FCC’s violence-obscenity-sex report goes to Congress
Off and limping: 1975-76 TV pilot season

30 motion pictures
all off-network...all in color

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THE BIGGEST NEWS IN RADIO HISTORY
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"ALL-NEW"
64 stations in **N.Y.** The two with "All News" rank 2nd and 6th. Combined, they significantly outdraw the current leader. **L.A.** has 58 stations. But the "All News" stations are 1st and 6th in average audience...and 1st and 2nd in cume. In competitive **CHICAGO**

the "All News" station is #3...up since its format change. Who leads the other 33 stations in **PHILADELPHIA?** The "All News" station, of course!

4th among 33 stations in **WASHINGTON**—that's "All News". Even higher in cume. How to stand out among 28 stations in **BOSTON** With "All News"—a strong #4.

Doesn't all this tell you something?

Sources:
SRDS November 1974; ARB October/November 1974; TSA's Adults Avg. Qtr. Hr. & Cume
Mon-Sun, 6AM-Midnight. Subject to qualifications available on request.
THE WORLD’S LARGEST
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And you’ll do even better because: 1 You’ll have the world’s largest broadcast news organization. Over 1,000 professionals. Delivering news…mini-docs…sports news. And FEATURES from the NBC National News & Information Service’s Special Unit.

Here’s a preview: "Washington—How to Keep Your Finger on the Pulse of the Nation" • "The Aware Consumer—Aware Is Not Beware"

2 Living and Health will be treated extensively. From "Stop Hassling in Your Garden" to "Sex is a Three Letter Word" to "From Medicine Men to Medicare"

3 You’ll have Dual Anchors. In key times. For pace and contrast.

4 You get 12 commercial minutes per hour. Your fixed annual fee protects you against spiraling costs of news gathering, talent and production. For this exclusive total news and information service in your city YOU PAY ONLY PENNIES PER PERSON PER YEAR. The News/Knowledge/Information Explosion. It affects all of us. At every level. It’s the “NEED TO KNOW”. About inflation, energy, food. About everything. World Wide. Nationally. Regionally. Only radio fulfills this need so well. Because wherever people are, radio is. YOU NEED TO KNOW...

In its youth radio was entertainment. Today its mature potential is service. It’s in its prime. So this is the prime time for the NBC National News & Information Service. It will do what no other national broadcast organization is doing: providing 50 minutes of news and information every hour, 164 hours weekly. Reporting the facts with authority. With meaning. With immediacy. That’s the NBC National News & Information Service. Coast-to-Coast. In your city. “All News.” All day. All night.

All yours exclusively.
Snapping back, National-spot radio business appears to be enjoying briskest sales in recent memory. "We had the first good January in three years," one leading sales rep says. "Mostly it's late placements for early starts, but it hasn't let up. It's a really good feeling." Another top rep says his firm "went into February this year with the same amount of business we had when February ended last year." All acknowledge last year's first quarter, midst of energy crisis, was disaster for spot radio, but most tend to agree this year's first quarter should look good even if last year's had been decent.

As usual, sales vary from market to market without discernible pattern. Nor is upturn ascribed to any one factor. Car makers' rebate advertising obviously has helped, but sales authorities say that's only part of it. Several suggest another part may be that missionary work done by reps and Radio Advertising Bureau - including "Radio: Adflation Fighter" campaign, which RAB says is being carried by probably thousand or more stations - is paying off. Whatever reason, one rep noted, advertisers and agencies seem to have "a greater degree of confidence in radio" than they once showed.

In the bag. Poll of members of National Association of Broadcasters television board indicates they'll vote to put family viewing amendment in TV code at their special meeting in Las Vegas next April. Several, however, say they won't be comfortable with their affirmation of television code board's proposal. But, as one said, voting against amendment "would be like voting against motherhood," now that FCC, networks, Congress and code board have lined up behind drive to get sex and violence out of early evening.

No negative vote was found among 13 directors polled (out of 15 total), although four said they had not yet made up minds. Three said amendment doesn't go far enough, that industry should move against what one director called "video porno" in daytime TV.

Celebrity night. Annual banquet of Radio and Television Correspondents Association in Washington March 13 promises to draw biggest names to attend in recent years. President Ford and Vice President Rockefeller are expected; in protocol-minded Washington their presence means other ranking officials will turn out. It's NBC's turn to provide entertainment, and network has called on its number-one MC, Bob Hope, to enliven event that laid egg or two during Johnson and Nixon administrations.

Disagreement on agreements. FCC broke into variety of positions last week when commissioners discussed proposed notice of inquiry aimed at clarifying kind of citizen-station agreements commission will accept. Principally at issue was staff-drafted statement placing no restraints on substance of agreement but making it clear broadcasters must retain responsibility for operating station ("Closed Circuit," Feb. 10). There seemed so many differences among commissioners - and number of staffers reportedly pitched in with additional conflicting views - that it was uncertain final document would contain any statement; some thought commission would simply issue inquiry listing number of questions with no direction given.

Participants in two-hour session left with feeling that Commissioner James H. Quello has not softened position on agreements even to degree his speech three weeks ago indicated (Broadcasting, Feb. 10). He is said to have repeated attacks on groups for allegedly threatening petitions to deny to force broadcasters into agreements and to have come close to urging ban on such agreements.

Back in business. Tom Moore, former president of defunct Tomorrow Entertainment Inc. (folded by General Electric Co. last Dec. 31) and one-time president of ABC-TV, has formed Tommoore Entertainment Inc., New York, and is said to have completed deals with NBC for three made-for-TV movies and with CBS for one feature film.

A while yet. FCC is expected to begin final deliberations on pay cable soon, but swift action is unlikely. Cable Television Bureau staff has drafted 70-odd-page final order, but although it embodies rules outlined by FCC last November (Broadcasting, Nov. 18, 1974), some details are tricky. Rule designed to prevent cable from siphoning sports from television is one example. It is to be based on formula involving percentage of games in given sport that have been on air, but calculation of formula gets complicated by such questions as whether playoff games count with regular-season games. Right or arithmetic is bogged down.

Draft does make one thing clear: Cable will be permitted to bid on movies under contract for television broadcast in cable system's market, whether contract is held by local station or by network with affiliate in market. FCC staff foresaw appeal in court if distinction had been made between local or network contracts for movie broadcasts.

Reprieve. FCC is expected this week to issue rulemaking to eliminate or postpone March 31, 1977, deadline that older cable systems face to rebuild systems up to channel capacity, with prescribed access channels, that FCC decreed in rules adopted in 1972. Commission voted unanimously after staff said forced compliance with 1977 deadline would impose undue hardship. After disposing of this rulemaking, FCC will issue another exploring question of technical and franchise standards it should impose on systems operating before 1972 rules took effect.

Album to watch. Early warning of what may be one of 1975's major albums came in addition of two cuts from new Rock 'n' Roll nostalgia LP by John Lennon at WABC (AM) New York. Peggy Sue and Stand By Me, latter to be released as single this week, are first album cuts added at WABC since 1972.

Branching out. TVS Television Network, which transmits many top college basketball games each winter and which did weekly game telecasts during World Football League's first season, is getting word out that it's in market for specials produced by advertisers or agencies and rejected by ABC, CBS and NBC. Highly placed sources at TVS, which is owned by Corinthian Broadcasting, say network can guarantee clearance of 150 or so stations, for 85% coverage of U.S.
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package snipes and truck postings... buttons, streamers and more!

total support banner. it unfolds every feature of this unique selling approach: spotlights your unique programming, pinpoints the total support programs. unique as the unique selling approach, the banner: a constant reminder of the banner years ahead. all in time for your sales... as soon as we're both set.

for full information phone steve white toll free (800) 223-9866 in new york state, (800) 442-5966 in new york city. 247-7966 now... while the nbc news & information service is still available in your city.
A Wiley move. FCC report to Congress on sex and violence recommends broadcaster self-regulation to avoid adoption of rules that "might involve government too deeply in program content, raising serious constitutional questions." Commission also cites its recent censure of WBAI(FM) New York as proof of its action to clean up radio waves, and it asks for law to include TV and cable in obscenity and indecency ban. Page 25.

Watch that sex and violence. Word was out last week to pilot producers to go easy on potentially objectionable material that might be slated for family viewing hour. Number of pilots is down from last year. Page 26. Which shows are auditioning for which networks. Page 26. A program development scorecard. Page 27. NATPE survey finds majority of programers thinks networks are "too permissive" in prime time. Page 34.

New rating game. ABC and CBS each have four shows in top 10 of McCall's magazine survey of most violent shows. Magazine says survey done to test network claims that violence is what people want to watch, but none of top 10 violent shows is in top 10 of most recent Nielsen ratings. Page 35.

View from the catbird seat. Study by Cox Broadcasting indicates steady growth for both the broadcasting and the cable television businesses, although future audiences will be "considerably fractionalized" by increase in number of UHF's, cable penetration and growth of video casettes. Page 38.

Midstream horse changing causes splash. FCC rules in complaint against WBMM-TV Chicago that equal-time policies must be applied evenhandedly, can't be changed during election campaign. Mayor Daley loses bid to outmaneuver leading primary opponent in media spot placements. Page 41.

Prospectors. Geneve Corp., New York venture capital firm with Arab-Jewish backing and cable television interests, is object of suit by dental equipment maker to block takeover bid aimed at acquisition of large gold and silver inventories. Page 45.

The Vegas program. A rundown on what's up at the NAB convention in April. Plans call for conferences on radio and TV management, small and secondary market television, and 21 morning workshops. Page 43.

Ronstadt's rising star. With an album and two singles at the top of various charts, Linda Ronstadt emerges as sales generator equal to her talent. Page 47.

Ghosts of television past. ABC petitions FCC to allow use of circularly polarized transmitter as result of WLS-TV Chicago experiment. Change would cost more and require twice as much power, but it would eliminate ghosting, improve indoor antenna reception and boost over-all picture quality. Page 50.

Rising to the challenge. Wometco's Bill Brazzil, VP and general manager of WTVJ(TV) Miami, describes what he does to make the station an accurate reflection of the community as well as top drawer. Page 65.

Index to departments on back cover.

Macdonald is skeptical, Pastore is quiet about FCC's report on sex and violence

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), in reacting to FCC's report to Congress on TV violence and obscenity last week (see page 25), says he agrees with FCC goal of industry self-regulation, but "what bothers me about the report is that it seems to put a seal of approval on the manner in which self-regulation has worked in this instance." He said network self-regulation in program content "has been and continues to be a dismal failure. The essence of television programing seems not to be to educate, challenge or even entertain but rather to gratify its audience. Limiting sex and violence to certain hours does not address the continuing failure of television to cultivate the vast wasteland."

Spokesman for Senator John Pastore (D-R.I.), chairman of Senate Communications Subcommittee, said last week that senator had no comment on FCC report, but that subcommittee will discuss it in FCC oversight hearings, perhaps some time in March. Senator Pastore is also chairman of appropriations subcommittee that has jurisdiction over FCC budget.

Meanwhile, FCC officials were surprised by play daily newspapers gave to section in report saying commission will ask for legislation to deal with obscenity and indecency on television. Legislation would make it clear that present obscenity statute applies to TV as well as radio, and decision to request it, official said, was "almost an afterthought - a throwaway." Commission officials feel agency has authority to deal with obscenity and indecency on television under present statute. But since it is written in terms of "utter[ance] of...language," some thought it might be helpful to have language prohibiting "explicit depictions of sexual material," as commission noted in its report.

Another round on prime-time access: Pros and cons give views to court

Friends and foes of FCC's prime-time access rule attacked it in its third incarnation last Friday in briefs filed with U.S. Court of Appeals in New York. Friends say some amendments tacked on to what is essentially PTAR I are unconstitutional or arbitrary, or both, and should be stripped from it; foes challenge constitutionality of rule itself, and urge reversal of FCC order adopting it.

PTAR III, like PTAR I (version now in effect), would prohibit top-50 market affiliates from taking more than three hours of network or off-network programing in prime time. But amendments adopted in III would exempt from rule children's, public affairs and documentary programs, as well as sports runovers and various types of news and political programs.

CBS, only one of three networks appealing rule, and, in separate pleading, six major studios and more than 70 independent television producers, urged court to reverse commission order adopting rule on ground it violates First Amendment. CBS said PTAR III "constitutes an attempt to regulate the content of programing according to the commission's idiosyncratic view of public needs." Regulatory scheme, it added, is "in plain contravention of the First Amendment and the strictures of the Communications
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make things happen in Pittsburgh.

KQV/WDVE now join The Christal Company's Select List of America's great radio stations "Making Things Happen" in National Spot Radio across the nation.

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Boston
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WTOO AM FM
Dayton
WWJAM FM
Detroit
WITC AM FM
Hartford
KTRH KLOL
Houston
KFI
Los Angeles
WIOD WAIA
Miami
WTMJ WKTI
Milwaukee
WSM AM FM
Nashville
WVAR AM FM
Norfolk
KLAB KGOOD
Omaha
WEBT AM/FM
Guthrie Okla
WFF WOON
Raleigh Durham
KWKH KIRO
Shreveport
WDR
Syracuse

THE
CHRISTAL
COMPANY
Act.” Major producers — Warner Brothers, Columbia Pictures Industries, MGM Television, United Artists, MCA and 20th Century-Fox Television — along with National Committee of Independent Television Producers and Lorimar Productions said four years of experience with PTAR prove it to be “unconstitutional and counterproductive.” And in its newest form, they add, rule is “totally arbitrary” and “clearly impermissible” censorship.

Supporters of rule who oppose one or more of rule’s exemptions are National Association of Independent Television Producers and Distributors, Westinghouse Broadcasting Inc. and Sandy Frank Program Sales Inc. Principal target is amendment exempting from rule’s reach children’s, public affairs and documentary programs, although NAITPD also cites sports runaway exemption. Group W and NAITPD say exemptions violate First Amendment; Sandy Frank says they are “arbitrary and capricious.” Frank also said commission erred in ignoring interests of public groups and, instead, compromising interests of private parties. And along with NAITPD, Frank said order should be reversed on ground its effective date – September 1975 – is unreasonable in view of time independent producers need to gear up for new season under provisions of PTAR III.

Court also heard from former FCC General Counsel Henry Geller, who took no position on merits but said case should be remanded to commission on ground it had not followed all ex parte rules he had suggested it follow in cases like PTAR. He said in pleading filed with commission in December that interested parties in cases involving valuable privilege should be barred from contacting members of commission off record. Mr. Geller, who is now associated with Rand Corp. but who was expressing only his own views, said court should send case back to commission with instructions that it record off-record contact and afford interested parties opportunity to comment on those presentations.

Supporters of PTAR III — FCC, ABC and NBC — are scheduled to file their reply briefs on March 7. Court will hear oral argument on March 7.

STV finally loses suit against theaters

Federal judge in Los Angeles last week dismissed $93 million antitrust lawsuit filed decade ago by Subscription Television Inc., one-time pay TV operator in Los Angeles and San Francisco, against Southern California Theater Owners Association and 15 other theater groups. U.S. District Judge Ronald N. Davis, in fifth week of trial, granted motion by theater groups on grounds STV failed to sustain burden of proof (Broadcasting, Jan. 27). STV, which originally asked for $117 million in damages, charged that theater owners conspired to drive it out of business through organized opposition to pay TV, including formation of antipay committee that successfully supported 1964 referendum prohibiting TV for pay in California. That vote was overturned two years later by California Supreme Court that ruled referendum was unconstitutional. STV, whose president then was Sylvester L. (Pat) Weaver, one-time president of NBC and advertising agency executive, meanwhile went into bankruptcy.

Multimedia rules called to KSL’s defense

KSL Inc. has indicated manner in which FCC’s new cross-ownership rules can be used by stations facing Justice Department petition to deny their renewal applications on grounds of alleged concentration of control of media. KSL, licensee of KSL-AM-FM-TV Salt Lake City, is owned by Mormon Church, which also owns Deseret News there. KSL, in pleading filed with FCC last week, attacked Justice petition across range of issues as factually and legally deficient. And in contending that renewal process is inappropriate means of deciding issues of market dominance that Justice has raised, KSL cited new newspaper-broadcast crossownership rule, which bans creation of new combinations and requires breakup of 16 combinations that constitute media monopolies. KSL noted commission, in adopting rule, said it would not designate hearings on concentration issue absent showing of economic monopolization that might warrant action under Sherman Act (Broadcasting, Feb. 10). Since department does not make that allegation, KSL said, its petition must be dismissed. Department has filed total of nine petitions against broadcast properties of newspaper-related licenses.

KPFK gives up SLA Hearst tape

Will Lewis, general manager of Pacifica Foundation’s KPFK(FM) Los Angeles, last week turned over evidence he had been withholding from federal grand jury on First Amendment grounds. The material included tape from Symbionese Liberation Army with Patty Hearst’s voice and letter from Weather Underground explaining bombing of Los Angeles office of California attorney general. Mr. Lewis had claimed right of newsmen’s confidentiality to protect material, all of which had been broadcast by KPFK. Federal government wanted originals, however.

Mr. Lewis, who spent 16 days in jail on contempt charge, said that he would not give material up until courts had ruled. Federal appeals court upheld district judge’s citation and on Feb. 14, U.S. Supreme Court declined to review. Mr. Lewis is also under contempt citation, pending appeal, involving communications received from National Liberation Army taking credit for bombings of state offices in Los Angeles and San Francisco.

Following appearance before grand jury, Mr. Lewis announced that station no longer could guarantee confidentiality. This policy, he said, will be in effect until end of March when subject of how to treat anonymous communications to Pacifica stations is scheduled to be taken up by national board of Pacifica Foundation.

On the circuit. FCC Chairman Richard E. Wiley’s reputation for tireless scheduling remains intact with this week’s dates: Feb. 25, noon, address, Association of National Advertisers workshop, Plaza hotel, New York; Feb. 25, 4 p.m., panelist at communications policy seminar, Massachusetts Institute of Technology, Cambridge; Feb. 27, 8 p.m., address, Georgia Cable TV Association, Marriott motor hotel, Atlanta; Feb. 28, 12:30 p.m., address, Northwestern Alumni Club of Washington, International Club, Washington.

Midwest into line? ABC-TV network officials said Friday (Feb. 21) they had authorized study of effects and feasibility of one-hour delayed feeds to central time zone, so prime time (and projected “family viewing” hours) would be same there as in Eastern and Western zones, but that study was in “very preliminary stage.” NBC official said NBC had considered idea intermittently over years but had no present plan to pursue it. He estimated delayed feeds would cost each network minimum $2 million annually in line charges. CBS official said plan is not under consideration there.

Subject to change. There may be changes in store on membership of House Communications Subcommittee. Two freshman members, Timothy Wirth (D-Colo.) and William Brodhead (D-Mich.), are contemplating moves to other subcommittees of Commerce Committee. Mr. Brodhead,
under pressure from labor and consumer groups, has applied for spot on Consumer Protection and Finance Subcommittee. He had strong labor backing in 1974 election and staff member said consumer legislation was his chief concern as member of Michigan legislature. Mr. Wirth is being urged to move to Health and Environment Subcommittee, but has not yet made decision to do so. He is former assistant to undersecretary at HEW. There are Democratic vacancies on both Consumer Protection and Health subcommittees.

Increase in ears. People are listening to radio more, especially teen-agers. That's report from Arbitron Radio, based on its October-November measurements in 1974 (70 markets) as compared with those in 1973 (65 markets). Study found 2% increase in listeners aged 12 and up, with some periods showing gains of 4%-6% (10 a.m. to 3 p.m. and 7 p.m. to midnight). But biggest gains were among listeners aged 12-17 - 5% overall and ranging up to 14% in 10 a.m. to 3 p.m. period and to 13% between 7 p.m. and midnight, though their heaviest listening period was still 3-7 p.m. (up 3%). Adult men and adult women also showed gains, though smaller ones, in virtually all dayparts.

Workload. Report listing goals of Senate Communications Subcommittee issued last week anticipates subcommittee will be involved with legislation such as tax range funding for Corporation for Public Broadcasting, copyright as it relates to cable, exempting presidential and vice presidential candidates from equal time requirements of Communications Act. In hearings it expects to probe television violence, TV sports blackout, recommendations for forming comprehensive telecommunications policy for country and in oversight hearings, all matters on FCC agenda. But there is no mention of license renewal legislation.

Off-the-air pirate. Man said to be one of biggest distributors of pirated movies and TV shows was arrested in New York last week. In his possession were cassette tapes of movies such as "The Godfather," "The Sting" and "The Exorcist," and of TV series episodes from NBC's Police Woman and McMillan and Wife, CBS's recent Shirley MacLaine special and Nana, BBC's mini-series based on Zola's novel which was shown last year on public television. Charged with violation of New York state's copyright law and with possession of stolen property was Sol Winkler, head of Picsonic Productions, which lists itself as TV-commercial producer but which, according to police, is front for taping and selling of illegal cassettes. Police said his major market had been resort hotels that offer movies on room TV. Some of illegal 16mm prints Mr. Winkler used as sources for his tapes, said police, came from crooked employees of large TV stations.

Legislative injunction on pay cable? Representative John McFall (D-Calif.) has met recently with representatives of National Cable Television Association and, according to his staff, is readying legislation to prevent FCC from proceeding with any pay cable rulemaking until Congress has had chance to review TV anti-sports blackout. Current anti-sports blackout law expires Dec. 31. McFall staffers said they did not know when resolution will be introduced.

