MOR, Top 40, programing production. 9 years first ticket. (1-419-248-4486 mornings). WLQR, Toledo.

First phone. DJ. limited experience, looking for small market contemporary or oldies station. Rollin 312-788-1272.

itching to go. Full AFRTS experience. DJ/TV news. Mechanically inclined. Finished season basketball PBP. Peppy, smooth, personable delivery all categories. 3rd end. Tapes. PO Box 94, Crandon, WI 54520. 715-478-2414. Afternoons. Roger Hillberg. Available now. anywhere. Prefer Mideast, west, Wisconsin.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Want MOR? Want personality? Want experience? I want a professional sounding station! Eight years experience with production company/station, accounts for results. If you hire good people and reward them for their hard work, write or phone: R.N. Turner, No. 1 Aberdeen, Rawlins, WY 82301. 307-324-6863. Rocky Mountain region preferred.

British DJ/announcer/news/production man, currently with BBC, seeks work in US/Canadian radio from September. Any market. Demo etc. From 27, West End, Stokesley, Middlesbrough, Cleveland, England.

Young, aggressive college graduate looking for first big break in radio as a disc jockey. 3rd ticket. Willing to relocate. Stephen Baris, 191 Salem Rd., Billerica, MA 01821. 617-667-9297.

No "BS," Let's talk if you're looking for PD or experienced light adult contemporary/top 40 personality. First phone. Mark 516-727-7545.

Use my talent. 1 year experience 3rd phone, great board, production, copy. Prefer West or Southwest will accept any. Excellent FM voice. Roy Munse, 3757 West 78th Place, Chicago, IL 60652. 312-767-1662.

3rd endorsed DJ degree BA. Age 26, college station experience. Need break, consider all offers. Gary Vendetti, 723 Florence, Vineland, NJ.

Broadcast school grad. Seeking first break, 3rd endorsed, uptempo, light board, personality, will travel. 614-820-8372.

D.C. Area, sports, news, jock. 3rd endorsed, PBP experience. BA Communications. Open for anything! John Thomas, 8709 Grant, Bethesda, MD 20034. 301-897-8927.

Versatile announcer. Experienced. 3rd phone endorsed, will relocate preferably northeast. Rich 215-K14-8292.

SITUATIONS WANTED TECHNICAL

Dedicated reliable chief looking for level headed management, stable operation. Experienced all phases, RCA-SMC automation. Directional, stereo, hi power, etc. First class and radio amateur. FCC stickler, permanent position. Salary 11 to 12 K, Write Pete, 84 Court Street, Bangor, ME or call 207-942-2215, anywhere.

CE, small market, Iowa or MW stock option. Steege, 510 7th Ave., Coralville, IA.

Strong on maintenance, good technical background, mgmt. exp. First phone. Prefer small station. Tom Padwa 212-283-5389.

SITUATIONS WANTED NEWS

Professional, experienced newsmen with excellent news judgement. Strong in writing, delivery, interpretation. Looking for larger market, good city for family. Box R-189, BROADCASTING.

Sportscasting. PBP and news are my specialties. Can also hold board shift. Currently working outside of radio, but eager to return to my chosen profession. One year experience. Dedicated individual with vast knowledge of sports who can be an asset to your station. Midwest preferred, but all offers considered. Box R-233, BROADCASTING.

Current news director in small market needs growth opportunity Midwest preferred, all considered. Box S-33, BROADCASTING.

Experienced, hardworking news director seeks advancement to medium-large Midwest market. Box S-41, BROADCASTING.

Female N.D. seeks reporter position in medium or large market. BA. 3 years experience. Box S-111, BROADCASTING.

**SITUATIONS WANTED NEWS
CONTINUED**

Take charge professional. Seeking major-medium market news director position with station manager who believes in news, and its ability to attract listeners. 1st phone. Consider TV. Will relocate. Box S-121, BROADCASTING.

Experienced, reliable newsmen/prog. jock, graduating in June. Contact Doug Clark 419-352-9153.

Woman, experienced in news writing, reporting and dj, good worker, graduating in June. Contact Nancy 419-352-9153.

Challenge needed. Young, experienced. Seeking news-sports. Midwest-East. Eric Elstro, 313-837-2832.

Young black newsmen; experienced in radio, television news and sportscasting. Good voice, diction. Tight board. Former Navy journalist. More than pretty face. Jerry Scott, 2502 B. St., San Diego, CA 92102, No. 17. 714-262-0382.

Mature, well educated sports and news announcer over A years experience. Twelve years general sales. Seeking opportunity. Mel Schwab, 146 East 35th Street, NY 10016.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

6 years, PD now. Prefer medium Northeast contemporary. Consider all. Box R-133, BROADCASTING.

Small market PD, 11 yrs. exp. seeks Top 50 MOR personality music position, 11 yrs, 1st phone, B.S., all formats, married, 30's. Tape and resume on request Box S-63, BROADCASTING.

Looking for small market Texas operation needing PD. Seven years experience, sales included. Box S-64, BROADCASTING.

On-air P.D. Top Philly jock looking to program "together" medium market contemporary. Box S-116, BROADCASTING.

Accomplished "Do it all" broadcaster. Management sales, P.D. background. First phone. 408-255-2010. before 1 PM P.D.T. Leave message.

Christian Program Director, very professional! Experienced, conscientious, married. A personnel motivator, plus continuity and production whiz. 312-877-5147.

TELEVISION**HELP WANTED SALES**

Sales Management-TV. Station in top 100 Southeastern market seeks sales manager who can motivate, sell and plan a solid course. Salary plus incentive for producing growth. Resume and financial requirements to Box R-228, BROADCASTING.

Opportunity to sell TV in a small but competitive Northeastern market. ABC affiliate, new owners, new image. Come sell us and we'll all grow. Call Robb Gray, 207-945-6459. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer for American Samoa ETV. Experienced in transmitter, studio and VTR maintenance. Two year contract. Transportation paid. Send resume to Box S-84, BROADCASTING.

Ass't. Chief with potential to be chief in 2 to 4 years. BSEE preferred but not required. Heavy maintenance experience in studio operations and strong management ability. AM-FM-TV. Beautiful West Coast city. Box S-97, BROADCASTING.

Video engineer for New York metropolitan area university, maintenance and other specified duties. Two years technical school training. Experience desirable. Salary negotiable from \$9,000. Start June 1, 1976. An Equal Opportunity/Affirmative Action Employer. Resume and salary history to Box S-98, BROADCASTING.

**SITUATIONS WANTED TECHNICAL
CONTINUED**

Assistant Director of Engineering. BSEE or equivalent experience and technical school, with at least three years experience as Chief Engineer of a TV station with a union staff. Please send resume to: Steve Smith, Director of TV Engineering, Broadcasting Division, Meredith Corporation, C/O KCMO TV, 125 E. 31st Street, Kansas City, MO 64108. Equal Opportunity Employer M/F.

Television studio maintenance/operator. First phone and three years experience preferred. Contact E.C. Allen, KOTV, PO Box 6, Tulsa, OK 74101 or phone 918-582-9233. Equal Opportunity Employer.

Chief Engineer wanted for KYUK-AM-TV in Bethel, Alaska. General maintenance and studio engineer for a 5 KW non-directional radio and 5 KW color TV Channel 4. Requires a person adaptable to harsh climate in remote bush village. Salary open. An EOE Employer. Send inquiries and salary requirement to James G. Croll, AEBC, 308 G Street, Anchorage, AK 99501.

Broadcast engineer, 1st phone experienced in remote, studio and xmtr operations and maintenance. Send resume to Director of Engineering, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Chief Engineer. Must have first class FCC license and prior management experience in television. Total responsibility for operation studio technical equipment, remote units operation. Day-to-day supervision personnel. Forward resume and salary requirements to Mrs. Lois Cole, Personnel Mgr., WPLG/TV 10, 3900 Biscayne Blvd., Miami, FL 33137. An Equal Opportunity Employer M/F.

Video tape technician mostly operational with minor routine maintenance, salary commensurate with experience. First class license required. An Equal Opportunity Employer. Call or write T. Arthur Bone, WPRI TV, East Providence, RI 02914. Phone 401-438-7200.

Chief Engineer. WRCC-TV, Group owned network VHF in Rochester, New York, looking for strong management, strong technical, experience with organized labor facility. Send resume and salary requirements to Thomas B. Sheally, Rust Craft Broadcasting Company, 320 Market Street, Steubenville, OH 43952.

Operating engineer, with 1st class FCC license to work television control room. Phone operations manager 315-782-3142. Excellent benefits. An Equal Opportunity Employer.

Supertec. Heavy VTR maintenance background. Superstrong on theory/logic. Proven record of self motivation. Heftel Broadcasting, Box 581, Honolulu, HI 96809.

TV transmitter Engineer, new modern facility, good working conditions, warm climate. Send resume to: Al Smith, PO Box 1488, Lake Charles, LA 70601, or phone 318-439-9071.

HELP WANTED NEWS

Top ten market VHF looking for weatherperson. We need someone who combines personality and flair to deliver an interesting, yet understandable and enjoyable weathercast. AMS Seal preferred, but not required. Send resume to Box S-35, BROADCASTING.

Fifties market Deep South wants action news assignment editor. Must be a self-starter, a task master who is a fine writer, editor, producer who knows what a good film story is and can upgrade his or her staff. Management is your track. Equal Opportunity Employer. You start at \$9,000. Box S-49, BROADCASTING.

Weekly newmagazine producer/host and public affairs editor needed for top rated station in mid-50's market. Salary depends on your experience and ability. Box S-66, BROADCASTING.

Personality weatherperson. Meteorologist preferred, for top rated Eyewitness format in 45th market. Must be able to interact positively with news and sportscasters. Two years experience. Send tape to Bob Rogers, KENS TV, Box TV 5, San Antonio, TX 78299.

**HELP WANTED NEWS
CONTINUED**

Sports anchor needed for WOWT, Omaha. Experience preferred in on-air work, commentary, in depth analysis, photography and interviewing. Salary open. Send resume, VTR or cassette (no calls please) to News Director, WOWT, 3501 Famam, Omaha, NE 68131. An Equal Opportunity M/F Employer.

Anchor: We are looking for a person who wants to work hard for that chance to make a career in television news. Previous reporting experience a must. Send VTR, resume to WVIR-TV, Box 751, Charlottesville, VA 22902.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Producer/director/editor for small format video tape for outside productions. Must have knowledge of commercial production. Major market independent. Equal Opportunity Employer. Box S-60, BROADCASTING.

TV producer for advertising dept. San Francisco's NBC-TV affiliate needs a producer who knows film VTR and radio spot production. Writing skills are essential. The producer will create promos as well as full-scale sales presentations, and will participate in other creative and administrative functions of the dept. William Row, Advertising Director, KRON-TV, PO Box 3412, San Francisco, CA 94119. An Equal Opportunity Employer.

Producer/Director for WGVC-TV, Ch. 35 in Grand Rapids, Michigan (public TV). Candidates should have B.A. degree and previous experience. Contact Chuck Furman, Program Director, at 616-895-6691 or write WGVC, Channel 35, Allendale, MI 49401. An Equal Opportunity Employer. Position to be filled May 31.

TV Director. Experienced only. Director who can switch with speed and accuracy. Creativity an extra plus. If you know the board inside and out, and like the feel of local TV, please send resume to: Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407, 305-848-7211.

Wanted: Public Television programing assistant for television community service (grant) for upper Midwest university. Responsible for station promotion and on camera television duties related to the production of public television programing. Bachelor's degree in broadcasting, speech or related fields minimum; experience necessary. Experience in production, performance, announcing, advertising, fund raising and development desired. Available immediately. Refer applications to Employment Supervisor, Personnel and Staff Benefits Office, Northern Michigan University, Marquette, MI 49855. Telephone 906-227-2330. Excellent fringe benefits. An Equal Opportunity Employer.

SITUATIONS WANTED SALES

Sales position sought June BA, 12 years production-talent background. Mike Shrigley, 2301 Mountain, Flint, MI 48503. 313-238-5163.

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Cameraperson has just finished a complete course in camera operations by a leading broadcasting school. Can operate and register both color and black and white cameras. Will work anywhere in the United States. Box S-12, BROADCASTING.

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Chief Engineer, experienced with network productions. Desire technical challenge and good community to raise children. Box S-62, BROADCASTING.

25 yrs radio 18 yrs. chief desire break in as TV transmitter engineer. West. Box S-102, BROADCASTING.

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Anchorman-Reporter: Young, bright, handsome. Wants to move from large medium market to large market. Presently produce and anchor news and host half hour talk-public affairs show. All-American Boy look with the style of a pro. Box S-6, BROADCASTING.

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Are you ready to make your move to No. 1? Experienced reporter/anchorman/producer, solid track record with No. 1 chain, wants to take charge or news department intent on dominating the market. Widely recognized for hard-hitting film and tape reporting, with a reputation for molding news people into a winning team. Married, children, mid-30's. Box S-28, BROADCASTING.