MCA wants money back. MCA Inc., Los Angeles, has filed suit in federal district court for refund of approximately $13 million in federal income taxes plus interest for years 1962-70. MCA claims it was entitled to 7% investment tax credit for theatrical and TV films during those years; Internal Revenue Service said such films were intangible assets except for negligible cost of raw film stock. Walt Disney Productions in 1974 won three-year-old lawsuit against IRS on this point, recovering $9.8 million in taxes, after U.S. Supreme Court declined to review lower court decision.

Off the ground. Public Service Satellite Consortium to provide distribution system of health and education programming was formally organized last week at a meeting in San Diego attended by about 200 persons representing colleges, satellite experimenters and public television. Former FCC Commissioner H. Rex Lee was named chairman. John Eger, acting director of Office of Telecommunications Policy, gave upbeat speech, saying Ford administration endorses concept and pledges support of effort.

For Jack. Don Wilson, long-time announcer for late Jack Benny, will be on hand at National Association of Broadcasters annual convention in Las Vegas, April 6-9, to accept special award voted Mr. Benny by NAB joint board last January.

Showcasing. House Ways and Means Committee voted last week for first time to permit live radio and TV coverage of its hearings. Beginning March 3, cameras will be allowed for energy-tax sessions. In negotiations this week, committee representatives will attempt to persuade networks to give continuous live coverage. Meanwhile, 34 congressmen, led by Representative John Anderson (R-Ill.), have cosponsored resolutions to implement radio and TV coverage of floor proceedings in House. Measures will have difficulty, some observers have said, until they draw support of majority leadership.

New for Old Milwaukee. Schlitz Brewing Co. is going national with its Old Milwaukee beer and will introduce it beginning March 17 with sponsorship on various prime-time series on three TV networks, backed up by spot campaign. It's first network buy for Old Milwaukee. Cunningham & Walsh is agency.

Starr fire. Starr Broadcasting, licensee of WQIV(FM) New York (formerly WNCN(FM)), has told FCC that WNCN Listeners Guild petition to deny, based on station's switch from classical to rock, is scattergun approach which hopes to force hearing by sheer "quantity" of charges. Starr said guild's petition is based on "innuendo, beliefs and hearsay" and licensee filed affidavits by Starr management and owners countering guild's charges.

Late Fates. Laurence Spivak, moderator and producer of longest-running network show, NBC-TV's Meet the Press, since he conceived it as radio program in 1943, announced he will retire in November. Mark Evans Austad (Mark Evans professionally), VP, Metromedia, Washington, has been confirmed unanimously by Senate as ambassador to Finland. Alton C. Whit Jr., manager of station relations, Mutual Broadcasting, Washington, named director of station relations. He is succeeded as manager by Glenn Jackson, formerly VP, WAGA-TV Atlanta, who returns to post previously held in 1968. Matthew Gordon, one of original organizing staff of Communications Satellite Corp., retires this week as assistant VP for public information. He joined Comsat in 1963; will now become consultant and engage in writing projects. Bruce Herschensohn, special deputy assistant to former President Nixon and one-time head of motion pictures for U.S. Information Agency, appointed consultant to Television News Inc., New York. He will conduct three-month feasibility study to determine possibility of TVN supplying client stations with half-hour newscast and also will advise TVN in area of film. John Hart, correspondent, CBS News, New York, appointed correspondent, NBC News, Washington. Mr. Hart spent last 14 years with CBS, including three years (1970-73) as anchorman on CBS Morning News. Bill Shermer, assistant news director, CBS's WEEI(AM) Boston, all-news station, named news director for CBS's WCAU(AM) Philadelphia, which is switching to all-news format.

For earlier reports see "Fates & Fortunes," page 54.
Monday Memo

A broadcast advertising commentary from Joseph J. Doherty, director of merchandising, Owens-Corning Fiberglas, Toledo

Owens-Corning insulates against hard times with television advertising

The likelihood that potential customers could be persuaded by a television commercial to put in a day’s work—and pay cash for the privilege—might seem like a poor bet. However, with the fuel crisis and the promise of savings on fuel bills every year, Owens-Corning has parlayed this remote possibility into a successful and profitable campaign.

The copy is straightforward, terse and factual. The commercial takes 30 seconds to communicate the message and was developed by Ogilvy & Mather. It began running in two 10-week flights this past Sept. 9 and is currently being run in 50 of the top markets for Owens-Corning Fiberglas do-it-yourself home insulation.

The first measurement of results shows a remarkable jump in fourth-quarter sales over year-ago figures while other retail sales were suffering the worst decline experienced in any recession since World War II. The incorporation of this to Owens-Corning can be gauged by the fact that housing starts in 1974 were 1,348,000, compared to 2,057,000 in 1973. The new-housing market, traditionally the largest for residential insulation, was severely depressed.

The considerable risk of investing in this hard-to-sell concept in the face of a declining market was not made on the basis of a hunch. In fact, so much research preceded the decision that the results were no surprise—they were expected.

When the idea for the consumer advertising campaign was first broached in 1972, the new-housing market was at its peak, and our insulation was in such demand that it was being distributed to contractors and builders by allocation. But we chose to look at the history of the housing market and, noting its cyclical nature, decided that we would be prepared when the market reversed the next time. The market dips tended to come suddenly because at the first sign, customers would immediately stop purchasing and work off inventories. We needed a different market we could switch on just as quickly. The roller-coaster nature of the housing market demanded we stay one step ahead.

Traditionally, our marketing strategy had focused on the contractor and builder, but as we projected a deep dive in this market, we decided we needed a program that would appeal directly to the consumer. Since we had to decide on the appropriate medium for our message, a lot of hard work remained between us and the justification of a multimillion-dollar ad campaign.

Our initial market research in 1972 indicated that 47 million single-family houses in the U.S. had little or no insulation. This represented a potential market of $900 million. The target market that emerged from this research was the owner of an existing home, aged 35-54, with an annual income over $10,000. We felt that the energy situation along with high labor costs and the tightening of money would place this consumer in a receptive mood for our campaign.

In August 1972, further market research took us to seven cities, six of which were ultimately used for a test program. Milwaukee, and Peoria, Ill., were chosen for TV advertising; Flint, Mich., and Youngstown, Ohio, were chosen for print, and Akron, Ohio, and Cincinnati were the control cities with no advertising.

We used three panels so research would also reveal the effectiveness of the various media. Pre-advertising sales measurement in terms of amount, brand and thickness of insulation and its location was started in September 1972. Attitude/awareness surveys also measured Owens-Corning visibility and consumer knowledge of the benefits of insulation. The surveys were taken before and after the initial test advertising, which started in October 1972 and ended in March 1973.

In designing the test ads, we set our advertising objective: to reach the maximum number of single-family households, to communicate the fuel cost savings and to demonstrate how quickly and easily the do-it-yourselfer could install the insulation.

To add maximum impact and believability, the ads were localized in each test city so that individual fuel savings based on local temperatures and fuel costs could be mentioned. To add a further sense of urgency, a toll-free number was provided for consumers in the first flight of ads.

The localized ads recommended installing six inches of Owens-Corning Fiberglas insulation in the attic as soon as possible and urged the consumer to act "this coming Saturday". "You’ll save $150 right here in Milwaukee, or "Flint home owners, spend a day in your attic and you can save $120 a year on fuel . . . ."

We also conducted TV communications research to see if the TV ads were effectively communicating the message or if there were any negative reactions from consumers. Virtually everyone who saw the commercial played back the primary "savings" theme. Ninety percent of the people believed the commercial.

The test TV advertising was run in two flights, from Oct. 6 to Dec. 14, 1972, and Jan. 15 to March 25, 1973. The print markets received eight 1,500-line and 12 1,000-line advertisements during the 20-week period.

The first TV flight ran 60-second commercials throughout the early and late fringe time periods. As a contingency measure, we produced a 30-second version, and surveys proved that the shorter version was at least as effective as the 60. The second flight then was shifted to the 30-second commercial.

A store check in the participating markets after the second flight of ads showed half the dealers polled in Flint (print ads) felt that sales had increased over the previous year. But all the dealers polled in Peoria and Milwaukee (TV markets) with one exception, reported increased sales due to the TV commercials.

In evaluating the effectiveness of the advertising mediums, we found that while television was more costly than print advertising, in the test markets generated more sales and bottom line profits than print. Since our criterion for success was the return of our advertising investment, TV was the winner.

With the present success of the ad program, and a continued slow-down in housing starts, Owens-Corning management wants to extend the selling season for insulation into the three summer months when saving fuel on air-conditioning costs will be equally crucial. We are considering adding a dozen Southern cities to our media schedule this spring.

It’s too early to judge the success of the entire program—the second flight of TV ads started January 13—but we can report that Owens-Corning sales to retailers in the fourth quarter jumped 42% compared to the previous year.
New Sony U-matic news team...
from action to broadcast in 30 minutes.

Or even less time. With less equipment. And at less total cost than you’re probably paying now for news-gathering and teleproduction.

The major networks, ABC, CBS, and NBC, and many stations nationally are using the new Sony U-matic VO-3800/2850 Videocassette System.

All your work is done on economical, reusable videocassettes. After location taping, either microwave the signals or send the cassette to the studio for quick and accurate editing. Or go right on the air with the use of a time base corrector.

You eliminate film cost and processing time, especially when important events break close to air-time deadlines.

You start with the Sony VO-3800 portable VideoRanger™ recorder and a color camera, such as the Sony hand-held DXC-1600. The VO-3800 can record three 20-minute cassettes on a single battery charge. It has NTSC color and EIA monochrome standard signals, remote control, two separate audio tracks, automatic power shut-off, and on-the-scene playback capability.

Accurate electronic editing is achieved with two Sony VO-2850 mastering recorder/editors and the Sony RM-400 Remote Automatic Editing Controller. The RM-400 provides search, pause, and automatic back-spacing.

The VO-2850 has a signal-to-noise ratio in excess of 45 dB for video and audio, also separate editing capability for video and two audio tracks.

Of course, the VO-3800 portable VideoRanger™ or the VO-2850 editor can be used independently of each other. In addition to electronic news gathering, these versatile new videocassette units can add new capability and economy in production of documentaries, on-site retail spots, and general studio use.

For complete information and/or a demonstration write us today.

Sony Corporation of America
Video Products Dept. BRM-025-210
9 West 57th Street
New York, New York 10019

Sony. The proven one!

Sony® U-matic Color
Videocassette System
TV reception simulated.
On DASH shipments Delta guarantees delivery on the flight or routing you specify between most Delta cities.

Packages accepted up to 50 lbs., with length plus width plus height not to exceed 90" total, with only one dimension exceeding 30".

Deliver to Delta's ticket counter or airport air freight terminal at least 30 minutes prior to scheduled departure time. Shipments may be picked up at either location 30 minutes after flight arrival.

Delta's exclusive "Dashboard" control procedure insures constant tracking of your shipment from delivery to pick-up.

DASH charges are nominal.

Check Delta reservations for charges between specific points. Pay in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL.

Rate examples (Tax included)

Delta Airlines Special Handling

<table>
<thead>
<tr>
<th>City Pair</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta-Washington</td>
<td>$21.00</td>
</tr>
<tr>
<td>Boston-Miami</td>
<td>$26.25</td>
</tr>
<tr>
<td>Cincinnati-Louisville</td>
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<tr>
<td>New York-Tampa</td>
<td>$26.25</td>
</tr>
</tbody>
</table>

For details, call Delta reservations.

**Editor's resignation**

Editor: I cannot imagine how anyone could have concluded that my decision to leave the presidency of the National Cable Television Association had anything to do with disagreement over industry policies, as implied by the headline and first paragraph of your Feb. 10 article.

Anyone who heard my open-session presentation to the board on Feb. 3 and the board's response to it could only have concluded that we were remarkably in accord. There are, of course, and always will be, differences of opinion among members of the industry over the best policies and strategies to further the industry's fortunes, which is one of the elements that has made the job interesting and rewarding over the past three years.—David Foster, president, NCTA, Washington.

**Union views on unions and news**

Editor: There's an old proverb that states, "Engage brain before flapping jaws." It is evident that James H. Schoonmaker ("Open Mike," Feb. 3) did not.

I have 36 years of experience in the operation and maintenance of all types of audio and transmitting equipment used in radio broadcasting, over 33 of those years with CBS in New York. Frankly, I do not recall ever meeting the gentleman, but I do know he's way off base in his thinking. He states that "skilled technicians and engineers are needed to procure, install and maintain broadcast equipment—not operate it." He cites "hundreds of radio stations across the country that stay on the air with only one qualified technician, who may be a part-timer." I've heard some of those stations and I was appalled at how lousy they sounded. All Mr. Schoonmaker has to do is look at the fines meted out by the FCC to radio stations for violations of the rules and regulations for improper transmitter operation, improper maintenance, improper logs, etc.

His ignorance showed when he stated "anybody who can operate a cassette recorder, CB radio and razor blade can work in radio." The FCC would really look askance at the use of unmodified CB radios to feed stories to the studio. Bob Foxworth was referring to 455 mhz UHF transceivers, not 27 mhz toys. Another blooper was his statement that "all a wcbs reporter can do is carry his Sony and hold the microphone." That is an outright lie. All the wcbs reporters can and do feed stories via UHF radio from the mobile units, as well as by telephones, when in the field. Their casettes are then dubbed when they return to the studio, after which they work with a technician to pick out the cuts which tell the story (not cuts I like). All wcbs reporters are pros.

No, Mr. Schoonmaker, unions and union technicians are not hindering the gathering and free flow of news. The hindrance is people like you who work for peanuts in "right-to-work" states and air their own concept of "news," because they aren't professional newsmen and newswomen; they let their prejudices and ignorance show.—Max Reznik, technician, wcbs(AM) New York.

**Swears by 'Broadcasting'**

Editor: The story you had ("McKinnon stands back of gospel in San Diego," Feb. 10) is just dynamite. Your fellows have a way of packing a ton of information in a very short space. No wonder you are all such a success.—Dan McKinnon, president, KSON-AM-FM San Diego.
Thanks for the first fifty years.
We're grateful to our friends who have called us since 1924 the number one "Good Neighbor to the Northwest."
It wasn't so hard to be number one in 1924. We were just about the only station in town.
Kids tuned us in on crystal sets made of oatmeal boxes and cats whiskers. They heard long stretches of silence punctuated by the voice of a station secretary or engineer reading the weather and market reports.
We stood the mike in front of the Edison Victrola talking machine to play "I've Got to Cool My Doggies Now." The audience was enthralled.
We had lectures. "Varnishes and Shellac, Origins and Use" began our permanent commitment to public service.
We had speeches. Barely. General Pershing, unnerved by an eight-trumpet fanfare in the tiny studio, nearly stomped out before he started. And a prize Poland China hog squealed the St. Paul mayor right off the air.
But we were learning.
Then, as now, we recruited the announcers from down the block and down the road. They became everyone's friends. In the 30s it was Cedric Adams, a country boy who wrote racy jokes for Captain Billy Fawcett's "Whizbang." Airline pilots flying over the region reported lights blinking out precisely at 10:15 p.m. That's when Cedric's news show ended.
In the early 40s we reported news in live eye witness accounts when most stations were still in the rip-and-read wire service phase. We slipped in an occasional "oh my God"...
But we were involved.
The 50s saw the departure of Minneapolis Mayor Hubert Humphrey (to Washington), "Ma Perkins" and "Helen Trent" (from the air). And the arrival of television.
But even television couldn't replace WCCO's "full-size complete radio." We talked with the listeners, not at them. And, for the first time, our listeners talked back to us and their neighbors on the complex circuitry developed for our "Open Mike" show.
Thanks to our unique brand of service and programming we are still number one as "Good Neighbor to the Northwest!" With bigger audiences than any TV station around.
Here's to the next fifty.

This old Western Electric carbon microphone started it all for us.

A Golden Mike Award on our Golden Anniversary is a great honor.

And a challenge.
March
March 3—Extended due date for comments regarding FCC’s cable rules and canning of sports programs. Reply comments due March 17.
March 7—Women in Communications Inc., South-west region meeting. Houston.
March 7—Women in Communications Inc., South region meeting. Memphis.
March 8—Presentation of Kennedy Family Awards to radio/TV broadcasters and newspaper/magazine reporters who have made distinguished contribution to local, national or International Special Olympics for mentally retarded. Washington.
March 8-12—Data Communications Corp., BIAS seminar. Arlington, Va.
March 10-18—Howard University School of Communications, Washington, Fourth Annual Communications Conference. Contact: (202) 636-7690.
March 13-16—Arkansas Broadcasters Association Mexico convention trip. Camino Real hotel, Mexico City.
March 14-16—American Advertising Federation seventh district meeting. Knoxville, Tenn.
March 17—Reply comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative CATV rules at state and local levels.
March 17-18—Ohio Cable Television Association annual convention, Jim DeSorrento, chairman, (216) 464-1800, Scott’s Inn, Columbus.
March 25—Graham Junior College fifth annual Communications Day, 632 Beacon Street, Boston.

April
April 1—Deadline for applications, National Endowment for the Humanities fellowships for journalists, C.O. Box 501, Stanford University, Stanford, Calif. 94305, or Department of Journalism, University of Michigan, Ann Arbor, Mich. 48104.
April 2-3—Court of Appeals in Washington rehears en banc Pensions fairness-doctrine case (Broadcasting, Dec. 23).
April 3-5—U.S. Court of Appeals in Denver rehears en banc Pensions fairness-doctrine case (Broadcasting, Dec. 23).
April 4-5—Region 6 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in North Dakota, Minnesota and Wisconsin. Eau Claire, Wis.
April 4-5—Region 12 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Arkansas, Louisiana, Mississippi and Tennessee, see west of eastern time zone. University of Mississippi, Oxford.
April 4-6—Women in Communications Inc., Great Lakes region meeting. Ohio State University, Holiday Inn Columbus.
April 4-6—Women in Communications Inc., Northeast region meeting. Hartford, Conn.
April 4-6—Broadcast Education Association annual meeting. Las Vegas Convention Center.
April 5-6—Region 11 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in California, Nevada, Arizona, Hawaii, Pascanc, Calif.
April 6—Association of Maximum Service Telecasters, Washington, 14th annual membership meeting. 2 p.m. MGM Grand hotel, Las Vegas.
April 6-9—National Association of Broadcasters annual convention. Las Vegas Convention Center.
April 6-9—International Industrial Television Association annual conference. Sahara hotel, Las Vegas.
April 11-12—Region 1 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware, New England, Syracynce University, Syracuse, N.Y.
April 11-12—Region 4 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Michigan, Ohio, western Pennsylvania, West Virginia. Ohio State University, Columbus.
April 11-12—Region 5 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Illinois, Indiana, Kentucky, Northwestern University, Evanston, Ill.
April 11-12—Region 7 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in South Dakota, Nebraska, Kansas, Iowa, Southern Illinois University-Edwardsville chapter. Kansas City, Mo.
April 13-17—National Cable Television Association 24th annual convention. New Orleans.
April 16—Council of Churches City of New York annual awards luncheon for commercial and educational radio/TV stations.
April 17-18—American Advertising Federation sixth district meeting. Chicago.
April 17-19—Louisiana Association of Broadcasters
When WMAL Radio 63 said "Give"

The people of metropolitan Washington gave more than ever before, and gave more than any of the 43 markets in the Leukemia Radiothon.

Give they did, generously, over $71,000. In an economy where you'd expect charity to begin and stay at home, WMAL Radio 63 proved otherwise.

In 24 hours, on a week-end no less, WMAL personality Bill Mayhugh collected the highest total of any other city. New York was second with $56,441 and a population over 4 times greater than ours. We even beat out cities with two stations conducting radio- thons, like Buffalo.

The power of Washington's number one radio station, coupled with the buying, giving, very stable economy of our area proves money is still liquid here. Especially among the more than 750,000* adults listening to us each week.

WMAL Radio 63 has been number one for over a decade. The ONLY buy you need in Washington.

As the saying goes among advertisers on Washington's WMAL Radio 63, "What recession?"


*Oct/Nov '74 ARB. 5SA Come
April 17-19 - Region 3 conference. The Society of Professional Journalists, Sigma Delta Chi, for members in Alabama, Georgia, South Carolina, Florida and Tennessee east of eastern time zone. Orlando, Fla.

April 17-19 - New Mexico Broadcasters Association convention. Rodwell Inn, Roswell.

April 17-20 - American Advertising Federation fourth district meeting. Fort Lauderdale, Fla.


April 22-23 - Kentucky Broadcasters Association spring convention. Stouder Inn, Louisville.

April 23-24 - Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Century Plaza hotel, Los Angeles.

April 23-28 - International Communication Association annual meeting. LaSalle hotel, Chicago.


April 30-May 1 - Washington State Association of Broadcasters 1975 spring meeting. Hotel to be announced. Yakima.

May

May 2-3 - Sigma Delta Chi awards banquet and Region 8 and 9 conferences. The Society of Professional Journalists, Sigma Delta Chi, for members in Oklahoma, Texas, Wyoming, Utah, Colorado, New Mexico. El Paso, Tex.

May 2-4 - Illinois News Broadcasters Association spring convention. Ramada Inn, Chicago.