Creative, stable sports producer looking for same qualities in larger market news department. Box S-42, BROADCASTING.

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Fifteen years experience last five Top Ten TV market. Play by play/color hockey, football, basketball; street, six-eleven strip. Strong investigative, opinion pieces, tight scripts. Personable, no nonsense package. 313-352-6672 or Box S-74, BROADCASTING.

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Interested in purchasing AM station, 1000 watts or more, full time. Will consider AM/FM combo. In city not over 45,000 population. Location must be within 350 miles of Kingston, New York. Complete 2-year financial statement required.

Box S-22, BROADCASTING.

New Broadcast Group desires a property in Pa., Ohio, or W.Va. FM or AM/FM. Not a broker Ad-Replies confidential.

Box S-65, BROADCASTING.

Broadcasting

The newswEEKLY of broadcasting and allied arts

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Somewhere west of the Hudson and east of Sunset Boulevard, we have a damn good television station. We're looking for a damn good creative team to reinforce and improve its position as #1 in its market. The team will be responsible for everything that goes into the promotion package—newspaper ads, TV Guide ads, T.V. spots, billboards, the whole shooting match. We'd prefer a writer and art director who are accustomed to working together, but we're willing to mix-and-match. The salaries we're offering are respectable but not farfetched. All letters will be kept completely confidential.

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Box-S-122, BROADCASTING.

Books for Broadcasters

- 304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated index. **\$10.00.**
- 305. **BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". **\$6.95.**
- 306. **BROADCAST MANAGEMENT** by Ward L. Quaal and James A. Brown. Whether you aspire to a career in broadcasting, are a student of broadcasting or already are employed in broadcasting, this second edition—revised and enlarged—is "must" reading. 484 pages, charts & index. **\$16.50.**
- 312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages. 1,160 illustrations, bibliography. **\$14.50.**
- 313. **THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 8 3/4" x 9 1/2", 1,000 diagrams, index. **\$37.50.**
- 315. **RADIO BROADCASTING: An Introduction to the Sound Medium, Revised Edition** by Irving E. Fang. Reset, expanded and revised throughout, this new edition includes radio news, First Amendment problems and current techniques of electronic journalism. 478 pages, 100 illustrations, notes, bibliography, appendices, glossary. **\$10.95.**
- 318. **TV CAMERA OPERATION** by Gerald Millerson. Examines step by step the various principles that underlie the use of the television camera. "Clear, concise and an absolute 'must' for anyone aspiring to TV camera work, it surpasses anything I have seen on the subject."—Richard D. Hutto, Director of Broadcasting, St. Lawrence University. 160 pages, 5 1/2" x 8 1/2", 71 two-color diagrammatic illustrations, glossary. **\$10.95.**
- 327. **THE WORK OF THE TELEVISION JOURNALIST** by R.W. Tyrell. Describes every job from writer and producer to that of cameraman, recordist, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated, glossary. **\$14.50.**

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Continued**

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**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.
When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.
The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!
Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.
No telephone copy accepted.
Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Rates, classified listings ads:
—Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
—Situations Wanted, 40c per word—\$5.00 weekly minimum.
—All other classifications, 60c per word—\$10.00 weekly minimum.
—Add \$2.00 for Box Number per issue.
Rates, classified display ads:
—Situations Wanted (Personal ads) \$25.00 per inch.
—All other \$45.00 per inch
—More than 4" billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.
Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.
Agency Commission only on display space.

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us ... they will be returned to you.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

Stock symbol	Exch.	Closing Wed. May 5	Closing Wed. April 28	Net change in week	% change in week	High	Low	1976	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	N	29 1/4	28 3/4	+ 1/2	+ 1.73	29 1/4	19 7/8	30		17,289	505,703
CAPITAL CITIES	CCB	N 47 7/8	48 1/4	- 3/8	- .77	52 5/8	42 1/4	15		7,716	369,403
CBS	N	51 3/4	52 1/2	- 3/4	- 1.42	58	46 3/4	12		28,313	1,465,197
COX	N	31 1/2	33 1/4	- 1 3/4	- 5.26	36 1/2	28 3/4	13		5,861	184,621
GROSS TELECASTING	GGG	A 10 1/4	10 5/8	- 3/8	- 3.52	12 3/8	10	7		800	8,200
LIN	O	15 7/8	16 1/4	- 3/8	- 2.30	17 1/4	9 5/8	10		2,382	37,814
MOONEY	MOON	O 3	3		.00	3 7/8	2 3/8	6		425	1,275
RAHALL	O	5 1/8	4 3/4	+ 3/8	+ 7.89	5 1/4	4 1/2	14		1,297	6,647
SCRIPPS-HOWARD	SCRIP	O 28 1/2	27	+ 1 1/2	+ 5.55	28 1/2	20 1/2	9		2,589	73,786
STARR** *	SBG	M 3 3/8	3 3/8		.00	5	3 3/8			1,091	3,682
STORER	SBK	N 24 1/8	25 1/8	- 1	- 3.98	25 1/8	15 7/8	8		4,548	109,720
TAFT	TFB	N 29	28 3/4	+ 1/4	+ .86	29 3/8	23 1/4	11		4,042	117,218
TOTAL										76,353	2,883,266

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 4 1/4	3 7/8	+ 3/8	+ 9.67	4 3/4	2	11		1,258	5,346
AVCO	AV	N 10	11	- 1	- 9.09	11 5/8	4 1/2	3		11,481	114,810
BARTELL MEDIA**	BMC	A 1	1		.00	1 1/4	1/2			2,257	2,257
JOHN BLAIR	BJ	N 10	10 1/4	- 1/4	- 2.43	10 5/8	5	10		2,403	24,030
CHRIS-CRAFT**	CCN	N 5 1/2	6 3/8	- 7/8	- 13.72	6 3/8	5			4,162	22,891
COMBINED COMM.	CCA	N 17	17 3/8	- 3/8	- 2.15	17 3/8	12 5/8	11		5,807	98,719
COWLES	CWL	N 8 1/2	8 3/8	+ 1/8	+ 1.49	10	6 1/8	12		3,969	33,736
DUN & BRADSTREET	DNB	N 27 5/8	27 7/8	- 1/4	- .89	33 3/4	27 1/4	17		26,581	734,300
FAIRCHILD IND.	FEN	N 9 1/2	9 1/8	+ 3/8	+ 4.10	9 1/2	6 1/8	14		5,708	54,226
FUQUA **	FQA	N 7 3/4	8 1/8	- 3/8	- 4.61	8 7/8	4 1/2			8,551	66,270
GANNETT CO.	GCI	N 36 1/2	38 3/4	- 2 1/4	- 5.80	40	32 7/8	20		21,108	770,442
GENERAL TIRE	GY	N 21 1/4	20 3/4	+ 1/2	+ 2.40	23	17 5/8	6		21,914	465,672
GLOBETROTTER**	GLBTA	O 2 3/4	2 5/8	+ 1/8	+ 4.76	2 7/8	1 1/2			2,783	7,653
GRAY COMMUN.	O	6	6		.00	6 1/2	6	4		475	2,850
HARTE-HANKS	HHN	N 24	24 1/4	- 1/4	- 1.03	25	17 1/8	13		4,381	105,144
JEFFERSON-PILOT	JP	N 26 1/2	26	+ 1/2	+ 1.92	31 1/4	26	11		24,068	637,802
KAISER INDUSTRIES	KI	A 11 1/2	11	+ 1/2	+ 4.54	12 1/4	8	4		27,598	317,377
KANSAS STATE NET.	KSN	O 3 5/8	3 5/8		.00	4 7/8	3	5		1,815	6,579
KINGSTIP	KTP	A 6 3/4	7 1/4	- 1/2	- 6.89	8 5/8	4 7/8	5		1,154	7,789
KNIGHT-RIDDER	KRN	N 34 5/8	35 1/4	- 5/8	- 1.77	36 5/8	28 7/8	17		8,305	287,560
LEE ENTERPRISES	LNT	A 15 5/8	16	- 3/8	- 2.34	25 1/2	15 3/8	10		3,352	52,375
LIBERTY	LC	N 15 5/8	16 1/8	- 1/2	- 3.10	17	9 1/2	7		6,762	105,656
MCGRAW-HILL	MHP	N 13 3/4	14	- 1/4	- 1.78	17	12 3/4	10		24,601	338,263
MEDIA GENERAL	MEG	A 17 7/8	17 5/8	+ 1/4	+ 1.41	19 1/2	14 1/4	9		7,272	129,987
MEREDITH	MDP	N 17	17		.00	17 5/8	10 1/4	8		3,041	51,697
METROMEDIA	MET	N 23 3/8	24 7/8	- 1 1/2	- 6.03	24 7/8	15	11		6,553	153,176
MULTIMEDIA	MMED	O 18 3/4	19	- 1/4	- 1.31	19 1/2	14 1/4	12		4,390	82,312
NEW YORK TIMES CO.	NYKA	A 13 3/8	13 1/8	+ 1/4	+ 1.90	17 3/8	11 1/2	12		10,931	146,202
OUTLET CO.	OTU	N 19	18 1/4	+ 3/4	+ 4.10	19	12 7/8	7		1,391	26,429
POST CORP.**	POST	O 10 1/4	10 1/4		.00	10 1/4	8			871	8,927
REEVES TELECOM**	RBT	A 1 5/8	1 5/8		.00	2 1/4	1 1/8			2,376	3,861
ROLLINS	ROL	N 22 3/4	24 1/8	- 1 3/8	- 5.69	27 3/8	20 3/4	15		13,404	304,941
RUST CRAFT	RUS	A 8 1/8	8 3/4	- 5/8	- 7.14	9 7/8	5 5/8	7		2,291	18,614
SAN JUAN RACING	SJR	N 7 7/8	7 5/8	+ 1/4	+ 3.27	9 1/4	7 1/4	6		2,509	19,758
SCHERING-PLOUGH	SGP	N 55 1/2	56 1/4	- 5/8	- 1.11	59 3/4	47 1/2	22		53,995	2,996,722
SONDERLING	SDB	A 10 3/4	11 1/4	- 1/2	- 4.44	13	6 3/4	5		727	7,815
TECH OPERATIONS** *	TO	A 3 1/8	3 1/8		.00	4 3/4	2 7/8			1,344	4,200
TIMES MIRROR CO.	TMC	N 20	20 1/2	- 1/2	- 2.43	23	18 1/4	14		33,881	677,620
WASHINGTON POST CO.	WPO	A 32 1/4	32 1/2	- 1/4	- .76	32 1/2	21 3/4	13		4,546	146,608
WOMETCO	WOM	N 17 7/8	19	- 1 1/8	- 5.92	19 1/2	13	9		6,292	112,469
TOTAL										376,307	9,153,085

Cablecasting

AMECO**	ACO	O 1/2	1/2		.00	1/2	3/8			1,200	600
AMER. ELECT. LABS**	AELBA	O 1 3/8	1 3/8		.00	2 1/8	3/4			1,672	2,299
AMERICAN TV & COMM.	AMTV	O 18 3/4	18 1/2	+ 1/4	+ 1.35	21 3/4	13 1/2	23		3,322	62,287
ATHENA COMM.** *	O	3/8	3/8		.00	1/2	1/8			2,125	796
BURNUP & SIMS**	BSIM	O 4 3/4	4 5/8	+ 1/8	+ 2.70	6 1/2	4 5/8			8,351	39,667
CABLECOM-GENERAL	CCG	A 6 7/8	7	- 1/8	- 1.78	8 1/8	5 1/2	6		2,560	17,600
CABLE INFO.	O	1/2	1/2		.00	1/2	1/4	3		663	331
COMCAST	O	3	3 1/8	- 1/8	- 4.00	3 1/8	1 7/8	8		1,708	5,124
COMMUN. PROPERTIES	COMU	O 3 5/8	3 5/8		.00	3 3/4	1 7/8			4,761	17,258
COX CABLE	CXC	A 15	16 1/2	- 1 1/2	- 9.09	17 3/4	13	19		3,560	53,400
ENTRON	ENT	O 1 3/4	1 3/4		.00	1 3/4	1 5/8	2		1,358	2,376
GENERAL INSTRUMENT	GRI	N 11 5/8	11 3/4	- 1/8	- 1.06	13 5/8	8 1/4	29		7,201	83,711
GENEVE CORP.	GENV	O 8 1/4	8 1/4		.00	8 1/4	6 1/2	55		1,121	9,248
SCIENTIFIC-ATLANTA	SFA	A 14 3/4	15 1/2	- 3/4	- 4.83	18 5/8	10 1/4	13		1,387	20,458
TELE-COMMUNICATION**	TCOM	O 3 1/2	3 3/8	+ 1/8	+ 3.70	5 1/4	3 3/8			5,181	18,133
TELEPROMPTER**	TP	N 8	8 1/4	- 1/4	- 3.03	9 3/8	5 3/4			16,604	132,832
TIME INC.	TL	N 63 1/4	63 7/8	- 5/8	- .97	69 1/2	59 3/4	14		10,036	634,777
TOCOM	TOCM	O 2 7/8	2 7/8		.00	3 1/4	1 5/8	10		617	1,773