May 19 - National Academy of Television Arts and Sciences. Presentation of 1974-75 Emmy Awards, New York and Hollywood. To be telecast on CBS-TV.

May 21-23 - Ohio Association of Broadcasters spring convention. Imperial House South, Dayton.


May 29-31 - Oregon Association of Broadcasters spring convention. Holiday Inn, Medford.

May 29-31 - Associated Press Broadcasters Inc. 1975 national convention. Keynote speaker will be Arthur Taylor, president of CBS Inc. Hotel Palacio Del Rio, San Antonio, Tex. Texas APBA annual meeting will be held at same time.


June

June 1-3 - National Association of Broadcasters two-day workshop on children's television. Washington.

June 1-3 - 1976 Video Systems Exposition and Conference (VIDSEC '75). McCormick Place, Chicago.

June 1-4 - Summer Electronics Show, sponsored by consumer electronics group. Electronic Industries Association. McCormick Place, Chicago.

June 3-5 - Conference on "University Applications of Satellite and Cable Technology." Sponsored by Universities of Wisconsin and Minnesota and Midwest Universities Consortium for International Activities, University of Wisconsin, Madison.

June 4-9 - Indiana Broadcasters Association spring convention. Airport Hilton Inn, Indianapolis.

June 5-8 - Missouri Broadcasters Association spring meeting. Lodge of the Four Seasons, Lake of the Ozarks.


June 8-10 - Virginia Association of Broadcasters spring meeting. Virginia Beach.

June 8-10 - Iowa Broadcasters Association annual convention. New Inn, Lake Okoboji.

June 8-11 - Broadcasters Promotion Association 20th annual seminar. Don Whiteley, KBTX(TV) Denver, general chairman. Denver Hilton hotel, 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.


June 14-17 - 19th annual Television Programming Conference, Contact: Conrad Cagle, WAVE-TV, Box 1000, Louisville, Ky. 40201. Camelot Inn, Little Rock, Ark.

June 20-21 - Florida Associated Press Broadcasters 1975 convention. Miami (hotel to be announced).

June 22-25 - Florida Association of Broadcasters 40th annual convention. Don Clark, WDAE(AM) Tampa.

You may never see the world's longest beard.*

But... you can grow to great lengths in the 43rd TV market with WKZO-TV.

What makes WKZO-TV such a sharp buy? You get 15% prime-time share in the nation's 43rd TV market at one of the lowest CPM's in the top 50 markets.

Furthermore, our Kalama-zoo-Grand Rapids-Western Michigan coverage is a $5.5 billion market of consumer spendable income, which also makes it 15th in retail sales.

Ask your Avery-Knodel man for the latest measurements for lower Michigan. If you're not on WKZO-TV, it can be pretty hairy.

Source: ARB, Nov. '74

*Hans Langseth (1846-1927), a Norwegian, had the longest beard ever recorded. At the time of his death, after 15 years in the United States, his beard measured 17½ feet. He was also known for his unusual walk.

100,000 WATTS * CHANNEL 3 * 1000' TOWER Studied in Both Kalama-zoo and Grand Rapids for Greater Western Michigan.

WKZO TV

Broadcasting Feb 24 1975 20
"LOVE, AMERICAN STYLE'S" debut season in syndication has been a head-over-heels success everywhere. Whether programmed as 30, 60 or 90 minutes, its 224 half-hours of love, laughs, comedy with 600 great guest stars, were all hard to beat.

On an average, wherever "LOVE" is telecast, stations are enjoying substantial increases in audience viewing.

In Washington, D.C. on station WTTG, "LOVE" was #1 in homes, #1 with total persons, #1 with women 18-34, #1 with women 18-49, #1 with men 18-34, #1 with men 18-49, #1 with teens, and #1 with children—against all its network and local competition from 7-7:30PM Monday thru Friday.

In Chicago on station WGN-TV, where it replaced "Mod Squad" in the Thursday, 7-8PM time slot, homes increased 60%—women in the 18-49 and 18-34 age categories increased 53% and 71%, respectively, and men in the 18-49 and 18-34 age categories increased 158% and 212%, respectively.

In Cleveland on WUAB-TV, where it replaced "Andy Griffith" in the 6:30-7PM slot Monday thru Friday, homes increased 26%—women in the 18-49 and 18-34 age categories increased 89% and 86% respectively, and men in the 18-49 and 18-34 age categories increased 93% and 58%, respectively.

In Miami on station WCIX-TV, where it replaced "Hogan's Heroes" in the 7:30-8PM slot Monday thru Friday, homes increased 48%—women in the 18-49 and 18-34 age categories increased 180% and 260% respectively and men in the 18-49 and 18-34 age categories increased 86% and 67%, respectively.

Buy "LOVE" now for your station, and let your heart skip a beat when you look at the ratings, and when the sponsors come proposing.

WHERE ENTERTAINMENT IS PARAMOUNT

PARAMOUNT TELEVISION SALES

SOURCE: ARBITRON NOVEMBER, 1973 & NOVEMBER, 1974. Audience and related data based on estimates provided by ARB and subject to qualifications issued by them. Copies of qualifications available on request.
Chairman of the boards

You'll usually find Emie at his drawing board when he's not with the executive board. IGM's president is also one of the most innovative mechanical design men anywhere. His instacart® has proven that point in more than 500 successful installations during the last few years. You can always look to Emie and IGM first for the products you need to satisfy your automation requirements. There's just one place to find the creative leadership that Emie's famous for, and that's at IGM, the automation company with the most experience in the industry. Whatever we're designing now, it's automatically...

the best there is!

IGM
A Division of NTI
4041 Home Road
Bellingham, Washington 98225
(206) 733-4567
Ernie turns it on at
NAB Booth 804 South

Chairman, Dutch Inn, Disneyland.


July
July 9-12—Colorado Broadcasters Association summer convention. Tamarron, Durango.
July 17-18—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Hyatt Regency, Toronto, Canada.

August

September
Sept. 24-25—Kentucky CATV Association fall convention, Continental.

October
Oct. 2-4—Joint fall meeting, Missouri Broadcasters Association and Illinois Broadcasters Association Chase-Park Plaza hotel, St. Louis.
Oct. 2-8—International Telecommunications Union second world telecommunication exhibition, Telecom 75. Event scheduled simultaneously with 2d World Telecommunications Forum, 2d International Festival of Telecommunications and Electronics Film, and “Youth in Electronic Age” competition all to be held in same city. Palais des Exposition, Geneva.

November
Nov. 5-7—International Film & TV Festival of New York 1975, Americana Hotel, Contact: International F.T.F. Corp., 251 West 37th Street, New York 10018.
Nov. 10-14—International Radio and Television Society 40th annual fall/fall industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.
Nov. 22-23—Kentucky Broadcasters Association fall convention, Red Carpet Inn, Bowling Green.

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1-900-532-5620.


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Microfilm of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

1975

Broadcasting Feb 24 1975
8 Years old and he can't master basic learning skills. Until we came along, his parents thought he was backward.

Learning disabilities. Until recently most people didn't understand that certain children couldn't master basic learning skills. Now through research we know that children with a learning disability may in fact be extremely bright.

But more people needed to understand this problem.

Molly McConnell knew this. Molly is a college graduate pursuing additional training in special education. She herself overcame a learning disability.

Her idea led to the production of a two-part documentary entitled "The Child Next Door Is Yours." In the first half-hour we defined the term learning disability. We showed how learning disabilities appear in a child's behavior, in his coordination and performance and in his abstract thinking. We expressed the need for parents to recognize and understand learning disabilities—then to take proper action.

Our program concluded with a discussion on the status of teacher-training for learning disabilities. And what the state government has done to date in helping solve the problem.

The second half-hour deals with special education and a community approach to the problem of learning disabilities. We stressed that one group of people can't solve the learning disability problem. A team effort—including doctors, teachers, special educators, parents and legislators—is needed.

And needed now, "The Child Next Door Is Yours" is unique and touching. It was so successful it drew a petition for rebroadcast from the Division for Disorders of Development and Learning.

"The Child Next Door Is Yours" is just another way Capital Cities is trying to reach people.

WTVD Durham—Raleigh.

One of the stations of Capital Cities Communications We talk to people.
Results of the October/November 1974 Arbitron Ratings sweep confirm our expectations of the best performance, ratings-wise, to date of our subscribing stations. 70 markets are in the sweep - Bonneville has subscribers in 22 of these.

Many broadcasters are interested in our efforts and the results. Toward that end, this is a summary of our performance in each of the rated markets where our subscribers are located. Competition in some markets is very keen; in others, we have been so successful in our operating strategy that we have caused adult-oriented stations in those markets to seek other programming alternatives.

We believe that our programming style and ability to assess different market opportunities is stronger than ever. Of more than 50 subscribers in the country, 90% are doing well financially which is why they came to us in the first place. We are able to go to work in many markets, but will do so on a selective basis by assessing the market potential, facility of the station, and most importantly the commitment by station ownership/management to build a winner.

We are so pleased with the up-turn at our two properties in Los Angeles and Chicago, we are listing these first. Market summaries after that are in rank-order by SMSA population as structured by SRDS/January 1974.

**LOS ANGELES**

KBIG demonstrates substantial growth after changing call letters and launching a new promotional campaign. For the first time, KBIG outranked long time good music station KJOI in total survey area. KJOI is programmed by SRP/Schulke.

**GOOD MUSIC STATION TRENDS**

**1974 AVERAGE PERSONS TSA Mon-Sun 6AM-MID**

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<th></th>
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*KCall letter change from KXTZ to KBIG August, 1974.

KBIG is the #1 FM good music station in the greater Los Angeles market.
Wiley plan to clean up television goes to Hill

Commission report leans heavily on broadcaster self-regulation but also wants Congress to extend obscenity laws to TV and cable

When it comes to protecting children from undue sex and violence on television, the FCC told Congress last week, that buck is better passed to the broadcasters.

"The adoption of rules [by the FCC] might involve the government too deeply in programing content, raising serious constitutional questions, and judgments concerning the suitability of particular types of programs for children are highly subjective," the commission said in a long-awaited report to Congress.

But the Congress, many of whose members have frequently demanded that the commission act to curb programing they feel is polluting the airwaves, was given something more than theory in the FCC's report.

The commission presented a detailed history of the self-regulatory proposals, including one embodying the family-viewing concept, that the National Association of Broadcasters' television board is expected to adopt at the NAB convention in April—and that FCC Chairman Richard E. Wiley plans to discuss with the Association of Independent Television Stations and public broadcasters in the hope they too will adopt restraints.

The new effort at self-regulation is the product of a movement begun by Chairman Wiley, who has held meetings with the presidents of ABC, CBS and NBC as well as with officials of the NAB. And the commission, in its report, commended the networks and the NAB code review board for the steps they have taken, said they have done "a long way toward establishing appropriate protections for children from violent and sexually oriented material," and added:

"This new commitment suggests that the broadcast industry is prepared to regulate itself in a fashion that will obviate any need for governmental regulation in this sensitive area."

The report also dealt with steps the commission has taken to prohibit the broadcast of obscene or indecent material which is prohibited by statute. It cited the declaratory ruling it issued two weeks ago in the case of WBAI (FM) New York, in which it sought to clarify the meaning of "indecent" language (BROADCASTING, Feb. 17). And it disclosed that it would ask Congress for help in policing the airwaves of alleged obscenity and indecency; it wants legislation eliminating any doubt as to whether the obscenity and indecency statute applies to television as well as to radio, and to extend it to cable television ("Closed Circuit," Feb. 17).

In its WBAI ruling, which was attached to the report, the commission held that a comedy record by George Carlin was "indecent" under the law, and then offered its definition of the term—one that tied use of language that describes in "terms patently offensive as measured by contemporary community standards for broadcast media, sexual or excretory activities and organs, at times of the day when there is a reasonable risk that children may be in the audience." And when children are likely to be present, the question of whether the material has "re- deeming social value" is irrelevant.

(The chairman expressed his personal view of the commission action in an appearance before the Radio and Television Commission to Congress: "Parents, in our view, have—and should retain—the primary responsibility for their children's well-being. Television, as a guest in the American home, also has some responsibilities in this area."

Commission of the Southern Baptist Convention in Fort Worth, two weeks ago. He said he was aware of the First Amendment questions it raised, but, he added, "I do not believe that the commission can sit back and responsibly allow valuable channels of radio communication to drive the American home down into the gutter."

But the burden of the report dealt with the effort Chairman Wiley has made to focus broadcasters' attention on what might be done to protect children from sexual or violent material which might be "inappropriate" for them, regardless of its value or entertainment value.

Regulatory action in that area, the commission said, is undesirable. Not only would it raise "sensitive First Amendment problems," the commission said. It would "require finding an appropriate balance between the need to protect children from harmful material and the adult audience's interest in the programing." Furthermore, the commission said, rules "could create the risk of improper governmental interference in sensitive, subjective decisions about programing, could tend to freeze present standards and could also discourage creative developments in the medium."

Indeed, Chairman Wiley conceded in a public appearance last week that, in view of the First Amendment, he did not know what the commission could do if the industry took no self-regulatory action.

The chairman, who was answering questions following a brief talk to the Washington chapter of Sigma Delta Chi, said he did not think that his views as to what should be seen on television should govern.

This was why Chairman Wiley initiated talks with the network executives on Nov. 22, 1974, looking to self-regulatory reform (BROADCASTING, Nov. 25, 1974). The chairman offered a number of proposals for consideration. Some, including one for a rating system similar to that used in the motion picture industry, were found to be unacceptable by the networks.

But each network developed individual guidelines for its programing. And while they differed in some detail, all contained a provision limiting the first hour of network entertainment programing in prime time to material that would be suitable for family viewing—which meant young children included.

And in time, the NAB television code review board proposed an amendment to the NAB television code—one that would become effective next September if approved by the NAB board—that would incorporate the family viewing idea but expand it to include the first hour of prime time as well as the first network hour—in short, the period from 7 to 9 p.m.

The proposed amendment also calls for "viewer advisories" in audio and video form when a program in family viewing time is unsuitable for younger members of the family, as well as later in the evening if programs contain material that might be disturbing to significant numbers of the viewing audience.

Another provision would require broadcasters to notify publishers of television listings about programs which will contain "advisories."

The commission acknowledged the inevitability of disagreements over whether particular programs have been improperly slotted in family viewing time. But, it
said, "interpretation of which programs are appropriate for family viewing rests with the broadcaster."

The report also touched on other questions that have been raised about the practicality of the plan. It noted that because of time zone problems, family viewing will be presented at different times in different areas of the country. (It would end at 9 p.m. in New York but as early as 7 p.m. in some parts of the mountain time zone.) And it said broadcasters should not use advisories and advance notices "in a titillating fashion so as to commercially exploit the presentation of violent or sexually oriented material."

The commission's approval of the plan in large part constitutes an act of faith. The report says the success of the program depends on the good faith and responsibility of the networks and other broadcasters. It also indicates it has taken the network presidents at their word when they said, as they did, that there will be restraint in the selection of programming after 9 p.m. The networks do not view those later hours as a time "to be filled with blood, gore and explicit sexual depictions," the report said.

Only experience will indicate how well the principles are applied, the report added.

The commission's report was requested by the Senate and House Appropriations Committees in hearings on the commission's budget last year. For the past several years, members of the subcommittees reviewing the President's appropriation request for the commission roundly criticized the commission for its failure to police the airwaves. Last year, finally, the committees would no longer accept commission discourses on the problems posed by the First Amendment. They insisted on a report within a year on what the commission had done about the issue, and the House committee threatened "punitive" action if the directive were not honored.

The public, too, has been pressuring the commission. In its report to Congress, the FCC said the number of complaints it received about violent or sexually oriented programs rose from 2,000 in 1972 to almost 25,000 in 1974; however many of those were the product of what appeared to be organized campaigns.

The commission also cited as a cause of action the report of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, which had studied the effect of entertainment television on children's behavior at the request of Senator John O. Pastore (D-R.I.). That report, the commission said, "added support to the view that a steady stream of violence on television may have an adverse effect upon our society — and particularly on children."

Commission officials who worked on the report to Congress privately expressed satisfaction with it. One staffer described it as "hard-hitting." And the report itself is upbeat. It closes its discussion of the self-regulatory guidelines the NAB is expected to adopt with a description of them as representing "a major accomplishment for industry self-regulation," and with an expression of optimism that the "principles will be applied in a responsible manner which will be acceptable to the American public."

The section on obscene or indecent material closes with the expressed hope that the declaratory ruling on the WBAI broadcast and the proposed amendment to the statute will "prove effective in abating the problems which have arisen in these areas."

However, possibly troublesome loose ends remain. There is no certainty that INTV, for instance, will accept the same self-regulatory provisions as those the NAB appears to favor. And the ruling on WBAI is expected to be challenged in court.

The commission sent copies of the report to the chairmen of the Senate and House subcommittees that review the commission budget, as well as to the chairmen of the Senate and House Commerce Committees and of their communications subcommittees.

Word on Coast in pilot stage:
Watch that sex and violence
But nobody knows what qualifies as family viewing fare or for broadcast at other periods

The uncertain business of pilot production is more uncertain than ever this year as producers and their three network customers wonder what's to be barred from the air under the emerging restrictions on sex and violence. At this point there are more questions than answers about the nature of the 1975-76 season.

As Aaron Spelling, whose Spelling/Goldberg firm has four pilots for ABC in gestation, puts it: "Oh, it's going to be different, all right. Everyone is motivated by that new hour of family viewing." Does family viewing at 8 to 9 p.m. in network schedules mean free rein after

<table>
<thead>
<tr>
<th>Title</th>
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<tr>
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<td>CBS-TV</td>
<td>NBC-TV</td>
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<td>Greybar Hotel</td>
<td>half hour</td>
<td>Joe and Sons</td>
<td>half hour</td>
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<td>The Last Detail</td>
<td>half hour</td>
<td>Big Eddie</td>
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<td>Charo</td>
<td>half hour</td>
<td>Rosenthal and Jones</td>
<td>half hour</td>
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<td>The Orphan and the Dude</td>
<td>half hour</td>
<td>Popi</td>
<td>half hour</td>
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<td>Father O Father</td>
<td>half hour</td>
<td>Doc</td>
<td>half hour</td>
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<tr>
<td>Home Cookin'</td>
<td>half hour</td>
<td>Phyllis</td>
<td>half hour</td>
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<tr>
<td>How to Succeed in Business</td>
<td>half hour</td>
<td>Wives</td>
<td>half hour</td>
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<td>Mason</td>
<td>half hour</td>
<td>Grandpa Max</td>
<td>half hour</td>
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<td>The Muppets Nonsense Show</td>
<td>half hour</td>
<td>Hello, Annie</td>
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<td>Search for the Gods</td>
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<td>Harry &amp; Maggie</td>
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<td>Supercops</td>
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<td>Sounder</td>
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<td>Three for the Road</td>
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<td>Panama Fargo</td>
<td>hour</td>
<td>Buckley</td>
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<td>Wonder Woman</td>
<td>hour</td>
<td>Adventures of the Queen</td>
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<td>Bridger</td>
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<td>The Best Years (tentative title)</td>
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<tr>
<td>How the West Was Won</td>
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<td>The Daughters of Joshua Cabe</td>
<td>hour</td>
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</tbody>
</table>

Which shows will be auditioning for network

- Elinor Queen
- Helen Kane
- One of Our Own
- Medical Story
- Look of Elegance
- Cheerleaders
- Delancy Street
- Enter Horowitz
- Gibbsville
- House Detective [Delancy]
- Invisible Man
- Jigsaw John
- McCoy
- Metro Man
- Nevada Smith
- Riverboat
- Roman Grey
- Strike Force
- Shamans
- Undercover Man
- 905 Wild
- Adventure with the Chopper
- Cop and the Kid
- Fey
- Flannery & Quilt
- Fos's Place
- Full House
- Gradys
- Hereafter
- Sunday Dinner
- Trials and Error

* Pilot running time: if chosen as series 90-minute and two-hour pilots probably will be hour long shows, except for those chosen to remain as long forms on alternating basis.
9 p.m.? That kind of question has more
terence to Mr. Spelling than to some
others in Hollywood. He produces The
Rookies, which is often mentioned among
the shows with strongest action (see story
page 35) and is now playing at 8 p.m.
on ABC.

Frank Barton, CBS-TV program
development vice president, thinks that the
next season will not be radically unlike
this season, with perhaps a trend toward
more comedies—'You can't always get
The Waltons or The Little House on the
Prairie,' he said.

Harold (Bud) Austin of Paramount
Television also foresees the return of
"zany comedies" like the old motion pic-
tures, "My Man Godfrey" or "Nothing
Sacred," in television form. On a much
more modern theme, he noted that
Warner Bros.' Black Bart, a CBS pilot,
is right out of "Blazing Saddles," Mel
Brooks's outrageous comedy that has
been a theatrical hit.

Lee Rich, whose Lorimar Productions'
The Waltons is the one show all agree
is safe for placement in family-viewing
time, said he felt the new season will be
toned down. Mr. Rich said the basic ques-
tion seems to be: What exactly is family
viewing?

Norman Lear of Tandem Productions
and TAT Communications said that pro-
ducers, he among them, were definitely
beginning to hear more and more about
family viewing programs for the first
prime-time hour. The word to producers,
said, is: Watch the sex and violence.

John McMahon, NBC West Coast TV
program vice president, noted a devel-
oment toward greater diversification for
the new season, and, a greater emphasis
on character development in comedies.

The number of pilots now in work is
smaller than the number reported at this
time last year (Broadcasting, March 11,
1974). ABC has ordered 28; CBS, 25,
and NBC, 31, for a total of 84 this year.
The figures a year ago were ABC, 36;
CBS, 26, and NBC, 34, for a total of 96.

The spinoff carrousel continues to
whirl. Phyllis, starring Cloris Leachman,
for CBS, is a spinoff from the Mary
Tyler Moore Show. Beacon Hill, also for
CBS, is an Americanization of the British
Upstairs, Downstairs, which was shown
on public broadcasting this past year
that would be set in Boston in the post
World War I years. Metro Man, for
NBC, is out of Police Story, and Grady,
also for NBC, out of Sanford and Son.

And from feature movies of all vint-
gees came Popi, Blue Knight, and Super-
cops, for CBS; Best Years of Our Lives,
The Last Detail, The Friendly Persuasion,
How the West Was Won and Sounder,
for ABC, and Hamas, for NBC.

Tape is moving into what was formerly
the film world. NBC has Sunday Dinner
and Strike Force, the latter being done
in New York. ABC has five set for taping:
Greybar Hotel, Charo, Father O Father,
How To Succeed in Business and Mason
—the last two to be done in New York.

There is even a nostalgia movement,
slight but being watched, involving famil-
ilar faces. Harry and Maggie, a half-hour
comedy pilot for CBS by MGM Television,
will star Don Knotts and Eve Arden,
both TV series veterans, Mr. Knotts best
remembered for his role as Barney Fife
in the Andy Griffith Show, Miss Arden
out of radio, and TV's Our Miss Brooks.

The deficit financing issue which domi-
nated Hollywood conversations a year ago
is receding. Most of those who were vocal
about the subject agree now that progress
is being made, although Alan Hirshfeld,
president and chief executive officer of
Columbia Pictures Inc., parent of Col-
umbia Pictures Television (the old
Screen Gems), recently said he was un-
willing to continue what he called "the
subsidization" of the networks. CPT has
a two-prime-time shows on NBC: Police
Story and Police Woman, as well as That's
My Momma on ABC. It also has two
daytimers: Young and the Restless
on CBS, and Days of Our Lives, on NBC.

One of the most outspoken last year
about the need for an increase in pay-
ments by the networks for TV shows was
Grant Tinker of MTM. He agreed now
that progress certainly has been made,
but he noted that MTM passed on some
projects because it couldn't get the money
it sought for them. MTM is committed
to making three pilots, instead of the
seven or eight it would have liked to,
according to Mr. Tinker.

The past year's deficit financing amuses
one independent producer, Aaron Spell-
ings. Nobody, he said the other day, stays
in business if he is losing money. "Sure
we'd all like to make more money," he
said, "but I've got to laugh when I hear
some of my colleagues complain about
losing money as they drive their $22,000
Mercedes 450SLC's to their $600,000
homes."

Scorecard on program development for the 1975-76 season

<table>
<thead>
<tr>
<th>Production Company</th>
<th>Title and Remarks</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Start</th>
<th>Key creative people</th>
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<tbody>
<tr>
<td>ABC Circle Films</td>
<td>Sounder</td>
<td>drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Harold Sylvester,</td>
<td>Robert Radnitz,</td>
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<td>Ebony Wright,</td>
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<td></td>
<td>The Kansas City Massacre</td>
<td>detective</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Harold Gould,</td>
<td>Dan Curtis</td>
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<td>Steven Kanaly,</td>
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<td>Acre Enterprises</td>
<td>Flannery and Ollit</td>
<td>comedy</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>Red Buttons,</td>
<td>Carl Reiner</td>
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<td>Harold Gould,</td>
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<td>Alpine Productions</td>
<td>House Detective or Delaney</td>
<td>drama</td>
<td>90 minutes</td>
<td>NBC-TV</td>
<td>Ed Lauter,</td>
<td>Mal Stewart,</td>
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<tr>
<td>(Charles Fries)</td>
<td>(in association with MGM-TV)</td>
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<td>Full House</td>
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<td>half hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Budd Grossman</td>
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<td>Abe Burroughs</td>
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<td>hour</td>
<td>ABC-TV</td>
<td>TBA</td>
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<td>Matt Helm</td>
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<td>ABC-TV</td>
<td>TBA</td>
<td>David Gerber,</td>
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<td>A Small Step Forward</td>
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<td>NBC-TV</td>
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<td>Metro Man</td>
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<td>NBC-TV</td>
<td>Lloyd Bridges,</td>
<td>Abby Mann</td>
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<td>Shamus</td>
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<td>90 minutes</td>
<td>NBC-TV</td>
<td>Rod Taylor,</td>
<td>Chris Morgan</td>
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Continues on page 30
WXIA-TV
ATLANTA'S NEW YOUNG LEADER...
ATLANTA OF THE '70's —
Exciting, vital, new!
Growing at a rate 2\(\frac{1}{2}\) times that of the nation.
One of America's fastest-growing markets.
And Young!
68% of its adults are 18-49 years of age.
Keeping pace with this dynamic growth is WXIA-TV... in step with young Atlantans of all ages.

WXIA-TV 11 ABC ATLANTA
A Company of Combined Communications Corporation
Represented by PGW
<table>
<thead>
<tr>
<th>Production Company</th>
<th>Title and Remarks</th>
<th>Type</th>
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<td>Joe and Sons</td>
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<td>Richard Castellano</td>
<td>Douglas S. Cramer, Bernie Kukoff, Jeff Harris</td>
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<td>Father O Father</td>
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<td>Larry Gordon Productions</td>
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<td>Jim Henson Associates</td>
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<td>Jim Henson</td>
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<td>Lorimer</td>
<td>The Best Years of Our Lives</td>
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<td>Lee Rich, Herb Hirschman, Earl Hammer, Jr., Dan Petrie</td>
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<td>Lorimer</td>
<td>The Blue Knight</td>
<td>police drama</td>
<td>hour</td>
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<td>Lee Rich, John Furia, Jr., J. Lee Thompson</td>
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<td>Lorimer</td>
<td>Enter Horowitz</td>
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<td>90 minutes</td>
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<td>Michael Constantine, Barbara Rhodes, David Opaloshu</td>
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<td>Lorimer</td>
<td>River Man</td>
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<td>MGM Television</td>
<td>The Orphan and the Dude</td>
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<td>half hour</td>
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<td>Oliver Clark</td>
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<td>MGM Television</td>
<td>How the West Was Won (prospectus, not a pilot)</td>
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<td>MGM Television</td>
<td>Supercops</td>
<td>police action</td>
<td>hour</td>
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<td>Steven Keas, Alan Feinstein, Dick O'Neill</td>
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<td>MGM Television</td>
<td>Buckley (in association with UGO Productions)</td>
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<td>Nevada Smith</td>
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<td>Flo's Place</td>
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<td>MGM Television</td>
<td>Jigsaw John</td>
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<td>Everett Chambers, Robert Monroe, Daryl Duke</td>
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<td>half hour</td>
<td>CBS-TV</td>
<td>Barnard Hughes, Elizabeth Wilson</td>
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<td>Jerry McNulty, Boris Sagal</td>
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<td>Omnipotent Inc.</td>
<td>Lily Tomlin</td>
<td>variety</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Lily Tomlin</td>
<td>Irene Pinn, Jane Wagner</td>
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Continues on page 32
All four networks, dozens of independents and now the affiliates are replacing film cameras with the Ikegami Camera System. Its NTSC video signal can go directly on the air. Or be taped and played without film delays. Your station gets a priceless "first with the news" image...and it shows up in the ratings. Proof: VARIETY reports the Ikegami is the first piece of hardware to have a substantial effect on news ratings in Chicago.

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<table>
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<th>Production Company</th>
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<td>Big Eddie (Deezdemzandoza Productions)</td>
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<td>Sheldon Leonard, Sheree North</td>
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<td>Playboy Productions</td>
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<td>Jerry Davis</td>
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<td>Quinn Martin</td>
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<td>James Parentino, Ramon Bieri</td>
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<td>Grandpa Max</td>
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<td>Larry Best</td>
<td>Aaron Ruben, John Rich</td>
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<td>RSO Productions</td>
<td>Beacon Hill</td>
<td>family drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Steven Elliott, Nancy Marchand, Kitty Winn, George Rose, Beatrice Straight</td>
<td>Beny Vertue, Jacqueline Babbin, Fielder Cook</td>
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<td>Spelling/Goldberg</td>
<td>The Oath</td>
<td>drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Hal Holbrook, Humre Cronyn, Jack Albertson, Will Geer</td>
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<td>Starsky and Hutch</td>
<td>police</td>
<td>hour</td>
<td>ABC-TV</td>
<td>David Soul, Michael Glaser</td>
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<td>The Best Years (tentative title)</td>
<td>family drama</td>
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<td>western</td>
<td>hour</td>
<td>ABC-TV</td>
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<td>Sweeney/Finnegan Films</td>
<td>New Orleans Force</td>
<td>police</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Peter Graves, Tom Rosqui</td>
<td>Robert Sweeney, William Finnegan, Bruce Bisson</td>
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<td>half hour</td>
<td>NBC-TV</td>
<td>Whitman Mayo</td>
<td>Bud Yorkin</td>
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<td>T.A.T. Communications Co.</td>
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<td>hour</td>
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<td>Jackie Gleason</td>
<td>Norman Lear, Richard Wechsler</td>
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<td>Hello, Ann!</td>
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<td>CBS-TV</td>
<td>Bonnie Franklin, Mackenzie Phillips</td>
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<td>Hereafter</td>
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<td>half hour</td>
<td>NBC-TV</td>
<td>Josh Mostel</td>
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<td>(in association with Don Kirshner Productions)</td>
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<td>Fay</td>
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<td>Lee Grant, Joe Silver, Margaret Willack</td>
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<td>Thoroughbred Productions</td>
<td>Shell Game</td>
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<td>hour</td>
<td>CBS-TV</td>
<td>John Davidson, Robert Sampson, Maria O'Brien</td>
<td>Harold Jack Bloom, Chinn A. Jordon</td>
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*User: All measurement data are estimates only, subject to defects and limitations of source materials and methods.
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<th>Key creative people</th>
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<td>Swiss Family Robinson (In association with Irwin Allen)</td>
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<td>Adventures of the Queen</td>
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<td>Cheerleaders</td>
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<td>The Keegans</td>
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<td>Ellery Queen</td>
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<td>Jim Hutton, David Wayne</td>
<td>Richard Levinson, William Link, David Greene</td>
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<td>Mathew Rapf</td>
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<td>Doug Cramer, W. L. Baumes, Jud Taylor</td>
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<td>Heist</td>
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**Is network TV too permissive?**

In NATPE survey more broadcasters say yes than no, but syndicators spill the other way on question

Many station executives think the networks are getting away with too much sex and violence in their prime-time shows, according to a National Association of Television Program Executives' survey released last week. The findings were culled from printed ballots distributed at the NATPE conference in Atlanta earlier this month (Broadcasting, Feb. 17).

Fifty-seven percent of the executives from stations and station groups returning the questionnaire said the networks were "too permissive" in prime time. Forty percent said the prime-time content is "just about right," the other 3% claiming the networks are "not permissive enough."

Among the producers and distributors answering the same question, however, only 20% said the networks are too permissive, with 50% putting themselves in the just-about-right category and 30% in the not-permissive-enough column.

Local programing and syndicated shows, though, were predictably given clean bills of health by the station executives and syndicators. Only 2% of the station respondents said local shows are too permissive, and only 8.3% of them put syndicated shows in that category. In addition, only 20% of the TV syndicators said local programing is too permissive (compared to 50% who found it not permissive enough and 30% who regarded it as just about right). Not one of the polled syndicators found syndicated programing too permissive, whereas 70% found it just about right and the other 30% not permissive enough.

Some of the other findings:

- 50.5% of the station respondents said minority groups should "never" have the right "to pressure for script revisions," whereas 70% of the syndicators said the

Broadcasting Feb 24 1975
CBS, ABC each have four shows in 'McCall's' 10 most violent

Magazine's poll of TV critics picks three in planned family-viewing slot; many considered sure for syndication

Another slant on TV violence was provided last week by McCall's magazine, which published a list of "10 most violent TV shows" as rated by television critics on newspapers and magazines.

The 10: Hawaii Five-O (CBS, Tuesday, 9-10 p.m. NYT); Mannix (CBS, Sunday, 9:30-10:30); Cannon (CBS, Wednesday, 9-10); Kojak (CBS, Sunday, 8:30-9:30); Police Woman (NBC, Friday, 10-11); Police Story (NBC, Tuesday, 10-11); Streets of San Francisco (ABC, Thursday, 9-10); The Rookies (ABC, Monday, 8-9); Get Christie Love (ABC, Monday, 10-11) and Kung Fu (ABC, Saturday, 8-9).

Three of the 10 currently start within the 7-9 p.m. period designated for "family viewing" under a proposed amendment to the National Association of Broadcasters television code: Kojak, Rookies and Kung Fu.

Also on sure-fire entries for syndication sooner or later, Hawaii Five-O, for example, has been repeatedly reported as ticketed for syndication by Viacom Enterprises when the series ends its CBS run; however, Viacom itself has not officially confirmed those reports and would not comment on the McCall's poll last week. Officials of Paramount TV, which is widely expected to syndicate Mannix when that series leaves CBS, could not be reached for comment on the McCall's listing.

McCall's said 80 TV critics participated in its poll, rating 63 prime-time programs. The project was undertaken, McCall's said, to test network claims that violence is what people want to watch. By Nielsen measurement, the magazine said, these "are not the most popular" shows, with none among Nielsen's top 10 for the latest period available at McCall's press time.

The magazine didn't say how the critics rated the 53 other prime-time shows. It did say almost none of them "thought that violence could—or should—be totally eliminated from television. It was violence for the sake of violence that upset them."

The magazine also said that the NAB code seems "perfectly adequate"—this was written before the family-viewing amendment was proposed—but that "unfortunately, broadcasters haven't paid much attention to the code." It also told readers how to make themselves heard: Write to their congressional representatives, to Senator John O. Pastore (D-R.I.) and his Senate Communications Subcommittee, to the stations involved, to the FCC—and "above all, if a television show upsets you, turn it off. Poor ratings speak louder than words."

Program Briefs

More detectives. NBC announced it has ordered development of 1976-77 series entitled "Crunch" by Frankovich/Self Production, to star Yaphet Kotto, black star who created role in current movie, "Report to the Commissioner." "The script will deal with the day-by-day action, on duty and off, of a streetwise New York City detective," Lawrence R. White, NBC-TV vice president-programs, said.

TV's story. Television Information Office New York has produced Children and Television, 43-minute TV program detailing efforts of broadcasters on behalf of young viewers, and has distributed it to stations for telecasting. Program features discussion between TIO Director Roy Danish and TV newsman Lew Wood on such topics as industry policing of children's programing and advertising as well as self-regulation by broadcasters.

More for Poe. American International Television, Beverly Hills, Calif., announces its seven-picture, Edgar Allen Poe film package, "World of the Macabre," has been sold in seven additional markets, bringing to 83 number of cities where films are being broadcast. New stations: KCMO-TV Kansas City, Mo.; KHOU-TV Houston, WTTW Two Terre Haute, Ind.; KGRL Kearney, Neb.; WHEC-TV Rochester, N.Y.; WNET-TV Flint-Saginaw-Bay City, Mich., and WXZ7-TV Detroit.

Greenfield-Weisfeld split. Art Greenfield and Jerry Weisfeld, TV syndicators under name TV Cinema Sales Corp., Los Angeles, have separated. Mr. Greenfield has established Art Greenfield Co., holding rights to off-network sales of Bill Cosby Show (on NBC from 1969 through 1971), as well as such syndicated shows as Passport to Travel, Wyatt Earp, Four Winds to Adventure, among others, and packages of feature films. Mr.
Weisfeld, who retains TV Cinema Sales name, continues holding rights to Buck Owens’ TV Ranch Show, Trails to Adventure, and Masterpiece Features film package. TV Cinema Sales has moved to 434 North Rodeo Drive, Beverly Hills, Calif., 90210. Telephone: (213) 273-4018. Mr. Greenfield remains at 9255 Sunset Boulevard, Los Angeles 90060. Telephone: (213) 273-6369.

Renewal special. National Telefilm Associates, Hollywood, has released 50 new episodes (from 1969-70 seasons) to stations now running series. NTA is offering special two-year renewal plan that includes 50 new segments plus additional runs of 260 now in syndication.

Two thirds more. Total of $351,444 was raised during 24-hour radiothon Feb. 8 for leukemia research. Key station was KFHF(AM) Los Angeles which fed 47 other stations. National chairman of event was actress Shirley Jones. This was third annual leukemia radiothon. Last year $215,000 was raised. Highest single station effort in Los Angeles featured by WVLW(AM) Washington's $70,000.

FDR special. NBC-TV announced development of three-hour dramatization of Jim Bishop’s recent biography “FDR’s Last Year.” Stanley R. Greenberg (The Missiles of October, Pueblo) will do adaptation, and former Viacom Vice President Irwin Winkler will produce. Exact production schedule and cast will be announced later.

Two for Savage. George L. Savage, creator and formerly executive producer, Wink Martindale’s Music Scene U.S.A., and general manager, American Radio Programs, Hollywood, announces formation of Savage Communications Co., 977 Wilshire Boulevard, Suite 908, Beverly Hills, Calif., 90202. (213) 473-6095. Production and syndication division, S and B Programming, Box 55042, Hollywood 90072, has also been formed by Mr. Savage with Les Biegel, announcer and owner of Underdog Recording Studios, same city, as vice president.

Again. Ralph Edwards-produced Name That Tune has been renewed for another year on NBC owned-and-operated TV stations, according to Sandy Frank Station Syndication Inc., New York.

‘Omnibus’ on file. Robert Saudek Associates Inc., producers of 1950’s Omnibus television series, has donated its archives to Wesleyan University, Middletown, Conn. Archives include more than 200 files of broadcast manuscripts and production records of 166 programs that constituted eight seasons of Omnibus broadcasts. Series brought to TV classical and contemporary drama, ballet, opera, music, comedy and historical perspectives on American political institutions.


More Bill Balance. Total of 68 radio stations in U.S. are now taking Bill Balance Show, as well as 10 in Canada and one in New Zealand, it was announced last week. Latest U.S. subscribers to series syndicated by Creative Radio Shows, Los Angeles, are KFNW(AM) and WLCS(AM) Columbus, both Georgia, and KJZ(AM) Grand Junction, Colo. Newest Canadian customer is CJDC(AM) Dawson Creek, B.C. New Zealand subscriber is 2ZWM(AM) Wanaganei, a New Zealand Broadcasting Corp.-owned station.

Trenders. Veterans Administration is inaugurating new feature “Your Musical Scrapbook,” within its long-running public service radio series, Here’s to Veterans. Segment spotlights musicians who have set musical trends over past 20 years.

Fairway-court suggestions. Series of one-minute golf and tennis tips (basics in playing, selection of equipment, playing under special conditions) is being offered by DWI Associates. Featured are Nick Seitz, editor of Golf Digest, and Shep Campbell, editor of Tennis. DWI Associates, 295 Madison Avenue, New York 10017; (212) 332-7676.

Giving them Fitz again. Shake-up at RKO’s won’t (AM) New York will include return of Ed and Pegeen Fitzgerald to station after two-year absence. Mr. and Mrs. Fitzgerald, both in their 80’s, enjoyed 34-year station tenure with daily program. Work’s moves also involve cancellation of The Martha Deane Show, which has operated with guest hosts since Miss Deane’s death last year. Fitzgeralds will occupy 1:15-2 p.m. slot, replacing discussion show with Arlene Francis, who will move to 10:15-11 a.m., replacing Deane show.

AFTRA makes concession. Move by American Federation of Television and Radio Artists, permitting stations using singers and/or other talent to buy out complete production for single fee (rather than have to pay residuals after 13 weeks), is expected to bring this type of business to Hollywood. Under old rule, most of such business went to non-union cities such as Dallas, Memphis and Nashville. One of first to announce availability of service under new AFTRA rules was Charles H. Stern Agency, Los Angeles talent agency.

Sonny sues. Sonny Bono, singer-comedian, filed $25-million lawsuit against his wife and former partner, Cher, charging conspiracy on her part and others, including David Geffen, recording executive, to defraud Mr. Bono of profits from TV, recording and appearance contracts. Suit relates to five-year contract signed by Bonos in 1972 that provides that each share in other’s income. Bonos are now separated and have sued for divorce. Their breakup caused their Sonny & Cher Comedy Hour, on CBS for four years, to be canceled at end of last season.

‘Khan!’ can’t

CBS-TV drops detective series after two shows, while ‘Cher’ premieres to big numbers

Not to be outdone by NBC-TV, which needed only two telecasts of its second-second-season private-house series to realize it had a dog on its hands (Broadcasting, Feb. 17), CBS-TV announced last week it was canceling Khan! after only two airings.