Stock symbol	Exch.	Closing Wed. May 5	Closing Wed. April 28	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
UA-COLUMBIA CABLE	UACC	O 13	12 1/2	+ 1/2	+ 4.00	13	9	14	1,700	22,100
UNITED CABLE TV**	UCTV	O 2 1/4	2 1/4		.00	3	1 5/8		1,879	4,227
VIACOM	VIA	N 8 3/8	8 7/8	- 1/2	- 5.63	11 3/4	7 7/8	10	3,654	30,602
VIKOA	VIK	A 3 1/2	2 1/2	+ 1	+ 40.00	3 1/2	1 1/8	175	2,529	8,851
TOTAL									83,189	1,168,450
Programing										
COLUMBIA PICTURES	CPS	N 5 3/4	5 3/4		.00	7 7/8	5 1/4	6	6,748	38,801
DISNEY	DIS	N 53 7/8	56 1/2	- 2 5/8	- 4.64	63	50 1/8	25	31,005	1,670,394
FILMWAYS	FWY	A 7 3/8	8 1/2	- 1 1/8	- 13.23	10 1/4	5 1/4	7	1,792	13,216
FOUR STAR			5/8		.00	5/8	3/8	6	666	416
GULF + WESTERN	GW	N 22 3/8	22 5/8	- 1/4	- 1.10	26 7/8	19 5/8	5	30,058	672,547
MCA	MCA	N 69 1/8	69	+ 1/8	+ .18	79 1/8	65	6	8,672	599,452
MGM	MGM	N 13 3/4	13 1/4	+ 1/2	+ 3.77	15 3/4	12 7/8	7	13,118	180,372
TELETRONICS INTL.	O	6 1/2	6 1/2		.00	9 5/8	3 3/4	10	887	5,765
TRANSAMERICA	TA	N 11 1/8	11 1/8		.00	11 5/8	8 1/4	10	64,947	722,535
20TH CENTURY-FOX	TF	N 12 1/4	9 5/8	+ 2 5/8	+ 27.27	15	9 5/8	5	7,558	92,585
WALTER READE	WALT	O 3/8	3/8		.00	3/8	3/8	19	4,296	1,611
WARNER	WCI	N 22 1/4	23	- 3/4	- 3.26	24	17 1/2	42	17,728	394,448
WRATHER	WCO	A 4 3/8	4 1/4	+ 1/8	+ 2.94	5 1/8	3 1/8	14	2,229	9,751
TOTAL									189,704	4,401,893
Service										
8800 INC.	8800	O 20 1/4	20 1/2	- 1/4	- 1.21	21	16 3/4	8	2,513	50,888
COMSAT	CO	N 26 1/2	27 3/4	- 1 1/4	- 4.50	31 3/4	23 7/8	6	10,000	265,000
DOYLE DANE BERNBACH	DOYL	O 12 3/4	12 3/4		.00	13	8 7/8	8	1,816	23,154
FOOTE CONE & BELDING	FCB	N 12 7/8	12 3/4	+ 1/8	+ .98	14	10 1/4	8	2,130	27,423
GREY ADVERTISING	GREY	O 8 5/8	8 5/8		.00	9 3/4	6 7/8	7	1,213	10,462
INTERPUBLIC GROUP	IPG	N 24	25	- 1	- 4.00	26 5/8	16 3/8	7	2,290	54,960
MARVIN JOSEPHSON	MRVN	O 8 1/8	8 3/4	- 5/8	- 7.14	10 3/8	7	14	1,952	15,860
MCI COMMUNICATIONS**	MCIC	O 1 7/8	2 1/4	- 3/8	- 16.66	3 3/8	1 3/8		15,826	29,673
MOVIELAR	MOV	A 1 5/8	1 5/8		.00	2 5/8	1	7	1,407	2,286
MPO VIDEOTRONICS**	MPO	A 3 1/8	3 1/8		.00	3 3/8	2 3/8		537	1,678
NEEDHAM, HARPER	NOHMA	O 6	5 3/4	+ 1/4	+ 4.34	6 7/8	5 5/8	7	816	4,896
A. C. NIELSEN	NIELB	O 20 7/8	21	- 1/8	- .59	24 5/8	20 7/8	14	10,598	221,233
OGILVY & MATHER	OGIL	O 26	26 1/2	- 1/2	- 1.88	26 1/2	17	9	1,805	46,930
J. WALTER THOMPSON	JWT	N 11 3/8	11 3/8		.00	13 7/8	7 7/8	10	2,649	30,132
TOTAL									55,552	784,575
Electronics/Manufacturing										
AMPEX	APX	N 7 1/8	7 1/8		.00	8 1/8	4 3/4	71	10,885	77,555
CETEC	CEC	A 2	2		.00	2 3/4	1 1/4	13	2,319	4,638
COHU, INC.	COH	A 2 5/8	2 5/8		.00	3 5/8	2	13	1,617	4,244
CONRAC	CAX	N 23 1/2	23 5/8	- 1/8	- .52	24	20	9	1,282	30,127
EASTMAN KODAK	EASKD	N 103 5/8	110 3/4	- 7 1/8	- 6.43	116 3/4	103 5/8	27	161,347	16,719,582
FARINON ELECTRIC	FARN	O 10 1/4	10 1/2	- 1/4	- 2.38	11 1/2	7	19	3,937	40,354
GENERAL ELECTRIC	GE	N 51 7/8	54	- 2 1/8	- 3.93	56 3/4	46	16	184,427	9,567,150
HARRIS CORP.	HRS	N 44 1/8	44 1/8		.00	46 3/8	33 3/4	12	6,066	267,662
HARVEL INDUSTRIES *	HARV	O 6	6		.00	6	6	16	480	2,880
INTL. VIDEO CORP.**	IVCP	O 2 3/4	2 5/8	+ 1/8	+ 4.76	3 1/8	1 1/8		2,711	7,455
MICROWAVE ASSOC. INC	MAI	N 17 5/8	19	- 1 3/8	- 7.23	20	13 3/4	11	1,320	23,265
3M	MMM	N 59	62 3/8	- 3 3/8	- 5.41	63 1/2	54 1/2	26	114,240	6,740,160
MOTOROLA	MOT	N 51 3/8	52 5/8	- 1 1/4	- 2.37	54	41 1/4	35	28,198	1,448,672
N. AMERICAN PHILIPS	NPH	N 26 1/2	28	- 1 1/2	- 5.35	33	19 7/8	10	12,033	318,874
OAK INDUSTRIES	OEN	N 9 1/2	9 3/4	- 1/4	- 2.56	11	7 1/4	23	1,639	15,570
RCA	RCA	N 25 3/8	25 3/4	- 3/8	- 1.45	27 3/4	18 7/8	18	74,627	1,893,660
ROCKWELL INTL.	ROK	N 30 1/2	32 3/8	- 1 7/8	- 5.79	32 1/2	23 3/8	10	31,200	951,600
RSC INDUSTRIES	RSC	A 1 5/8	1 7/8	- 1/4	- 13.33	2 1/2	1 3/8	8	3,440	5,590
SONY CORP.	SNE	N 9	9 1/4	- 1/4	- 2.70	9 3/8	7 1/4	33	172,500	1,552,500
TEKTRONIX	TEK	N 57	58 5/8	- 1 5/8	- 2.77	60 1/2	44 1/4	18	8,671	494,247
TELEMATION	TMT	O 3/4	1/2	+ 1/4	+ 50.00	1	1/2	1	1,050	787
VARIAN ASSOCIATES	VAR	N 14 1/4	15	- 3/4	- 5.00	17 1/4	12	13	6,838	97,441
WESTINGHOUSE	WX	N 15 5/8	16	- 3/8	- 2.34	17 3/4	13	8	87,091	1,360,796
ZENITH	ZE	N 33 1/4	35 7/8	- 2 5/8	- 7.31	38 1/4	23 5/8	24	18,799	625,066
TOTAL									936,717	42,249,875
GRAND TOTAL									1,717,822	60,641,144

Standard & Poor's Industrial Average 113.4 114.8 -1.4

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

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

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Camptown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	2 7/8	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

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

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

Sid Topol: bringing satellites down to earth

Sidney Topol's background is technical, but his interest has always extended to products and the marketplace. It was those interests that brought him to Scientific-Atlanta Inc. five years ago when the company was giving serious consideration to the microwave common carrier business.

The idea of a Southeast microwave alternative to Bell Telephone for network television use brought Mr. Topol together with Glen S. Robinson, Jr., chairman of S-A. Mr. Robinson's first contact with Mr. Topol came as a customer, when Mr. Topol was general manager of Raytheon Co.'s communications operation. Once on board with S-A, however, Mr. Topol decided S-A should abandon the microwave business. At that time S-A had several small microwave systems operating in Florida. The business was too capital intensive, says Mr. Topol, and involvement as a miscellaneous carrier put S-A in competition with some of its potential customers for other S-A products.

But Mr. Topol had another idea "high on his priority list" when he went to S-A in 1971. Satellites tied in nicely with S-A, which was already in the cable television hardware business as well as in telemetry and antenna instrumentation. Mr. Topol had been involved with receive-only satellite terminals for some 10 years while at Raytheon Co. "It sort of came together," he says.

In 1972, S-A started to concentrate on satellites and in 1973 it provided the earth station for Teleprompter Corp.'s demonstration of the potential of cable-system interconnection by satellite at the National Cable Television Association convention in Anaheim, Calif. In the meantime, S-A was developing satellite customers abroad in such places as Indonesia, Nigeria and Saudi Arabia.

The satellite-cable connection reappeared in 1975 with Home Box Office Inc.'s announcement of a satellite-interconnected pay cable network and since then, S-A has been the prime supplier of earth stations for HBO satellite affiliates. S-A has installed 35 operating earth stations and has orders for another 20 from various CATV operators. Mr. Topol, who wanted S-A to be a "catalyst" of cable-satellite activity, was present at a December 1974 meeting with HBO's Gerald Levin, American Television & Communication's Monroe Rifkin and RCA officials when plans for HBO's cable satellite network were formulated.

As he did then, Mr. Topol believes there will be hundreds of ground stations in the U.S. for both cable TV and network broadcast television. He believes that the com-



Sidney Topol—president and chief executive officer, Scientific-Atlanta Inc.; b. Dec. 28, 1924. Boston; Harvard-MIT radar school, 1944-45; first lieutenant, Army Air Forces, 1944-46; BS, physics, University of Massachusetts (Amherst), 1947; physicist, Naval Research Laboratory, Washington, 1947-48; graduate study in electrical engineering, University of California (Berkeley), 1948-49; Raytheon Co., 1949-71: assistant manager of engineering, commercial equipment division, Waltham, Mass., 1957-59; director planning and marketing, Raytheon-Europe, Rome, 1959-65; general manager, communications operations, Norwood, Mass., 1965-71; president and director, Scientific-Atlanta, 1971; chief executive officer, 1975; m. Libby Friedman, Boston, Dec. 15, 1951; children—Deborah, 23; Joanne, 21; Martha, 18.

mercial networks will put a major portion of their programming on satellites within five years.

Satellites and antennas have occupied Mr. Topol's attention for some time. In 1944, during World War II, he trained at the Harvard-Massachusetts Institute of Technology radar school and served as a communications and radar officer in the Army Air Forces. He later returned to get his undergraduate degree from the University of Massachusetts, but in physics—not chemistry as he had started out to do before military duties intervened.

Mr. Topol's first job after college was at the Naval Research Laboratory in Washington where he was employed as a physicist. He was put into antenna design because of his previous experience in the Army Air Forces.

A year later, in 1948, Mr. Topol took a year off to do graduate work at the University of California at Berkeley in electrical engineering. He joined Raytheon that year as a summer employe. He remained at Raytheon, moving from Massachusetts to Rome and back, for the next 21 years. And some of that work would involve receive-only satellite ground terminals and

other satellite related concerns.

Mr. Topol's co-workers from his Raytheon days have only good recollections of him. He is remembered variously as "a tremendous guy," "technically qualified leader," "excellent businessman" and "sincere." Bill Bickford, who worked with Mr. Topol in the 1950's and part of the 1960's, recalled the latter's ability to pick out a goal and then motivate people to achieve that goal. However, Mr. Topol would never pursue goals without first assessing their impact on fellow workers.

Mr. Topol recalls his six years as director of Raytheon-Europe as a "great experience, both professionally and family-wise." He learned a lot about European business methods and enjoyed living in Rome with his wife and three daughters.