Khan! (Friday, 8-9 p.m., NYT), a detective series, staggered to a 9.7 rating and 16 share on Feb. 14 after a dismal 12.9 rating and 20 share on Feb. 7. The network said next Friday's (Feb. 28) episode will be Khan!'s last. The previously announced documentary, Gorilla, will go into the time period on March 7. On March 14, CBS will replace Khan! with two half-hour series, The Friday Comedy Special (8:30-9 p.m.) and We'll Get By (8:30-9 p.m.). The former will be a catch-all for comedy pilots the network is developing for fall '74-'75 season. The latter, a contemporary comedy-scripted and written by the actor Alan Alda (M*A*S*H), was originally scheduled to begin in the same Friday time period last September but was bumped by CBS when the courts rejected a prime-time access-control rule revision by the FCC that would have given an additional hour a week to all three networks.

If Khan!’ ratings spelled bad news for CBS last week, the debut of Cher (Sunday, Feb. 16, 7:30-8:30 p.m.) on the network was nothing but good news. The series racked up a 23.0 rating and 35 share to finish first in its time period, easily beating a Ringling Bros. circus special on NBC and the first hour of the movie musical, "Oliver," on ABC.

If Cher continues to chalk up solid ratings, CBS may end up being blessed with three second-season new-show winners. The others are The Jeffersons (Saturday, 8-9 p.m., which hit a 28.3 rating and 45 share on Feb. 16, and Tony Orlando and Dawn (Wednesday, 8-9 p.m.), which got a 21.2 rating and 32 share on Feb. 12.

ABC came up with some good initial samplings for its two new Monday-night cop shows, S.W.A.T. made its debut on Feb. 17 sandwiched together with The Rookies (both shows are produced by Spelling-Goldberg) as a two-hour made-for-TV movie (8-10 p.m.) and scored with a 28.1 rating and 41 share. With that strong lead-in (9-11 p.m.) harvested a 20.7 rating and 34 share.

All of the other second-season shows are plodding along with marginal shares of audience.

Broadcasters among Freedoms winners

At ceremonies near the historic Revolutionary War encampment, the Freedoms Foundation at Valley Forge, Pa., honored 33 people and organizations, including several broadcasters, for “constructive words and deeds which support America,
suggest solutions to basic problems besetting the nation, contribute to responsible citizenship and inspire love of country." Among those receiving the National Freedom Awards Feb. 17 were: Actor Hugh O'Brian, of *Wyatt Earp* TV fame, who received a Freedom Leadership Award for work through the O'Brian Youth Foundation leadership seminars.

Dr. George S. Benson, president of the National Education Program, Harding College, Searcy, Ark., journalist and radio commentator for nearly 40 years, received a National Recognition Award.

Lady E. Cooney, president of Kiko Radio and Television Inc., Seattle, received a George Washington Honor Medal for his public address entitled "These Are Our Roots."


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**NBC to spend more evenings with Disney**

Seven three-hour programs to be patterned after '74 special

Walt Disney Productions President E. Cardon Walker has announced that Disney and NBC had concluded an additional agreement whereby the network will telecast seven Disney feature films for one run under the *Evening With Disney* format instituted last year.

Of the seven films, four have just completed their theater runs and normally would have been withdrawn from distribution for seven or eight years. They are "That Darn Cat," "L. Robin Crusoe, USN," "Old Yeller" and "Absent-Minded Professor." Three other films previously were aired on network TV: "Great Locomotive Chase," "Moon-Spinners" and "Tonka." The new package will commence in the fall of this year and must be completed by Dec. 31, 1976.

The 1974 agreement involved three Disney movies: "20,000 Leagues Under the Sea," "Parent Trap" and "Beaver Valley."

The three-hour long "Evening With Disney" format, to be scheduled by NBC as *Saturday Night at the Movies* during 1975 and 1976, will use various Disney shorts and features in conjunction with the movie feature.

Disney officials last week also amplified a reference by Donn B. Tatum, Disney chairman, that the company may consider producing a new version of the *Mickey Mouse Club* in light of the superior ratings of the reruns of 1950 half-hour episodes. The officials said that it would be proper for the company to consider making a new series when the present 390 episodes run out, if current high ratings continue, but that nothing is in the works at the present time.

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**Panelists find side effects in cures for children's TV**

A network vice president had a kind word for activists who have been clamoring for ad-less and higher quality children's TV shows.

Squire Rushnell, ABC vice president, children's programming, said that the critics have overstated their case, but that there have had some affirmative results. "When you actually get the presidents of the three TV networks to sit down face to face and talk about children's TV... and now family entertainment in the first prime-time hour... that's good," Mr. Rushnell said at a seminar sponsored by the Hollywood chapter of the National Academy of Television Arts and Sciences.

Mr. Rushnell and others on the panel vigorously opposed banning commercials on children's shows. Bob Keeshan (Capt. Kangaroo) noted that five years ago Saturday morning was a major profit center for the networks. But not anymore, he said, because the attacks on advertising in children's shows have impelled good advertisers to leave that time period. Sally Baker (Hobo Kelly of KJ3-TV Los Angeles) expressed fear that the movement to ban commercials on kiddie shows could be booted counterproductive as to entirely dry up funds for that type of programming. What is needed, she said, is "really stringent rules" for commercials in children's shows.

And the cries for quality programming in children's TV shows were labeled more talk than deed by Joseph Barbera, of Hanna-Barbera Productions, Hollywood.

Last year, for ABC, Hanna-Barbera did an animated version of "Cyrano de Bergerac," using the voices of Jose Ferrer and the Broadway cast, performing at the time in Los Angeles. None of the critics or the activists, Mr. Barbera declared, gave his company or the network credit for broadcasting this production.

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**So much history**

ABC Television Network president James E. Duffy said that ABC's dramatic re-enactment of historical events represent an important new form of television programming that will increase both on ABC and on other networks.

Citing high ratings and critical acclaim accorded ABC's *Death Be Not Proud, The Misiles of October*, and *Judgment: Court Martial of William Calley*, Mr. Duffy expressed confidence in the future of this "new form of quality entertainment" in remarks delivered to the Denver Advertising Club last Wednesday.

He also announced the development of several dramatic specials which will treat similar subjects in similar depth, including the story of the Korean War meeting between President Truman and General MacArthur at Wake Island, a multipart special based on Joseph Lash's book, "Eleanor and Franklin," and a dramatization of the investigation and manhunt following the Lindbergh kidnapping.
Looking to '85: a bigger pie, but more slices

Things look good for broadcasting and cable, according to survey of 158 experts by Cox Broadcasting

Cox Broadcasting Corp. last week released results of an in-depth analysis of radio and television which concluded on the basically optimistic views with industry leaders that the future of broadcasting is bright and that there is no significant threat from cable television.

However, the report also predicted that future television audiences will be "considerably fractionalized" by the increase in programing effected by the growth of cable TV and UHF, implying that it will be harder to reach masses as large as those networks now command.

Cox Broadcasting, which is publicly traded, is a major radio-television station group and holds a controlling position in Cox Cable Communications Inc., fifth biggest cable-system owner. The company's new report indicates "substantial growth for both broadcast media and cable over the next 10 years without serious competition between the two industries."

Other significant findings, the company said, include "strong growth of advertising expenditures in broadcast media, particularly local, and increased time spent viewing TV and listening to radio." The report said the 158 experts interviewed also came to a consensus that indicated relaxation of FCC cable rules would allow substantial growth in the penetration and the emergence of cable television as a "limited advertising medium."

James A. Landon, Cox vice president for planning and research, who supervised the three-month study finished last December, said that the company considered the survey findings significant and that it had already begun to make decisions based on the results.

Cox conducted what is known as a Delphi survey, a technique developed by Pentagon-sponsored think tanks and which had mixed success during the war in Vietnam. Basically the survey technique consists of interviewing experts, correlating the results according to a weighting formula, and then recirculating the findings to the same experts, giving them an opportunity to change their opinions in light of the opinions of others.

As Cox reported the summary of the findings, the more significant were:

* Advertising volume will increase at an accelerated pace (7% between 1975-80 and 8% between 1980-85), reaching about $60 billion in 1985.

* Local TV and radio will have significant increases in their shares of ad volume by 1980, but network and spot TV will show only modest gains.

* Time spent watching television will increase 7% annually for the average family, from 380 minutes in 1973 to 413 minutes in 1985.

* Pay TV and video cassettes will cut into free television's audience by only 1.2% by 1980 and by 4% by 1985.

* FM's share of the radio audience will go from 28% in 1973 to 48% by 1985 in the U.S. as a whole and from 35% to 55% in the top-25 markets.

* FCC rules for distant-signal importation will be relaxed for cable, and anti-siphoning rules will be relaxed for pay TV.

* Cable will increase its national penetration from the current 13% to 19% by 1980 and to 29% by 1985, and in the top-25 markets the figures will go from 4% to 10% to 17%.

* About 10% of American families will have pay cable by 1985, and they will watch an average of 5.5 programs a week, which represents, assuming two hours per program, 2.2% of all time spent watching TV in the U.S.

The experts interviewed by the Cox survey team were categorized as representing advertising, programing, broadcast technology, government regulation, and cable and pay TV. The findings of the advertising group included the statement: "The only major medium to increase significantly in number by 1985 will be FM stations. UHF TV stations will increase slightly in number, while VHF outlets, AM radio stations and newspapers will remain at about the present level."

The figures supplied by Cox for increases in station numbers were as follows: The number of UHF stations is predicted to increase from 192 to 270, a jump of 28%, and the number of FM stations is seen as rising from 2,482 to 3,000, an increase of 17%.

Another finding from the programing tabulations reported: "Increased cable penetration with relaxed rules and slightly more UHF stations will enable the average home to receive 9.1 stations in 1980 and 11.0 in 1985, producing considerably more fractionalization in television."

Other expectations reflected in the survey findings: TV networks will deliver programs to affiliates by direct satellite-to-station transmission; the FCC will modify but not completely repeal the prime-time access rule, and rating reports will have much greater depth and contain more detailed information on the audience.

Macdonald sets up two dates with FCC

Oversight hearing next week to be get-acquainted sessions with heavier agenda on return trip in June

The House Communications Subcommittee has scheduled one day each of FCC and Office of Telecommunications Policy "overview" hearings next week. The subcommittee has invited all seven FCC commissioners to testify on March 5, and on March 6 it will hear from the acting director of OTP and the director of the Department of Commerce's Office of Telecommunications.

The subcommittee will also extend a second invitation to the FCC chairman and six other commissioners as well as the FCC staff to testify at further, "more exhaustive" oversight hearings in June, according to an aide to Representative Torbert Macdonald (D-Mass.), chairman of the subcommittee. But the March 5 appearance is intended for a general exchange of commission and subcommittee views and concerns on communications matters. A further aim is to permit the FCC commissioners to become acquainted with the new members of the subcommittee and vice versa (see BROADCASTING, Feb. 3).

The FCC hearing will not focus on any specific issues the commission or subcommittee is currently pursuing, the aide said, but among those topics sure to figure in the dialogue are the FCC's report on TV violence and obscenity (see page 25), children's television programing and legislation to strengthen the commission's authority to deal with common carrier rate increases, such as that recently proposed by AT&T (BROADCASTING, Feb. 3).

Subcommittee Chairman Macdonald had hoped to hold the overview hearings...
Can a chief engineer afford to think only like an engineer?

Put a good picture on a TV set. That's always been the first thing a chief engineer has to think about.

But it doesn't seem to be the only thing anymore.

Today, more and more chief engineers are thinking more and more like station managers.

They have to. They've got staff meetings to go to, they've got equipment to buy, they've got cameramen to keep happy, they've got program directors to keep happy.

Now they've got this whole new thing of electronic journalism to think about.

How can their station adapt?

Most agree the way to do that is with one of those little portable color videotape systems.

But what about the chief engineer who doesn't agree. What is he thinking about?

Probably not about the guy sitting at home in front of his TV set—who doesn't know anything about film or tape or any of it.

All he knows is that he sees the news or he doesn't.

If there was a fire downtown at 4 o'clock and he hears about it on the radio driving home, he wants to see it at 6 o'clock. Instead of hearing about it. Again.

And if one station can get that kind of news on the air consistently, chances are the guy at home will be watching that one station. Consistently.

And chances are that station will be using the Akai VTS-150, the portable color videotape system that's being used by more stations in more states than any other system.

If you'd like to find out why, just write us and we'll send you a brochure.

If you'd like to see why, just write us and we'll come and show you.

It's something to think about.
this week, but postponed them a week out of concern that the full Commerce Committee may not have finished organizing itself in time. Indeed, he technically does not have a subcommittee, nor does the full committee have rules to guide its conduct until the full committee ratifies the new subcommittee jurisdictions, chairmen and committee rules.

The full committee sat last Wednesday to deliberate the rules passed by the committee's Democratic caucus (Broadcasting, Jan. 27), but following an hour of debate over whether to permit voting by proxy—opposed by conservative Democrats and Republicans on the committee—the meeting was adjourned with no progress made.

Representative Harley Staggers (D-W. Va.), chairman of the Commerce Committee, vowed during last Wednesday's meeting that when the committee meets again tomorrow (Feb. 25) it will continue morning, afternoon and night until it has finished its rules. Major obstacles still to be overcome before the full committee and subcommittees can begin work formally include the allocation of staff members and subcommittee budgets.

Media Briefs

Petit wants out. John Petit, former FCC general counsel, has asked that his nomination to board of Corporation for Public Broadcasting be withdrawn. In a letter to President Ford, Mr. Petit, who is now practicing law in Washington, said press of business in recent weeks and demand on his time that he foresees indicate he would not be able to devote adequate time to duties as director.

Not so fast. Administration spokesmen are attempting to ease concerns about educational broadcasting facilities program that were set off by President Ford's reference to "phasing out" federal support of that program (Broadcasting, Feb. 10). One spokesman said there is no inconsistency between the President's language, contained in message asking Congress to cut back appropriation for facilities program in 1975 from $12 million to $7 million, and administration statement to last Congress referring to a "phasing down" of that program over five-year period beginning with fiscal 1976. So there is no intention to terminate program next year, spokesman said, adding: "Whether it ends at the end of five years remains to be seen."

Search fee adopted. FCC has adopted search fee schedule to cover direct costs of searching its records. Fee will be exactly as proposed in commission's earlier rule-making inquiry (Broadcasting, Feb. 3), with $5-per-hour base charge for time required to find records over initial 60-minute period. No charge will be made if records are not located, or located but not made available. Also, waivers from fee assessment will be granted on showing of public interest—citizen groups, students, publications. FCC spokesman noted most record requests are routinely made available in less than one hour.

Please exclude. Public Broadcasting Service has petitioned FCC for reconsideration of its latest prime-time rule to make clear that rule does not include public stations. PBS contended that "as presently drafted appears to cover operation of PBS member stations with respect to their carriage of PBS programming. Problem lies with definition of national network, according to PBS, which does not exclude public broadcasting." PBS submitted, however, that commission had "inadvertently" included PBS, since entire proceeding dealt exclusively with commercial networks.

Moving score. CBS Inc. has presented its collection of manuscripts of original music, which is "conservatively" valued at more than $500,000, to New York public library. Collection consists of about 200,000 pieces of music, including 10,000 scores for symphonies, concertos, operettas, ballets and chamber music commissioned from leading modern composers over the past 45 years. It includes works by such composers as Aaron Copland, George Antheil, Charles Ives, Darius Milhaud, Norman dello-Joio, Percy Faith, Deems Taylor and Alfredo Antonini.

Changing Hands

Announced

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

- Wezl(fM) Charleston, S.C.: Sold by Fine Arts Broadcasting Inc. to Gemini Communications Inc. for $275,000. Seller, Charles N. Barton, has no other broadcast interests. Principals in buyer are C. A. Barton (no relation to seller), W. Oscar Jones, William W. Dixon and Martin Kilpatrick. C. A. Barton is operations manager at Wezl. Messrs. Jones and Dixon have interests in Wrbm(Am) Montgomery, Ala., and Whsl(Am)-Wwil(fM) Wilmington, N.C. Mr. Kilpatrick is Atlanta-based investor. WELZ(FM) is on 103.5 mhz with 25 kw and antenna 275 feet above average terrain. Broker: Blackburn & Co.

- Wbux(Am) Doylestown, Pa.: Sold by Norwalk Broadcasting Co. to group headed by Don Meredith for $219,000. Seller is executor of James C. Stolez estate. Buyers include Mr. Meredith, NBC sports personality; James A. Michener, author; Robert Valimont, local attorney, and local businessmen: Herbert Barnes, Walter Conti and John Knoell. Wbxu is daytimer on 1570 kzh with 5 kw and directional antenna. Broker: Hamilton-Landis Associates.

Approved

- Sales approved by the FCC last week include: Kewp(Am) North Little Rock, Ark.; Wjaz(Am) Albany and Wtf(Am) Tifton, both Georgia; Wdxk(FM) New Orleans; Wbctv Charlotte, N.C.; Klaw(FM) Lawton, Okla., and Wdxk(Am) Fayetteville, Tenn. See page 56 for details.
WBBM-TV tries to avoid one equal-time snare, gets caught by another

It sets policy limiting number and frequency of spots for sale to candidates, but then allows one to gang his at end of campaign; opponent persuades FCC this is unfair;

Broadcasters who adopt a policy for selling time to candidates in political campaigns depart from it at their peril. CBS-owned WBBM-TV Chicago found that out after its departure from a set policy involving the Democratic mayoralty campaign made it the subject of a complaint to the FCC. And the ruling the commission handed down, on Feb. 14, also had an effect at ABC-owned WLS-TV Chicago.

Both stations had departed from announced spot-selling policies in response to equal-time demands by Mayor Richard Daley. But the commission directed WBBM-TV to sell six 30-second spots to Mayor Daley's principal opponent for the nomination, William Singer, in the two weeks preceding the primary on Feb. 25. And when word of the decision reached Chicago, WLS-TV acceded to Mr. Singer's request for five additional 30-second spots in prime time.

CBS announced at the start of the campaign last month that WBBM-TV would limit its sale of prime time to candidates to three 30-second spots each week. (The policy was designed to recognize the equal-time risks the station faced in a campaign involving four candidates and to allow it "flexibility" in scheduling equal-time requests.) WLS-TV's policy limited candidates to four 30-second spots per week.

Mr. Singer last month placed orders for the maximum permitted at each station for each week of the campaign beginning with the last week in January. Mayor Daley asked for equal time, but did not attempt to buy time until the last two weeks of the campaign. His advertising agency said the spot had not yet been prepared.

The stations said the mayor was entitled to the time under the equal-time law. But Mr. Singer, in the protest aimed at WBBM-TV that he filed with the FCC on Feb. 13, said Mayor Daley was being accorded "more than equal opportunities" since the mayor would be running one spot each night while the station would be limiting Mr. Singer to the original three per week. He said he should be allowed to purchase another six prime-time spots in the final two weeks of the campaign.

A three-member board of the commission consisting of Commissioner Robert E. Lee, acting chairman, and Commissioners Glen O. Robinson and Abbott Washburn (the other commissioners were unavailable), upheld Mr. Singer.

"Singer relied on CBS's policy in plan-
of $875,000 from the Ford Foundation, and a degree of financial stability was restored. Nevertheless, the Ford debt comes due next year, and the station's efforts to raise an initial $250,000 for payment this June have reportedly faltered.

The station's current budget is about $2 million a year. In addition, the Greater Washington Educational Telecommunication Association (the same body that operates the weta-TV-FM board of directors) also administers the annual $2-million budget for the National Public Affairs Center for Television, a production center created two years ago largely by the Ford Foundation. The station is also $4 million on special productions. The prestige, higher salaries and attraction for talent offered by N.P.A.C. reportedly created serious administrative problems for Mr. Taverner.

In addition to these problems, weta-TV's operation on UHF ch. 26 at relatively low power has been cited as a reason for the station's poor ratings. The station has had an application before the FCC to switch its transmission to a dropped-in VHF ch. 12 channel.

### In-service training for black groups

NBMC plans several regional sessions for media reformers; first points up talk-first, petition-later tactic

The National Black Media Coalition has undertaken a series of regional training conferences designed to provide blacks around the country with information and skills to enable them to work for what NBMC refers to as the "reform of commercial and public broadcasting and CATV." The first session was held over the Feb. 15-16 weekend in the offices of the National Urban League in New York. Fifty representatives of black citizen communications groups from 11 cities heard presentations by Curtis Wright and Edward Hayes Jr., present and former members respectively, of the staff of Communications Center; Sherrill McMillon and William Polk, of Cable Communications Resource Center; Clarence Mc Kee, of the FCC's Industry Equal Employment Opportunity Unit, and Tony Brown, producer of noncommercial broadcasting's Black Journal.

Janet Whittaker, chairperson of the Philadelphia Communications Coalition and New England regional vice-chairperson of the WARC, brokered in a joint letter, dated Feb. 21, a news release as having summed up the mood of the participants: "We want to negotiate agreements [with broadcasters]. We don't want to have to challenge any license renewals. But if it's necessary, we want to be as well-equipped as possible, as aware and sophisticated as possible. Then if it's clear that a station has utterly disregarded the black community, we can develop the kind of record which the FCC must consider in hearing.

NBMC said it would hold similar training conferences in the Midwest, Southeast, Southwest and West within the next few months. Along with the regional training conference, the NBMC executive committee met and considered a number of policy matters. Among other things, it said it would support the FCC's new broadcast-newspaper crossownership rule on the ground it requires the breakup of existing crossown- erships only in "very small cities where few blacks live," to consider legal action to push the FCC to hear the complaints, and to press for action on NBMC's proposal for a national task force on VHF television allocations.