After Rome, Mr. Topol spent another six years with Raytheon at Norwood, Mass., as general manager of the company's communications operation. The "challenge of the president's office" brought Mr. Topol to S-A in 1971.

S-A was then 20 years old. It had been founded by six Georgia Tech professors who each kicked in \$100, says Mr. Topol. In 1971 the company was reporting around \$16 million in annual revenues, with instrumentation as its principal line of business. Today, S-A expects to show over \$40 million in revenues for the current fiscal year from its two main divisions—instrumentation and antenna-related equipment and its communications concerns, which include cable, satellite and security hardware. Company resources have been shifted over the last couple of years to respond to growth in the communications market. Direct sales subsidiaries for all products are located in England, Canada and France, with an industrial plant in Scotland.

"Satellites are the fastest growing area we have," says Mr. Topol. It is "healthy, controlled growth" that Mr. Topol wants for S-A's future. He wants to make S-A a "technical leader and innovator" in the communications field. There are some billion and a half dollars out there in the instrumentation market, says Mr. Topol, and S-A only has about 1% of it. Likewise, communications is a \$10-\$20 billion market and S-A is "just starting" to grow in that area, he adds.

With three daughters attending college in New England, Mr. Topol says he "works hard just to stay even." As a professional he characterizes himself as a "marketing-oriented, technically trained general manager." Outside the office, both he and his wife, Libby, consider themselves "tennis buffs." He also plays golf and has a sailboat on the lake 45 miles north of Atlanta, where he lives and works.

News story

As divisive an issue as any that has lately emerged in television network-affiliate relations is the possible lengthening of the networks' early-evening news. The subject emerged when ABC News hired Barbara Walters away from NBC and it was conjectured that ABC would need more revenue to pay her million-dollar-a-year salary (BROADCASTING, April 26). It soon became a prospect for the other networks and other stations (BROADCASTING, May 3).

Last week, when Arthur Taylor, the president of CBS Inc., told CBS-TV affiliates at their convention in Los Angeles that network news needed to expand beyond a headline service, the seriousness with which the matter is regarded in New York became obvious. When presidents of multibillion-dollar parent companies take an interest in longer news, affiliates face a problem.

As has been reported here, the journalistic aspirations of the networks are in conflict with the financial equilibrium of their affiliates when talk turns to network incursions in the time stations now program and sell for themselves. Rough calculations by spot-television experts put the cost in lost station revenue at around \$100 million a year if networks stretch their half-hour news by only 15 minutes. Expansion to an hour would be proportionately larger in its effects.

Affiliates cannot be expected to take that kind of loss merely to accommodate more network news at ordinary rates of compensation. Obviously the networks, if they are determined to expand, must find new inducements for station clearance.

If equitable arrangements can be made, there is a journalistic promise in the expansion of the regular network news programs. The half-hour format restricts all three now to approximately the same kind of presentation each evening. A longer form would provide the opportunity for more segments of varied lengths, more feature material, more innovation. It could lead to three distinctly different programs each night and new excitement for the audience in those periods.

That end is desirable, but only if achieved at mutual benefit to networks and stations.

Wait and see

The FCC has paid \$220,000 to the Rand Corp. for a study that is discredited by some FCC staffers but has enough official status to give aid and comfort to nonbroadcast services that covet UHF spectrum space. As described in BROADCASTING's May 3 issue, the Rand report appraises probable UHF development and concludes that it will not fill the channels reserved for that service. Ergo, the unused UHF channels could be diverted to other purposes.

Rand forecasts that by 1990 there will be at most 290 claims to the 435 commercial channels assigned to the top-100 markets. (The study's omission of translators and noncommercial U's in its calculations is the object of criticism.) If the projection could be accepted as accurate, a diversion of UHF space could be undertaken now, the argument goes.

What to do with it? Well, at the moment citizens band radio is the rage, if not the curse, of the highways. The air is filled with the chatter of people with nothing to say and a special language devised to conceal the emptiness of their exchanges. It is not a service that needs encouragement, but when Betty Ford is pictured communicating from a limousine as First Mamma, the heat is on to give CB more room.

This publication sides with FCC Commissioner Robert E. Lee in his suggestion that UHF be given reasonable time to grow

before its spectrum usage is reappraised. That suggestion is even wiser when UHF's potential as a cultural force providing greater competition in television is matched against CB's prospects as a passing fad. This publication is willing to bet that the least-used accessory in the automobile of 1978 will be the CB radio.

Those who are eyeing UHF spectrum space now had their counterparts years ago when FM frequencies lay unoccupied and those in use were losing propositions. The profusion of services now offered by FM in competition with AM is testimony to the wisdom of giving a broadcast service developmental time.

Fulfillment

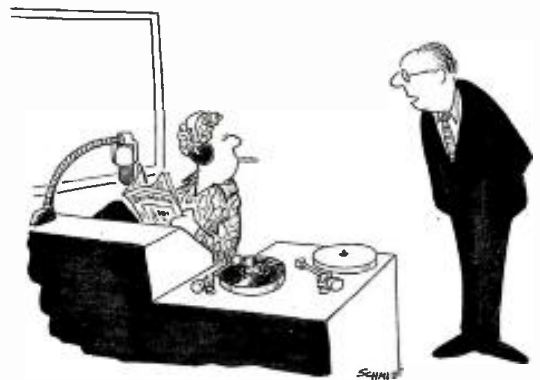
A year ago, when Wes Gallagher conditioned himself and his colleagues for retirement as president and general manager of the Associated Press, next October at 65, he confided he wanted to see full recognition given broadcasters in the corporate structure of the cooperative press association. Last week the AP membership voted nearly 10 to 1 to ratify election of three broadcasters to the corporate board—an action that was confirmed unanimously by the then 18-member all-newspaper board.

Wes Gallagher broke into journalism in the 1930's when the "press-radio war" was at white heat. AP, being a co-op, was the last of the press associations (there were then at least four) to yield. To some of its diehard members, broadcasters were interlopers and purloiners of their news.

In the four decades that have elapsed, AP has expanded its broadcast news services domestically and abroad. While broadcast clients outnumber newspapers by better than two to one, newspapers supply more than two-thirds of the revenues.

Last week's action was historic. It might not have happened if Paul Miller, chairman of the AP and of Gannett, and Robert M. White II, editor-owner of the *Mexico (Mo.) Ledger*, project chairman, hadn't persevered. These enlightened journalists gave recognition to broadcast journalism on equal footing with the printed press. And Wes Gallagher, tough-minded but fair-minded erstwhile war correspondent, saw fulfillment of a commitment to himself.