### High prices paid for skipping ID's

Number of stations are fined up to $2,000 for failing to identify sponsors of 'Hollywood Report'

Three radio stations have been fined $2,000 each by the FCC as part of a crackdown on what allegedly violated the sponsorship identification rules in airing the Dick Strout-produced five-minute program, Hollywood Report.

The commission said that although Mr. Strout received compensation from the subject commercials in three stations—KUXX (AM) Golden Valley, Minn., WJL (AM) Niagara Falls, N.Y., and WSLR (AM) Akron, Ohio—failed either to announce sponsoring or to identify them in log entries. Mr. Strout bought the time for $2,000 and distributed it on a seven-inch disk. Another Strout program, distributed on tape, is not involved in the crackdown.

The FCC vote was 4 to 3, with Glenn O. Robinson the only commissioner voting for the order; Chairman Richard E. Wiley and Commissioners Robert E. Lee and Benjamin L. Hooks concurred in the result. The dissenters—Commissioners Charlotte Reid, Abbott Washburn and James H. Quello—joined in a statement issued by Mr. Quello criticizing the commission for imposing "greater sanctions than were justified.

Five stations had previously been fined for the same offense: KCOH (AM) Houston, $2,000; WAUK (AM) Waukesha, Wis., $1,000; WEAW (AM) Evanston, Ill., $2,000; WWLW (AM) Indianapolis, $1,000, and KMOV (AM) Tacoma, Wash., $1,000. The remaining nine, which face fines ranging from $250 to $2,000 are KCBC (AM) Des Moines, Iowa; KIBI (AM) Palo Alto, Calif.; WATF (AM) Philadelphia; WWRN (AM) Brookline, Mass.; KXTR (AM) Fort Worth, and KDSL (AM) St. Louis.

### Wanting in on WARC

The National Association of Broadcasters and the Association of Maximum Service Telecasters have urged the FCC to allow broadcasters full opportunity to participate in all aspects of the 1979 World Administrative Radio Conference. Both also stressed the FCC was "in no hurry" and said it had given enough time for responses to any proposals in its notice of inquiry on the WARC that would advocate any changes in the present broadcast system.

### Hill members join fight against relaxation of nonduplication

Several representatives and senators, at the urging of the National Association of Broadcasters and its members, have written FCC Chairman Richard E. Wiley exhorting the commission to hold oral arguments on its proposed modification of the nonduplication rules. The rules currently afford protection to broadcasters against cable importation of distant signals that duplicate local broadcasts.

Senators Howard Baker and William Brock, both Republicans from Tennessee, wrote in a joint letter, dated Feb. 11, that broadcasters in Tennessee are concerned that the FCC proposal might fractionalize their audiences and cause economic hardship for the small broadcasters, particularly the VHF broadcasters. The two senators urged that the FCC hold oral arguments and "seriously consider the effect of the proposed action on small-market broadcasters."

Representative E. G. Shuster (R-Pa.), in a letter notifying a broadcaster constituent that he had written Chairman Wiley to urge oral argument, said: "I, too, feel that the spoken word is the most significant way to bring a matter of this importance into its best focus."

Similar written pleas to the FCC were made by Senators Clifford Hansen (R-Wyo.), J. Glenn Beall (R-Md.), and Representatives Edward Madigan (R-Ill.) and John Murtha (D-Pa.).

Broadcasting Feb 24 1975 46
Preview of NAB's Las Vegas program

The National Association of Broadcasters had filed in last week nearly all the blanks in the program for its 53rd annual convention and trade show, which will take place in Las Vegas, Nev., April 6-9. The plans call for conferences for radio and television management, small and secondary market television, along with 21 morning workshops. The workshops will take place from 9 to 10:30 a.m. each day, Monday through Wednesday.

The conferences

Radio management (Tuesday morning, April 8). In a simulated radio phone-in show, a panel will discuss what to do to respond to questions raised by listeners in broadcasts. The moderator will be Jim Dunbar, KGO(AM) San Francisco. On the panel are: Harold Krenkel, Prentice Stations, Memphis, and chairman, NAB radio board, will preside.

Television management (Monday afternoon, April 7). This project plans to acknowledge the common problems facing a small market broadcaster in applying for renewal. In the cast will be: Robert Mauter, ABC, New York, moderator, NAB senior executive vice president; Miles David, president of the Radio Advertising Bureau, and Claude Hall, radio editor for Broadcasting, will correspond to questions raised by broadcasters in the audience. The moderator will be Jim Dunbar, KGO(AM) San Francisco.

Small market radio (Monday afternoon, April 7). The panel will discuss what to do to respond to questions raised by listeners in broadcasts. The moderator will be Jim Dunbar, KGO(AM) San Francisco.

Joint television-radio workshops (Monday afternoon). A presentation on "How to market to cable systems," with William J. Ryan, WNOG(AM) Naples, Fla., and Charles Whitehurst, KTLA(TV) Los Angeles, will be made.

Joint television-radio workshops (Tuesday morning). A presentation on "How to market to cable systems," with William J. Ryan, WNOG(AM) Naples, Fla., and Charles Whitehurst, KTLA(TV) Los Angeles, will be made.

Joint workshops

FCC enforcement (Monday). Topics currently under close watch by the FCC—hyping, joint sales and rates, indecency, station identification—will be examined. Panelists: Ashton Handy, FCC general counsel, and William B. Ray, chief, FCC Complaints and Compliance Division. Moderator: Brenda Fox, NAB legal department.


Petitioner losses patience

John Cervase, a Newark, N.J., attorney and resident, has petitioned the U.S. Court of Appeals for the District of Columbia to compel the FCC to act on two separate petitions he filed over seven months ago. On June 11, 1974, Mr. Cervase asked the court to review the FCC's staff's rejection of his petition for rulemaking to amend the table of channel assignments by transferring one of the network-owned VHF stations in New York (WABC-TV, WABC-FM) to Newark. On June 27, Mr. Cervase filed a petition to deny the license renewal of noncommercial WNET(TV) New York on charges that the station had not fulfilled its programming obligations to New Jersey, as specified in its license (Broadcasting, July 8, 1974).

AM frequencies lose shine in Chicago market

The FCC has denied Globotter Communications Inc.'s request for authority to keep WMON(AM) Cicero, Ill., silent for 90 days while a sale of the station was negotiated (Broadcasting, Feb. 10).

The station went off the air Feb. 5 upon Globotter's acquisition of WNUS-AM-FM Chicago from the McLendon Corp. for $3,500,000. Globotter surrendered the WMON license to comply with the Commission's visual prohibiting ownership of two stations in the same service in the same market. It asked for the 90-day grace period to complete a sale agreement with Lotus Communications, a station group that offered $850,000 for WMON. Globotter paid $9 million for the station four years ago.

An earlier sale of WMON to Latino American Broadcast Systems Inc. for $1.2 million was called off after the commission said it would not approve Latino without a hearing. WMON has operated on 1450 kHz with 1 kw day and 250 w night.
RCA stockholders to get AIM material

SEC refuses to let corporation exclude resolution that suggests system for NBC news complaints

Accuracy in Media, which has sought to have resolutions critical of journalistic practices put before stockholders of parent companies of the three major networks, last week succeeded on at least one count. The Securities and Exchange Commission turned down RCA's request that an AIM resolution be excluded from proxy materials sent to stockholders in advance of its annual meeting.

The thrust of that resolution, according to Reed J. Irvine, chairman of AIM, would be to have stockholders insist that the post of "ombudsman" or "in-house critic" be established within NBC "to handle complaints from the public and take steps to insure that NBC news programs are accurate, fair and balanced."

The SEC has yet to act on CBS's request that its AIM resolution be excluded from proxy materials. That would ask stockholders to direct that a "blue-ribbon" committee be established to investigate charges of bias and one-sidedness by CBS in coverage of national defense issues—charges made by the Institute for American Strategy. The AIM plan would call for three public members, three affiliate representatives and three from CBS itself.

AIM on an earlier occasion had sought to have RCA, CBS and ABC put codes of ethics before their stockholders for approval. That initiative was denied by the SEC. Mr. Irvine said there is no concentrated effort to renew the resolution matter with ABC at this time.

Newsroom gains for WGA

The Writers Guild of America reached a tentative agreement Feb. 19 with ABC, CBS and NBC on wage increases for certain employees. The original WGA-networks four-year contract stipulated that wage talks be reopened at the two-year mark. That wage-reopener provision deadline expired Feb. 14. The agreement is subject to ratification by 330 members in the East and 50 in the West.

The reopener talks involved editors, news writers, researchers, desk assistants and production assistants working in newsrooms of the networks and owned-and-operated stations in New York, Washington, Chicago and Los Angeles. The negotiators reached a settlement calling for a wage increase and certain fringe benefits. News writers, for example, will go from $320 to $340 weekly and to $377 by November 1976. The four-year contract expires on March 1, 1977. The guild membership had rejected an earlier management proposal Feb. 14 and authorized its negotiation committee to call a strike if it seemed appropriate.

Penelope on 'Pensions.' F.C.C. Chairman Richard E. Willey continues to feel regret over the fairness-doctrine controversy that has arisen over NBC's Pension: The Broken Promise. The commission's position that the network violated the doctrine in failing to present any views contrary to the generally negative ones the program aired regarding private pension plans was overturned by the U.S. Court of Appeals in Washington. However, the full nine-court bench has agreed to rehear the case. But to the chairman, the case has always been one on which not have happened. And he reflected that view again in an appearance before the Washington chapter of Sigma Delta Chi, the professional journalism society, last week. "I think it was unfortunate," he said of the case. "The network said the program would be the only one dealing with the subject. Normally, the commission looks across the spectrum of a broadcaster's programming in considering a fairness doctrine. And normally, issues are covered by a number of programs. So [Pensions] is the unusual case."

Stopping the news short of tragedy

Journalists are credited with saving lives in separate incidents

Two broadcast journalists—one in Baltimore and one in Rochester, N.Y.—got so involved in the news that each had a human life on his hands.

The FBI and local police are crediting a deskman at WCBM-AM Baltimore with assisting in the capture of a would-be bank robber and the safe release of his female hostage, the bank manager.

David Bryan, heading the local news desk at the time, heard of the robbery at a nearby bank over the station's police monitor. He immediately called the bank manager and the voice on the line answered that there was a robbery in progress and that "I am the robber." Mr. Bryan managed to maintain contact for nearly 20 minutes as police were surrounding the bank outside.

The suspect assured Mr. Bryan that he did not want to hurt his hostage and that he didn't want any shooting; he was just "scared" and had been "surrounded all my life" anyway. Meanwhile, Dave Humphrey, the station's news director, called Mr. Bryan's co-anchor on the station's morning news, called the police to inform them of WCBM's contact with the robber. A police sergeant was tied into Mr. Bryan's line to the gunman and shortly thereafter the suspect surrendered.

Mr. Bryan said afterwards that he was "shocked and frightened" by the experience and was afraid at the time that he would not be able to keep the gunman on the line. "I stopped asking questions as a newsman, and tried to concentrate on keeping something tragic from happening," he said.

In Rochester, a 92-minute drama, on and off a sixth-floor window ledge, ended without loss of life thanks primarily to the efforts of a television newsman.

Al White, reporter for WGR-TV Rochester, was instrumental in dissuading a distraught father from a suicide jump. Arnold Gale had remained perched on a ledge with his two baby daughters while his wife, Susan, two dozen police, a priest and reporters talked to him. When police failed to gain his confidence, Mr. White persuaded him to leave the window ledge for a televised interview about his problems. Mr. Gale consented, then during the interview, jumped onto the ledge for a second time. He ordered everyone but Mr. White aside from the room, and held a locked-door discussion with the reporter for 12 minutes.

When police were allowed to re-enter the room, Mr. Gale was subdued and the two children rescued unharmed.

Push on for Florida access

Post-Newsweek Stations of Florida has initiated an effort to open up the Florida state courts to cameras and microphones. Post-Newsweek, licensee of WJXT-TV Jacksonville and WPLG-TV Miami, petitioned the state supreme court to change the caption of judicial rules which like the American Bar Association rule, bars such equipment from courts except under limited conditions. Counsel for the stations, Talbot D'Alemberto, said the decision to seek a rule change came after the stations ran into "major problems" in attempting to cover a number of state trials, some involving public officials. Using sketch artists in the courtroom and getting pictures of principals outside the court and in the corridors is not satisfactory, he said. Under the proposed canon, cameras and microphones would be permitted in the courtroom subject to controls by the judge designed to "insure decorum and prevent distractions."

Journalism Briefs

Honors for another 10. Citation winners in Alfred I. duPont-Columbia University Awards were KAUM (AM) Houston for Mass Murders; KMOX-TV St. Louis for Sixteen in Webster Grove, Eight Years Later; KNBC-TV San Francisco for The European Connection; Marilyn Baker and KOED-TV San Francisco for SLA and Hearst kidnapping coverage; KOED-TV for 2,251 Days; WCLA-TV Champaign-Urbana, Ill., for CIA Reports; WHAS-AM Louisville, Ky., for tornado coverage, April 3, 1974; WMC-TV Memphis for Trouble in Mound Bayou; WNEW (AM) New York for The Hidden Passenger, and WTVJ-TV Miami for The Sex Offenders.

Citations were in addition to 11 top awards (Broadcasting, Feb. 3).

O'Connor on Daley. "Clout: Mayor Daley and His City," written by Len O'Connor, has been published by Henry Regnery Co., Chicago. Mr. O'Connor, chief political analyst of WGN-TV Chicago and a generation of Chicagoan, tells the story of that city's mayor whose extraordinary career has affected national politics.

Broadcasting Feb 24 1975 44
Sterndent attempts to block takeover by Geneve Corp.

Suit claims selling stockholders had not been briefed on activity of group within purchaser

The Sterndent Corp., a Mount Vernon, N.Y., dental equipment maker and supplier of precious metals, last week filed suit in federal court to prevent a takeover bid by an investment group that includes the Kuwait Investment Co. and several American Jews including Alfred R. Stern, chairman of Warner Cable.

Sterndent named as defendants Cable Funding, the Geneve Corp. (with a 45% interest in Cable Funding), Magus Corp. (a Cable Funding subsidiary formed to acquire Sterndent stock), and the Starwood Corp., an investment vehicle for members of the family of the late Julius Rosenwald, Sears, Roebuck & Co. financier. Starwood's chairman is Alfred R. Stern. The suit alleges that Sterndent's stockholders have not been provided with "the identity, background, financial condition or restrictive policies" of the Kuwait Investment Co. in deciding whether to sell their stock to Magus.

This information is material, the suit said, because the Kuwait Investment has participated in the blacklisting of American Jews doing business with Israel. "There exists the real possibility that a number of Sterndent customers and suppliers may themselves refuse to deal with Sterndent in the future based on Kuwait's involvement in the take-over," the suit said.

The end-of-the-year book value of Sterndent's gold and silver inventories was $17.5 million, reportedly less than their market value and salable at the going rate without a tax liability.

Formed in 1971 with Kuwait Investment as one of its original owners, Geneve acquired its interest in Cable Funding two years ago.

Geneve's purchase of a controlling interest in Cable Funding was prompted by the fact that Cable Funding had raised about $11 million in cash through stock issues and had commitments for $30 million in bank loans and then found that the cable industry was too much of a "high risk" to warrant more than three loans totaling $2 million. Since Geneve acquired control, Cable Funding has made no further cable loans.

Duet: Please release me

The city of Paducah, Ky., and John W. Witt, city attorney for San Diego, have expressed their concern to the FCC about federal interference in local governments' authority over cable television.

The comments came in response to the commission's inquiry into the need for additional rules in the area of "duplicative and excessive" regulation of CATV. (Due date for comments has been extended to March 19.)

Mr. Witt noted that his city's experience with cable regulation has not disclosed any burdensome over-regulation, and pointed out over the past 11 years, with respect to setting subscriber rates, outlining technical standards and mediating subscriber complaints. If the present three-tier system (federal-state-local) is substituted by a two-tier one (federal-local), Mr. Witt fears that the state through a public utilities commission will end up assuming the local regulatory function. In that case, he added, "much of the incentive for innovation to tailor the medium to local needs" will be lost.

Paducah expressed similar views against federal usurpation of local authority as an abridgement of a city's franchising authority. While Paducah agreed with the need for streamlining the present three-tier system into a two-tier setup, it suggested that the state level be omitted. The local authority in a two-tier system should be defined as the "most local unit of government," Paducah added.

Mr. Witt said that regulated industries tend to feel over-regulated, but conceded that in the present cable issue there is simply a lack of evidence to justify federal interference.

On the Island. Viacom Inc., Viacom International subsidiary and Home Box Office Inc., Time Inc. subsidiary, have announced agreement to provide Viacom's Suffolk (N.Y.) Cablevision subscribers with Home Box Office pay cable service. Viacom's Long Island subscribers—over 60,000 homes—will be offered approximately 60 hours weekly of HBO programs as optional addition to their cable service, beginning in April.

West moves east. Western Communications, MSO serving 65,000 subscribers in five California systems, has purchased CATV system serving Las Cruces, N.M., with 8,700 homes from Cablevision Projects, Inc., wholly-owned subsidiary of Daniels Properties Inc. for undisclosed amount.

Run it up the pole. Federal District Court, Ninth Circuit, San Francisco, recently denied all motions filed by Pacific Gas & Electric for dismissal and to strike all allegations in antitrust suit brought by California Television System after utility last year tired to raise pole attachment fees from $3 to $6.

Pennsylvania buy. Blue Ridge Cable Television, Inc., Palmerton, Pa., has purchased D & E Cable TV, Inc. serving 7,400 subscribers in Lancaster county communities of Dover and Ephrata, Pa., owned by the Dover and Ephrata Telephone & Telegraph Co. for undisclosed price. Milt Schmidt, former general manager of D & E Cable, continues as president of newly acquired corporation. Ms. and Eagle Communications of Pennsylvania CATV Association. Purchase was brokered by Blackburn & Co., Washington.


Anyone expecting exposure of scandals or debauchery of music moguls may be disappointed by ex-Columbia Records president Clive Davis's much-publicized autobiography, which seems concerned with maintaining myths, including the author's own, wherever possible. His book is, nonetheless, an enjoyable look into the late sixties giant of the record business, Columbia Records, and the artists who principally accounted for its success.

Mr. Davis apparently sees talent acquisition as the core of a successful record operation, and takes credit for much of Columbia's roster of superstars: Dylan, Janis Joplin, Chicago and Loggins and Messina in the contemporary field, and Vladimir Horowitz and Leonard Bernstein in the classical world. Promotion, development, and hand-holding are key ingredients in the commercial heights with which such artists make up the bulk of the book.

Mr. Davis's analysis of the workings of record promotion is likely to be of interest to radio broadcasters, particularly in view of his interrelation of FM progressive and top-40 airplay in gaining exposure on a release. Singles sales, he claims, are of minor importance in relation to potential album sales gained from airplay on a single release.

Mr. Davis demurs on much discussion of the reasons for his dismissal from CBS Records, citing advice of counsel (CBS still has a civil suit pending against him), and claims ignorance of drug and organized crime links to his administration. He seems to find CBS corporate politics as principal villain in the case.

Mr. Davis's tendency to lapse into profligate prose or at times name-dropping doesn't seem to dim the excitement of "show business" which permeates the book, and this will undoubtedly account for its appeal to many of those who read it.

Getting Into Broadcast Journalism, by Gregory Jackson, Hawthorn Books, Inc., New York: hard cover, $6.95; 151 pages. There are no perfect primers, one supposes, on the subject of breaking into the burgeoning communications industry, but Mr. Jackson, now a correspondent with ABC News and with a range of broadcast journalism experience, has compiled an extremely forthright and helpful book on how to make it in the news area of broadcasting. Among the subjects treated in this handy guide are opportunities for minorities and women in TV-radio news, broadcast unions, network vs. local station organizations, description of the various kinds of jobs available and experience and education required for each. There are also overviews of the industry as a whole and a brief discussion of the alternatives—cable, FM, UHF news—to mainstream broadcast news.
Liggett Group hitches its image to a ‘76 star

Public-service bicentennial spots offered by $10-million TV client

Liggett & Myers, a prominent force in TV advertising before cigarette commercials were banned and still a $10-million-a-year TV spender thanks largely to its Alpo dog food, is producing 12 one-minute spots, keyed to the U.S. Bicentennial, that it hopes TV stations will carry over the next two years at no charge.

President Raymond J. Mulligan, previewing the spots for newsmen in New York last Wednesday (Feb. 19), said that "our primary objective is to enhance the identity of our new corporate trademark, 'Liggett Group,' and to associate it with upscale, prestigious public service messages related to the bicentennial celebration." The films feature recording artists such as Bette Midler, Bill Withers and Jay and the Americans. Each spot emphasizes a spirit of friendship, brotherhood, love and the like, concluding with the voice-over, "Learning to live together—the spirit of '76 is group spirit." Then comes the visual signature: "Presented as a public service by Liggett Group."

Liggett & Myers officials said the films would be mailed to stations at the rate of one a month, beginning this month, and that they hoped the stations would schedule them in good viewing periods but that this was "of course" left to each station's discretion since it is not a paid campaign. President Mulligan said it was expected that in the next two years the series would reach "practically everyone who watches television."