Keith Fuller, 53, who has trained for two years to move into the Gallagher slot, knows broadcasters and broadcast news. Before he became an AP executive, he worked for nearly two years (1955-1956) as news director of KCBD-AM-TV Lubbock, Tex.



Drawn for BROADCASTING by Jack Schmidt

"I understand you've been testing EBS for over an hour. Get back to work."



WIIC-TV PROBES

As a result of two probing TV shows produced by WIIC-TV, Pittsburgh, new interest has been kindled in two separate areas.

One show, "Child Abuse: A Disease In Search Of A Cure," resulted in two Parents Anonymous groups being formed to

help adults with child abuse tendencies and problems.

"No Place To Call Home" revealed the poor housing conditions of many of the city's poor. After it aired, the owner of the example home immediately began repairing it, and both city and county govern-

ment workers have increased their enforcement of housing and health codes.

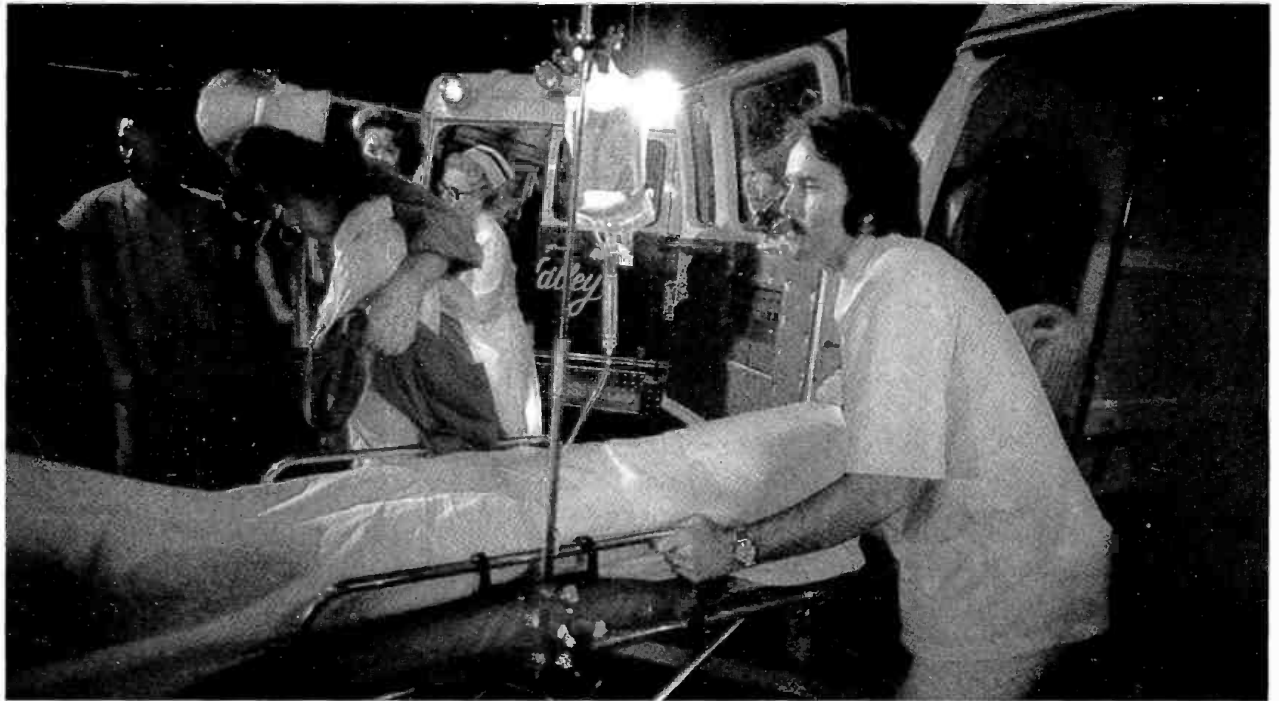
When WIIC-TV probes, Pittsburgh listens.

WIIC-TV
el1even
Pittsburgh

WSB TV-AM-FM, Atlanta; WHIO TV-AM-FM, Dayton; WSOC TV-AM-FM, Charlotte; WIIC-TV, Pittsburgh; KTVU-TV, San Francisco-Oakland; WIOD, WAIA-FM, Miami; KFI, Los Angeles.

COX
Broadcasting

How to save hours when there isn't a second to waste.



When life depends on receiving blood quickly, filtering can become a fatal bottleneck. Now, those delays no longer have to happen.

Before a hospital patient receives a transfusion, the blood should be filtered. On a routine day, that's no problem.

But what happens when there's a rash of accidents over a holiday weekend?

Or a single massive accident?

The slow-but-sure filtering process can become a bottleneck that reduces the odds against survival in an emergency.

Why? Because each and every stainless steel filter casing has to be sterilized before it can be reused.

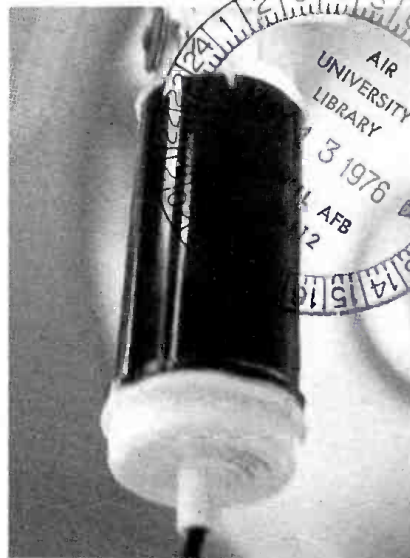
And sterilization can take several hours.

Precious time saved.

The answer to the problem is a pre-sterilized disposable blood filter casing made from a special plastic. An extremely tough, clear plastic called K-Resin.[®]

Today, these disposable, pre-

sterilized blood filters are available to hospitals all over the world.



Disposable blood filter casings were made possible by strong, clear K-Resin plastic.

Interestingly enough, the same plastic that made these blood filter casings possible is opening new possibilities for safer toys.

Tonka Corporation, the toy

truck manufacturer, is using K-Resin to make windshields for some of its products. (You've probably seen a Tonka toy truck on TV—it's the one that the elephant steps on.)

A stronger, safer plastic.

Tonka found that K-Resin plastic does not break as easily and is less likely to shatter on impact.

Not only that, it actually costs less than the plastic they had been using.

Wherever there is a need for a plastic that will retain its clarity and stand up to a lot of punishment, there's a need for K-Resin.

A stronger, safer plastic developed by the same people who make fine products for your car.

The people of Phillips Petroleum.

Surprised?



The Performance Company