The films are being produced by Master Mind Communications Inc., New York, and in some cases use words and music commissioned for this series, including an adaptation of "I Am Your Child" by Barry Manilow, whose "Mandy" is in its fifth week as number one on Broadcast's Playlist (page 48).

**TVB sets 16 training dates**

The Television Bureau of Advertising has scheduled 16 sales-training sessions for its member stations' personnel this year, including four in a new advanced course for sales people. The five-day basic course is scheduled on eight dates and the four-day course for station sales managers on four.

Robert McGredy, former top executive with Westinghouse Broadcasting's Television Advertising Representatives and with U.S. Communications Corp., now president of the Duve Institute training organization, conducts the courses for TVB. From a half-dozen to a dozen or more sales people make up each class.

One session in the basic course was held last month and a second will be held today through Friday (Feb. 24-28) at TVB headquarters in New York. Other classes in the basic course are scheduled as follows: March 9-13, Chicago; May 11-15, New York; July 13-17, Atlanta; Sept. 14-18, Los Angeles; Oct. 12-16, Dallas, and Nov. 9-13, New York.

Classes in the new advanced course are set for April 6-10, Chicago; June 22-26, Atlanta; Sept. 7-11, Los Angeles, and Dec. 14-18, New York.


**BAR reports television-network sales as of Feb. 9**

<table>
<thead>
<tr>
<th>Network</th>
<th>Total Minutes Week ended Feb. 9</th>
<th>Total Dollars Week ended Feb. 9</th>
<th>1975 Total Minutes</th>
<th>1975 Total Dollars</th>
<th>1974 Total Dollars</th>
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<tbody>
<tr>
<td>ABC</td>
<td>$78,427,500 (30.1%)</td>
<td>CBS $90,618,700 (34.9%)</td>
<td>NBC $91,238,100 (35.0%)</td>
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<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m.</td>
<td>109</td>
<td>644,400</td>
<td>528</td>
<td>3,263,400</td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,007</td>
<td>10,565,400</td>
<td>5,378</td>
<td>58,378,300</td>
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<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>281</td>
<td>4,562,800</td>
<td>1,607</td>
<td>27,897,600</td>
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<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>108</td>
<td>2,917,800</td>
<td>563</td>
<td>14,584,200</td>
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<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>14</td>
<td>399,500</td>
<td>102</td>
<td>3,019,800</td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>405</td>
<td>25,667,100</td>
<td>2,269</td>
<td>136,517,700</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>171</td>
<td>2,728,000</td>
<td>977</td>
<td>16,623,300</td>
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<tr>
<td>Total</td>
<td>2,095</td>
<td>47,485,000</td>
<td>11,424</td>
<td>260,284,300</td>
<td>245,572,700</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Report

**R. C. CRISLER & CO., INC.**

**BUSINESS BROKERS FOR CATV, TV & RADIO PROPERTIES**

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Broadcasting Feb 24 1975 46
representation firm, has expanded its Simpson/Reilly Sports division to handle national sales for sports clients, stations and networks in West. Seattle basketball Rocks and Washington State University are currently clients of division which is headed by Bill Simpson. Robb Weller, formerly on staff at University of Washington, was appointed last week to handle sales for Seattle office of division.

Deep in the heart. Nielsen Station Index has named new regional office in Dallas to serve Texas and Oklahoma clients. Karl O. Wyler Jr., vice president, New York, has been named to manage new office. 2665 Villa Creek Drive, Dallas 75234. Teleprer Inc., national advertising sales rep, has also opened Dallas office. Campbell Centre, Suite 1146, Dallas 75206.

Newer and larger. Television Bureau of Advertising will move its New York headquarters to Burlington House, 1345 Avenue of Americas (between 54th and 55th Streets), effective April 5. New quarters put it more than a phone call away from Rockefeller Center, will include two large conference rooms that alone will permit TVB to triple its member sales training programs, and additional facilities for audio-visual gear.


Bermuda-bound. Norman V. Osborn, director of media, Thomas J. Lipton Inc., won week's Bermuda vacation for two in CBS Radio contest testing knowledge of advertiser and agency executives about network's Mystery Theater series.

NAD resolves 13 challenges

Claims in four TV commercials were challenged but in three cases were substantiated to the satisfaction of the National Advertising Division of the Council of Better Business Bureaus. The fourth commercial has been discontinued, the NAD said last week in a report on its January activity.

The discontinued commercial was for Schaper Manufacturing Co.'s U-Fly-It Carrier Set, a toy. NAD said the company had stopped using the commercial, "for business reasons," but would revise it to reflect NAD's suggestions if the advertising is resumed. Questions had to do with the toy's size, activation and need for home assembly.

TV commercials challenged but upheld by NAD on substantiation supplied by the manufacturers were for Glamorene Products Corp.'s Drain Power, Johnson & Johnson's Sine-Aid and Reed-Union Corp.'s Nu Vinyl coating.

These were among 13 challenges to print, direct-mail and TV advertising resolved by NAD during the month. In one case TV Guide told NAD it had corrected renewal solicitations that assured readers they would receive TV Guide for a "little more than a penny a day" when in fact the price quoted in the letter averaged out to 2.6 cents a day. The magazine said some old mailing pieces had been used inadvertently.

Ronstadt takes off

Capitol has a new hitmaker, up from cuttish obscurity with her 'You're No Good' rise as charted by the "Playlist" seems to bear this out. After a Dec. 9 debut at 75, Your're No Good was a top 20 item in National airplay after only five weeks, and as Mr. Edison points out, it's not unusual for a country hit to work a single six weeks or more before receiving any play at all. In five more weeks, the single had reached its present status of second in airplay, and first in sales.

Even more impressive is the breakout of another single from the same album on country charts while You're No Good was rising in pop ranks. Ms. Ronstadt's remake of the Hank Williams standard I Can't Help It (If I'm Still In Love With You) is in the top 10 of national country sales and airplay charts and still gaining, with some stations also playing You're No Good.

Some weight may be given to the record promotion cliche that "it has to be in the grooves" by the fact that Capitol has two or three choices from Heart Like a Wheel for follow-up singles to both hits. For an artist who has long benefited from a dynamic voice and good production, it must be a jump in the quality of her material that has brought Linda Ronstadt her new recognition, and apparently established her success for some time to come.

American Music honors: crossovers score big

Olivia Newton-John and Gladys Knight and the Pips tied for top honors, each receiving four wins in the second annual American Music Awards, broadcast Feb. 18 over ABC-TV. Charlie Rich was a close second, winning three awards.

Indicative of the crossover trend that developed strongly last year, several artists (Olivia Newton-John, Charlie Rich and Gladys Knight) won in two of the three categories—pop, country and soul.

Balloting for the awards was from a cross section of more than 40,000 randomly selected homes throughout the United States. The winners in pop, country and soul, respectively:


Breaking In

Don't Let Go—Commander Cody and His Lost Planet Airmen (Warner Brothers). This assemblage of country and rockabilly musicians has long had a substantial following among FM and concert audiences and had a major pop hit
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, “top-40” formats. Each song title has been “weighted” in terms of audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (a) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Artist</th>
<th>Title (length)</th>
<th>Rank by day parts</th>
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<tbody>
<tr>
<td>Rank</td>
<td>1-10</td>
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<td></td>
<td>1-10</td>
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<tr>
<td>1</td>
<td>37 43</td>
<td>20 37</td>
<td>Mandy</td>
<td>Movin' On (3:21)</td>
<td>46 42 43 42</td>
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<td>2</td>
<td>34 45</td>
<td>37 44</td>
<td>Bad Company</td>
<td>Swan Song</td>
<td>56 57 44 40</td>
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<tr>
<td>3</td>
<td>1 5 8</td>
<td>2 9</td>
<td>Electric Light Orchestra</td>
<td>United Artists</td>
<td>42 48 41 45</td>
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<td>4</td>
<td>35 43</td>
<td>45 45</td>
<td>Dan Fogelberg</td>
<td>Epic</td>
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<td>5</td>
<td>54 58</td>
<td>47 54</td>
<td>Tony Orlando &amp; Dawn</td>
<td>Arista</td>
<td>41 47 46 48</td>
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<td>85 85</td>
<td>Hello People</td>
<td>ABC/Dunhill</td>
<td>71 71 71 71</td>
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Alphabetical list (with this week's over-all rank):

- Angie Baby (36), Mandy (51), My Love (56), B. B. King (58), Black & White (59), Boogie on Reggae Women (37), Bungie in the Jungle (27), Buttery Boy (54), Can't Get It Out of My Head (44), Cats in the Cradle (40), Chevy Van (46), Doctor's Orders (13), Don't Call Us, We'll Call You (26), Don't Let Go (60), Don't Take Your Love from Me (74), Emma (55), Emotions (65), Estelle (44), Fire (7), Future Shock (75), Get Dancin' (17), Harry Truman (52), Have You Never Been Mellow (55), Hey Now! You Play Another Somebody Done Somebody Song Wrong (50), How Long (71), I Am Love (52), I Belong To You (68), I Can Help (60), If I Loved You (39), I'm a Woman (30), Jackie Blue (72), John's First (55), Killer Queen (69), Kun Fu Fighting (28), Lady (12), Lady Marmalade (14), Laughter in the Rain (15), Like a Sunday Morning (70), Lonely People (11), Long Tall Glasses (67), Look in My Pretty Woman (47), Lovin' You (18), Lucky in the Shadrach (25), My Melody of Love (51), Mandy (1), Morning Side of the Mountains (32), Movin' On (42), Boy (34), My Eyes Adored You (4), Never Let Her Go (61), Nightingale (31), The No-No Song (39), Number Nine Dreams (23), One Man Woman, One Woman Man (45), Part of the Plan (42), Pick Up the Pieces (8), Please Mr. Postman (9), Poetry Man (33), Rock & Roll I (Save the Best Years of Your Life) (52), Roll On Down the Highway (16), Sad Sweet Dream (54), Shame, Shame, Shame (21), Some Kind of Wonderful (10), The South's Gonna Do It (53), Sweet Surrender (32), Thanks for the Smiles (73), To the Door of the Sun (41), Up in a Pill Form (20), When I See You Again (39), With a Child Is Born (64), You Are so Beautiful (29), You're No Good (2), You're the First, the Last, My Everything (59).
for Paramount Records with Hot Rod Lincoln three years ago. The group has recently entered the Warner fold and has received immediate pop reaction on its first single for the new label. Don't Let Go continues the band's interest in the rock and roll and country: It was a successful single for Roy Hamilton in 1958 and retains much of its original flavor in this updated version. The single breaks into the "Playlist," bolstered at 63 this week, and has been added by KRLD(AM) Los Angeles, KFRC(AM) San Francisco, and KAFY(AM) Bakersfield, Calif.

Killer Queen—Queen (Elektra) * Rock groups with heavier sound have found pop chart tops rather unfriendly places in recent months, and with only a small number of such releases receiving much attention. The latest incursion comes from a British group with three albums and numerous American appearances to its credit. Killer Queen reached number one on British pop charts, and while such singles often don't achieve success with American audiences, a number of pop stations are finding this release a popular item. It has been added by WRLX(AM) Boston, WRC(AM) Washington and WPRL(AM) Providence, R.I.

I'll Be Holding On—Al Downing (Chess) * The label "anthem of the disco's" is often applied to late club hits beginning to achieve airplay recognition, and one of the more recent of the genre belongs to Al Downing (whose name is a throwback to the baseball player of the same name). I'll Be Holding On is a fast-paced, full-sounding dance tune reminiscent of the mid-sixties efforts of the Four Tops, Temptations and others. Breaking first out of WQXI(AM) Atlanta, the single has been picked up by WFIL(AM) Philadelphia, WSAI(AM) Cincinnati and WZOO Asheville, N.C.

Long Tall Glasses—Leo Sayer (Warner Brothers) * Mr. Sayer is best known for his composing efforts. His The Show Must Go On was a substantial hit for Three Dog Night last year, and his Giving It All Away (which he performs on his second Warner LP, Just A Boy) received some airplay in a version by Roger Daltry of the Who. With the release of the second album, Leo Sayer's solo career is receiving its greatest boost, and the single from it, Long Tall Glasses, is beginning to pick up substantial pop airplay. It has been added by KJJR(AM) Seattle, WRC(AM) Washington, WSAI(AM) Cincinnati, KDWB(AM) Minneapolis and KUDP(AM) Phoenix.

Extras. The following new releases, listed alphabetically by title, are making a mark in Broadcasting's "Playlist" reporting below the first 75:

* Before the Next Teardrop Falls, Freddy Fender (ABC/Dunhill).
* Bertha Butt Boogie, Jimmy Castor (Atlantic).
* Changes, Loggins & Messina (Columbia).
* Hush/7'm Alive, Blue Suede (EMI).
* I Have a Dream, Donny Osmond (MGM).
* I Want to Learn a Love Song, Harry Chapin (Elektra).
* I'll Still Love You, Jim Weatherly (Buddah).
* I've Been This Way Before, Neil Diamond (Columbia).
* My Elusive Dreams, Charlie Rich (Epic).
* No Love in the Room, Fifth Dimension (Arista).
* Once You Get Started, Rufus (ABC/Dunhill).
* Shaving Cream, Benny Bell (Vanguard).
* Turn to Stone, Joe Walsh (ABC/Dunhill).
* We May Never Love Like This, Mau reen McGovern (20th Century).
* You Are You, Gilbert O'Sullivan (Mam).

Tracking the 'Playlist.' Mandy's fifth week in the first position on the "Playlist" equals the record, held by several other artists, for longevity in that spot, and with solid MOR play still being accorded the song, Barry Manilow's pop status seems assured. Linda Ronstadt's You're No Good, at two for a second week, has brought her solo career to a peak, and the Doobie Brothers' Black Water, their greatest success in over a year, moves into the third position. Last week's two biggest gains, from Frankie Valli and Olivia Newton-John, each move up one notch, to four and five respectively. It is farther down the list, however, that the greatest chart mobility for the week is apparent. Minnie Riperton's Lovin' You, with heavy pop and MOR play, moves from 47 to a bolted 18, with Polly Brown's Up in a Pull of Smoke making an even larger gain, from 51 to 20, and disco favorite, Shame, Shame, Shame, from Shirely & Co., close behind at 21. John Lennon's ethereal #9 Dream moves to 23, with a new album reported due on the heels of his successful Walls and Bridges. After two weeks of relative inactivity, Carole King's Nightingale has become hot again, moving up to a bolted 31. Elvis Presley's My Boy continues to gain, moving to 34, with Emma, by Hot Chocolate, breaking that group nationwide, bolted at 35. Sammy Johns's Chevy Van bolted at 48, is proving to be his largest hit and a major success for the Atlanta-based GRC label. Following in the line of comebacks by important performers in recent months is B. J. Thomas's Hey Won't You Play Another Somebody Done Somebody Wrong Song, bolted at 50. Charlie Daniels's The South's Gonna Do It is beginning to do it, and is bolted at 53. Strongest among new additions to the chart is Don't Let Go by Commander Cody (see "Breaking In"), bolted at 63, with Helen Reddy's version of the power ballad Pastel Danbhooman's Emotion, bolted at 65. Also making first "Playlist" appearances are singles from Queen, Lana Cantrell, Ace, the Ozark Mountain Daredevils and the Manhattans.
ABC convinced circular polarity is good for TV

A year’s try-out at its WLS-TV leads it to ask the FCC to allow TV stations to switch to system which it says reduces ghosting

ABC has filed a petition for rulemaking that asks the FCC to authorize circularly polarized transmission for TV services.

The petition was accompanied by an interim report on ABC’s experimental use of circular polarization transmission on its WLS-TV Chicago for over a year. That report and a separate study by M.S. Siuoka of RCA contend that circular polarization can either eliminate or minimize ghosting, improve reception with indoor antennas and improve the overall picture quality of TV transmissions.

ABC pointed to those findings as reason for the potential for TV stations to operate using circular polarization in connection with transmitting antennas, although ABC noted that it was not advocating the elimination of conventional horizontal polarization authority. Since conversion to the circular method would necessitate certain costs including new antenna configurations and increased transmitter power, ABC said that stations not wishing to convert to the new system should not be required to. But while such conversion would increase immediate costs to the broadcaster, ABC believes the advantages—chiefly a reduction in ghosting—will outweigh the initial costs and prompt many stations to make the change.

Aside from the reception advantages, ABC claimed that granting circular polarization authority would not disrupt FCC allocation policies, since no appreciable increase in service contours or interference potential would result. Additionally, ABC noted that co-channel interference will be less likely when circularly polarized receiving antennas are used by station translators. Present home receiving antennas would be fully compatible with any changes the broadcaster chose to implement, said ABC.

Basically, the idea of circular polarization suggests both vertical and horizontal polarization. Neil Smith, the consulting engineer who wrote the WLS-TV interim report, explained that the waves of circularly polarized signals would follow either a clockwise or counterclockwise rotation. When the waves bounce off an interfering object—a tall building, for example—the rotation would be reversed. Receiving antennas would be preset to accept only waves rotating in the same direction in which they were transmitted, and would reject any reflected signals, thus eliminating the ghosting effect.

In order to accomplish the conversion to circular polarization, Mr. Smith noted it might be necessary for broadcasters to change their transmitters and redesign their antennas. Since a horizontally polarized signal’s gain is cut in half when circularly polarized, it would be necessary to double transmitter power to offset the difference.

Similarly, some antenna systems may have to be redesigned to incorporate configurations that would allow for higher gain, while keeping the same overall height. Each change would be dependent on a series of variables, including the particular equipment type involved, noted Mr. Smith, and therefore would be difficult to translate into a general cost figure to broadcasters.

A conversion, similar to the one ABC is proposing for television, took place in the mid-1960’s, when the FCC permitted FM stations to use a circularly or, as the commission calls it, “dual,” polarized system, instead of just horizontally polarized antennas. The changeover was attributed basically to the increased use of radios in cars and the inherent need of vertical polarization for the benefit of automobile aerials.

ABC noted that its petition for rule-making is intended to bring on additional field-test data to determine just how “circular” circular polarized signals should be and what specifics are necessary before the commission can choose whether or not to permit such operation.

Neal McNaughten, chief of the FCC Broadcast Bureau, said last week that he had not yet had the opportunity to analyze ABC’s proposal, but for the moment could not foresee any “obstacles” to the suggestions. He did note, however, that circular polarization for TV transmission might figure into the present debate over the Office of Telecommunications Policy proposal for short-spaced VHF drops.

1 kw transistorized transmitter unveiled

Harris cites greater efficiency, says it is a first in AM

Harris Corp. last week announced development of the first fully transistorized AM broadcast transmitter for commercial stations designed to meet FCC specifications.

The transmitter is a 1 kw model and can be used by about half of the 4,400 AM stations licensed in the U.S. Company officials said the design of the transmitter, the Harris MW-1, provides improved signal quality through 125% positive peak modulation and that the unit is equipped with redundant circuits similar to spacecraft back-up systems, allowing it to stay on the air when components are removed for checking or repair.

The Quincy, Ill., company has applied for a patent for the transmitter’s progressive series modulator, which it describes as a simple series regulator, connected so as to provide efficient high-level modulation without the use of modulation transformer, modulation reactor, power input choke or 70 kHz filter, allowing an over-all transmitter efficiency in the MW-1 of 50% or greater, with PA efficiency approaching 90%.

Additional features include complete remote control capability, built-in dummy load, and quiet cooling.
Collins offers eight new FM transmitters

Phase 4 exciter is integral unit in company's guaranteed clean sound

Collins Radio of Rockwell International Corp., Dallas, last week introduced eight generation 4 FM broadcast transmitters that features the Collins's redesigned Phase 4 exciter.

An exciter determines the quality of the audio signal generated by the transmitter and, according to Collins, the Phase 4 exciter component produces sound so "clean" that the company will guarantee specifications on FM distortion of only .50% in stereo and half that in mono.

The Phase 4 exciter also has a built-in capability to accept discrete four-channel signals. The component also employs phase-locked loop automatic frequency control and provides typical frequency stability of plus or minus 100 cps at any modulation level, regardless of program material.

The eight transmitters introduced by Collins cover the full FM power range, including 40 kw (model 831H-2), 22.5 kw (831G-2B), 20 kw (831G-2), 10 kw (831F-2), 5 kw (831E-2), 2 kw (831D-2), 1 kw (831C-2), and 10 watt educational transmitters (model 831A-2).

Technical Briefs

Allocation help. Research and standards division of FCC Office of Chief Engineer has made available two reports: VHF-TV Computer Assignment Program (designated FCC/OCE R574-01) and VCITY*VHF Sign (designated FCC/OCE R574-02). Both were prepared by Gary K. Mann of applied propagation branch, and are to be used in assessing future VHF-TV channel allocations. VHF-TV Computer program is written in Fortran IV for use on Univac 1108 computer, and determines channel at locations throughout U.S., Canada, and Mexico which would result in most efficient assignment plan. Program is available from National Technical Information Service, Springfield, Va. 22161 at $3.75 for paper copy and $2.25 for microfiche. VCITY*VHF Sign is data card set containing table of VHF-TV assignments for same areas, including coordinate locations for assignments. Data deck is available at same address in magnetic tape for $97.50.

Top tape. Ampex Corp., Redwood City, Calif., announces availability of series 190 half-inch heavy duty, helical-scan video tapes, said to be premium-grade providing superior picture quality and chroma brilliance for both high-band color and monochrome clarity.

For emergency use. Norman L. Rivers Associates has begun production of "Du-alert 2" high stability generator for local or remote controlled initiation of two-tone signaling system as required by FCC for all AM, FM and TV stations. Commission adopted two-tone signaling system to replace present emergency broadcast attention signal, consisting of two five-second breaks followed by 1000 Hz tone for 15 seconds. New standard with audio tape recorder effective Jan. 15, 1976.) Du-alert 2 unit provides for push button closure which initiates alert mode, automatically switching normal program audio off, accurately timing tone duration and restoring normal audio feed at conclusion of alert. Unit will sell for between $250-300.

Order down under. Telemax Inc., Salt Lake City-based equipment manufacturer, has announced $550,000 order from various Australian TV stations for 10 audio visual distribution switchers (model TVS/TAS-1000). Seven government-operated stations and three independent in Perth, Adelaide and Melbourne are to get deliveries beginning next month.

Finances

Capcities sales, profits were on the rise in 1974

Capital Cities Communications Inc., New York, reported 1974 net income up 9% to $22,025,000 on revenues of $138,585,000, up 8.7% from 1973 total of $127,498,000. Results include operations of WABP(AM)-KSCS(FM) Fort Worth, Fort Worth Star-Telegram and two suburban newspapers, which company acquired Nov. 8, 1974, for $35 million in cash and $40.5 million in notes payable in varying quarterly amounts from Nov. 1, 1975, to Aug. 1, 1982. Per-share earnings for 1974 were put at $2.86, compared with $2.61 for 1973. For fourth quarter of 1974, revenues were up 21% to $41,636,000 and income was up 10% to $6,679,000.

Financial Briefs

Wometco record highs. Record per share earnings, net income and sales were reported by Wometco Enterprises Inc., Miami, for period ended Dec. 28. Net income rose 12.2% from $8,030,000 in previous year to $9,007,000 in 1974. Revenues rose 19% from $135,133,000 in 1973 to $160,871,000. Company's broadcasting division profits were up 5.2% on sales increase of 10.3%.

Billion for Interpublic. Interpublic Group, New York, which includes two international operations and five U.S. ad agencies, claims to be first advertising firm to reach one billion dollars in billings. Consolidated annual billing reached $1,070,080,000 in 1974, up 3.9% from $969,081,000 in 1973. Net income achieved record results, $6,955,000 or $2.93 per share compared with $6,838,000 or $2.74 per share in 1973. Gross revenues for 1974 rose to a record $156,- $94,000,000 from $149,305,000 in 1973. Current annual dividend rate is $1 per share.

Good year. Foote, Cone & Belding Communications, New York, reported record revenue and second highest income in its history for 1974. Operating

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

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* Change too great to be meaningful.
1 Corrects record, BROADCASTING, Feb. 17.
2 Includes net gain of $8,261,000 or $1.90 per share from sale of Express Publishing Co.
3 Includes Express Publishing Co. revenues of $14,552,000 for year.

Broadcasting Feb 24 1975 51
income from commissions and fees rose
3.1% over 1973 and income from adver-
sising operations was $3,105,000
($1.52 per share), down slightly from
$3,356,000 ($1.58 per share) in 1973.

Acceptance. LIN Broadcasting Corp.,
New York, reported that holders of $2,6-
64,900 of its privately held subor-
dinated convertible notes had accepted
company's offer to increase interest rate

on their notes from 6% to 8% in return
for elimination of conversion features of
their notes (at 12%). Holders of addi-
tional $1,644,700 accepted similar offer
made last November. Number of shares
reserved for conversion has been reduced
from 583,391 to 232,591.

Catching fish. ABC's Leisure Group II
and Leisure Marine Corp. of San Diego
will form joint venture to lease Seven
Sea Seafish Park from city of Arlington,
Tex., for five-year period beginning
March 1, subject to satisfactory com-

pensation agreement between three par-
ties. Park would become part of America's
Scenic and Wildlife Attractions, which also
operates Silver Springs, Weeki Wachee in
Florida, preserve in Largo, Me., and Historic Townes of Smithville
near Atlantic City.

Broadcasting's index of 134 stocks allied with electronic media

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<th>Closing Wed. Mar 20</th>
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<th>% change in week</th>
<th>High 1974-75</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
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<td>21 1/8</td>
<td>18 3/4</td>
<td>-3 1/8</td>
<td>-17 3/4</td>
<td>12 1/8</td>
<td>9</td>
<td>1.26</td>
<td>16 3/4</td>
<td>192,544</td>
</tr>
<tr>
<td>CAPITOL</td>
<td>C7</td>
<td>21 1/2</td>
<td>18 3/4</td>
<td>-3 1/8</td>
<td>-17 3/4</td>
<td>12 1/8</td>
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<td>16 3/4</td>
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<td>CBS</td>
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<td>1.26</td>
<td>16 3/4</td>
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Cablecasting

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exch.</th>
<th>Closing Wed. Mar 29</th>
<th>Closing Wed. Mar 20</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1974-75</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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</thead>
<tbody>
<tr>
<td>AMC**</td>
<td>A6</td>
<td>21 1/8</td>
<td>18 3/4</td>
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<td>12 1/8</td>
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<td>KELBA</td>
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<td>18 3/4</td>
<td>-3 1/8</td>
<td>-17 3/4</td>
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<td>16 3/4</td>
<td>192,544</td>
</tr>
</tbody>
</table>

Lee Taylor, general sales manager, KTSB-AM San Antonio, Tex., named general manager.

Paul Stoddard, formerly director of media, Hughes Tool Co.-Nevada operations, named station manager, KJSO-FM San Jose, Calif.

Wes Quinn, general sales manager, WFLA-TV Tampa-St. Petersburg, Fla., named station manager.

Jerry Greenberg, director of information services, CBS Radio Spot Sales and AM Station Administration, CBS Radio, New York, named director of communications, CBS's WBBM-TV Chicago.

Dick Conrad, announcer, WDKA(AM) Cleveland, Ohio, named to newly created position of assistant station manager in charge of programing and promotion.

Joe N. Gwathmey Jr., director of program development, National Public Radio, Washington, named to newly created position of assistant to VP.

Ben Salas, general ledger and payroll accountant, WLS(AM) Chicago, named assistant controller, WLS and WCAO(AM) Chicago.

Gladys Christman, promotion manager, KFI(AM) Los Angeles, named to same post at KIIS(AM) same city.

Lester Strong, formerly with WBTY-TV Charlotte, N.C., named community affairs director, WSB-TV Atlanta.

Thomas Antorietto, plant and auxiliary accountant, Ohio University, Athens, named director of finance, newly created Montana Center for Public Broadcasting, Bozeman, scheduled to begin operation in early 1976.

Lawrence T. Frymire, executive director, New Jersey Public Broadcasting, Trenton, elected president, noncommercial Eastern Educational Network, Trenton.

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Stock symbol | Exch. | Closing Wed, Feb 19 | Closing Wed, Feb 12 | Net change in week | % change in week | High | Low | P/E ratio | Approx. shares outstanding | Total market capitalization (000)
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
VAR | N | 8 1/2 | 9 1/4 | - | 3/4 | - | 8.10 | 13 1/4 | 6 | 8 | 6.862 | 58,327 |
WX | N | 12 3/8 | 12 | - | 3/8 | - | 3.12 | 26 | 8 1/2 | 40 | 87.770 | 1,086,153 |
ZE | N | 12 1/4 | 13 1/8 | - | 7/8 | - | 6.66 | 31 5/8 | 10 | 10 | 18.797 | 230,263 |

Total | 773,911 | 19,516,850

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

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

P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses. Filled stock still.

* P/E ratio computed with earnings figures for last 12 months published by company.
† No annual earnings figures are available.
** No P/E ratio is computed; company registered net losses.
Brenda Sulick, traffic manager, noncommercial WVUM(FM) Coral Gables, Fla., named general manager. Chuck Birdnick, business manager, Miami Hurricane newspaper, named station manager, WVUM. Bob Parra, program director, WVUM, named operations director.

Leonard J. Patricelli, president of WTIC-AM Hartford, Conn., is at Hartford hospital recuperating from spine injury suffered in fall on ice.

Broadcast Advertising
Erica Farber, account executive, KRTH(FM) Los Angeles, named sales manager, WROR(FM) Boston. Both are RKO Radio stations.


Judy Currier, with KLKQ(AM) San Jose, Calif., named local sales manager.

Gregory W. Rose, with WBTV(TV) Charlotte, N.C., named local/regional sales manager.


Patrick Huelster, director, Warren Adler Thompson, Washington, named TV operations, NBC-TV.

Bill Tanner, program director, WHYI(AM) Miami, named national program director. Hefel rock stations (WHYI, WKTQ(AM) Pittsburgh, KGMQ(FM) Honolulu) and local program director, WKTQ, succeeding Eddie Rogers, who resigned.

Sheva Farkas, producer-director, WJZ-TV Baltimore, named to same post, WTOP-TV Washington.

Lon C. Lee, director of information services, WPLO-TV Miami, named program director, WJXT(TV) Jacksonville, Fla. Both are Post Newsweek stations.

Patrick Jay, announcer, KSD(AM) St. Louis, named program director, KGIC(FM) Beaumont-Port Arthur, Tex.

Allen Hollen, director of news and programming, WCAU-AM-FM Philadelphia, named program manager, KNBR-AM-FM San Francisco.

Donald A. Escen, assistant treasurer and assistant controller, Walt Disney Productions, Burbank, Calif., elected VP-financial administration and treasurer, Buena Vista International, company's foreign theatrical and TV distribution subsidiary.

David B. Stern, formerly local sports producer, WNBC-TV New York, named assistant to producer, NBC Sports, New York.

Fred Figenshu, assistant program director, WPHI(FM) Philadelphia, named program director and announcer, WMDO(FM) Washington.

Louis M. Heyward, veteran movie and TV producer and writer, named executive VP-international production, Larry Harmon Pictures Corp., Hollywood, Mr. Heyward, who produced and wrote Dick Clark Show, Ernie Kovacs Show and Garry Moore Show, most recently was producer with Four Star International.

Tom Howe, senior producer-director, Hawaii Public Television, named director of programming and operations, Montana Center for Public Broadcasting, Bozeman, scheduled to begin operation in early 1976.

Broadcast Journalism
Ernie R. Mastrianni, investigative reporter, WJXT(TV) Jacksonville, Fla., named news director.

Vin Burke, assistant news director and assignment editor, WREN-TV Buffalo, N.Y., named assignment editor, WCAU-TV Philadelphia.

Steve Caminis, news producer, WPIR-TV Providence, R.I., named assignment editor, WJAR-TV Providence. Peggy Printz, reporter-writer for various publications and political-trade analyst for Bank of America, Hong Kong, named consumer reporter, WJAR-TV.

C. Robert Zelnick, featured correspondent, National Public Radio, Washington, named manager of NPR's newly created national news and information bureau.

Jim Russell, correspondent and news editor, UPI and UPI Audio Network, named executive producer of NPR's All Things Considered. Richard Firestone, producer with NPR, named producer of NPR Midday Information Service.

Alan S. Goldstein, broadcast teaching director, Michele Clark Fellowship program, Columbia University Graduate School of Journalism, New York, named executive producer, WTOP-TV Washington.

Jack Kavanaugh, news reporter, WJAR-TV Providence, R.I., named recipient of George and James Reilly Annual Award for Distinguished Service from Society for Prevention of Cruelty to Animals for his investigative film series.

Cable
Samuel Cooper III, attorney, Office of Legislative Counsel, U.S. House of Representatives, and faculty member, Howard University School of Law, Washington, named assistant general counsel, National Cable Television Association, Washington.

Lou Enkis, with Televents Inc., Pleasant Hill, Calif., named general manager of company's new cable system in El Cerro, Calif.

Charles W. Bonkowski, formerly with Connecticut Mutual Life Insurance Co., named system manager, Continental Cable.

Anchorman, News Directors, Program Directors, Sports Reporters, Weatherman, Program Directors, Sales Managers, Promotion Directors, Executive Producers, Executive Directors, General Managers

We've placed some of the best professionals in television station operation in their present jobs. In all size markets. From the smallest to the Top Ten, and in all parts of the country.

Just call us. Tell us what you're looking for, and we'll go to work. Free. No fee is paid until we find the right person for the position and you hire our candidate.

We've been doing it for years. For many satisfied clients. Ask anyone who's used us.

SHERLENE BARISH
(212) 355-2672
Broadcast Personnel Inc.
527 Madison Avenue, N.Y.C. 10022
Cablevision in Ohio, responsible for operations in Fairborn.

Equipment & Engineering
Edward Kopriver, chief engineer, Taft Broadcasting Co.'s WTVD-AM-FM-TV Columbus, Ohio, named assistant technical director in 1975.


Tom Jenkins, chief engineer, Film and Television Department, Montana State University, Bozeman, named to same post, Montana Center for Public Broadcasting, same city, to begin scheduled in early 1976.

As compiled by Broadcasting, Feb. 10 through Feb. 14 and based on filings, authorizations and other FCC actions.


New stations

TV license
Broadcast Bureau granted following license covering new station:


AM applications


Carbondale, N.M.-Western States Broadcasters seeks 1240 kHz, 1 kw-D, 250 w-N. P.O. address: Box 1538, Carbondale 82201. Estimated construction cost $50,400; revenue $63,600. Format: concept of MOR. Principals: Frank Cook (20%), Mike Rosenberg (17%), et al. are former owners of KAVE (AM) Carbondale. KAVE's renewal was refused on Oct. 10, 1974, because of late filing. Ann. Feb. 10.

FM applications

Cleveland, Fla.-Avon Electronics seeks 106.3 mHz, 3 kw, HAAT 147 ft. P.O. address: Box 1390, Avon Park, Fla. 33513. Estimated construction cost $4,600; first-year operating cost $12,850; revenue $25,000. Format: FM. Principals: Charles A. and Helen Exupolo (jointly 60%), John M. Taylor (40%) own WAPR Avon Park. Ann. Feb. 10.

Charlotte, N.C.-University of North Carolina at Charlotte seeks 88.1 mHz, 10 w. P.O. address: University, 8000 University Blvd., Charlotte, N.C. Estimated construction cost $10,550; first-year operating cost $8,850. Principal: Vice-Chancellor Ort. Ann. Feb. 10.

Chilliwack, B.C.-Chilliwack Observer Co. seeks 94.3 mHz, 3 kw, HAAT 300 ft. P.O. address: Box 338, Chilliwack, B.C. Estimated construction cost $62,110; first-year operating cost $34,638; revenue $95,000. Format: Infr. mus. Principals: Wendell A. Tripplett (37%), and Robert S. Tripplett (13%) own WTSO (AM)-WOUFM-FM Belf Diton, Ohio; format: Triple C. Principals: Linda A. Trippett, treasurer. Action Feb. 7.

For the Record

Alleged Fields

Richard L. Baldwin, managing editor and assistant general manager, QST, American Radio Relay League's monthly journal, named general manager of league, national amateur radio organization, headquartered in Newtown, Conn.

Jack Markward, station manager, WTVZ (TV) Grand Rapids, Mich., joins Care Corp. of Grand Rapids, operator of nursing homes, bowling alleys and golf club, as executive VP.

Deaths

Frances Ryan Thomas, 81, well-known hostess, wife and business partner of newscaster Lowell Thomas Sr., died Feb. 16 at Pawling, N.Y., estate after long illness. She is survived by her husband and one son, Lowell Thomas Jr., lieutenant governor of Alaska.

C. Glover DeLeaney, 65, president and general manager, WHEC-TV Rochester, N.Y., and first president of Morris, New York State Broadcasters Association, died Feb. 15 of cancer in Rochester. He is survived by his mother, two daughters and one son.


Seeks assignment of license to Putnam Broadcast Corp. to Board of Regents of University of Minnesota for $125,000. Buyers: Board (Robert Heller, president). Action Feb. 7.


FM actions


Georgetown, Ohio.-Brown County Radio, Broadcast Bureau granted 97.7 mHz, 3 kw, HAAT 300 ft. P.O. address: Box 222, Georgetown 45121. Estimated construction cost $4,800; first-year operating cost $6,393; revenue $60,000. Principals: Barbara N. Straman (51%), Frances J. Straman (49%), et al. Mrs. Straman is housewife and Mr. Straman is president of cable corp. in Wilmington, Ohio (BPM-9075). Action Feb. 7.

east Point, Ga.-School District 9, Broadcast Bureau granted 89.1 mHz, 10 kw, P.O. address: Box 17, East Main, East Point 31575. Estimated construction cost $4,100; first-year operating cost $200. Principal: Michael Remick, East Point High School (BFED-9111). Action Feb. 7.

Graham, Tex.-KSWA Inc. Broadcast Bureau granted 107.1 mHz, 3 kw, HAAT 101 ft. P.O. address: Box 1000, Graham 76446. Estimated construction cost $51,546; first-year operating cost $6,000; revenue $11,000. Format: easy listening. Principals: Robert N. Aylin Sr. and his wife Betty W. Aylin (100%). Mr. Aylin owns KCFM (AM) Cuero, Tex.; and KOPY (AM) Alice, Tex. (BPH-9184). Action Feb. 7.

FM starts

WVFH Arlington Heights, Ill.-Authorized program operation on 88.3 mHz. TPO 10 w. Action Jan. 29.

WRTE Cahokia, Ill.-Authorized program operation on 98.5 mHz. TPO 10 w. Action Jan. 29.

KDUV Brownsville, Tex.-Authorized program operation on 89.9 mHz, ERP 100 kw. HAAT 449 ft. Action Jan. 29.

Ownership changes

Applications

KLEU (AM) Waterloo, Iowa (850 kHz, 500 w)-Broadcast Bureau granted assignment of license and CP from Rock

Broadcasting Feb 24 1975

Page 56
### Summary of Broadcasting

#### FCC Tabulations as of Dec. 31, 1974

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<thead>
<tr>
<th>Licensed On Air Stations</th>
<th>Total On Air Stations</th>
<th>Total C's Not on air</th>
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<tr>
<td>Commercial AM</td>
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<tr>
<td>Commercial FM</td>
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<td>Educational FM</td>
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<td>Total AM</td>
<td>7,760</td>
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<tr>
<td>Commercial TV</td>
<td>702</td>
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<tr>
<td>VHF</td>
<td>508</td>
<td>1</td>
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<tr>
<td>UHF</td>
<td>191</td>
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<tr>
<td>Educational TV</td>
<td>227</td>
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<tr>
<td>Total TV</td>
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**Special temporary authorization** *(includes off-air licenses)*

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<td><strong>Channels</strong></td>
<td><strong>Actions</strong></td>
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<tr>
<td><strong>3</strong></td>
<td><strong>K90KF</strong> (ch. to K13ND) San Ro and Bradley, Calif.—Broadcast Bureau granted CP to change frequency from Channel 9 to Channel 13 (BPTV-5214), Action Feb. 11.</td>
</tr>
<tr>
<td><strong>12</strong></td>
<td>**K12HL, South Shore of Lake Isabella, Calif.—Broadcast Bureau granted CP to change primary TV station to KNXT Los Angeles (BPTV-5199), Action Feb. 11.</td>
</tr>
<tr>
<td><strong>24</strong></td>
<td><strong>W79AW New York — Broadcast authorization canceled and call letters deleted. Ann. Feb. 12.</strong></td>
</tr>
<tr>
<td><strong>45</strong></td>
<td><strong>KMBV Cable Co., 2225 California Ave., San Bernardino, Calif.—Broadcast authorization canceled and call letters deleted. Ann. Feb. 12.</strong></td>
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**Cable**

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<th>Actions</th>
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<tr>
<td><strong>Followings of cable TV systems requested certificates of compliance, FCC announced Feb. 12</strong></td>
<td></td>
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<tr>
<td><strong>Liberty TV Cable, 2225 California Ave., San Bernardino, Calif. (CAC-4748): Add WCHY-TV—Los Angeles.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Liberty TV Cable, Box 7567, Stockton, Calif. 95207, for Lincoln Village West, Calif. (CAC-4746): KCRA-TV, KQVE-TV, KTVX, KTXI, SACRAMENTO, Calif.; KQTV, KCBX, Stockton, Calif.; KLOC, MODESTO, Calif.; KMVU, SACRAMENTO, Calif.; KTVU, OAKLAND, Calif.; KTLA, LOS ANGELES, Calif.</strong></td>
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**Translators**

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**Certification actions**

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<tr>
<td><strong>CATV Bureau granted following operators CPs to change cablecasting rules, Lower Delaware CATV, Dagsboro (CAC-4417), Milville (CAC-4418), and Sussex county (CAC-4419), all Delaware; Coastal Cable, Co., Inc., Eau Claire, Wis. (CAC-4502), of Hayward, Hayward, Calif. (CAC-4503); LVO Cable of San Leandro, San Leandro, Calif. (CAC-4505); Barber Cable, Inc., 207 Greenfield Rd., Baltimore, Md. (CAC-4512), Lawrenceville (CAC-4513) and Bridge- ton (CAC-4514), both New Jersey; Cablecom-General, Box 11, West Paterson, N.J. (CAC-4516), all Delaware. Action Feb. 10.</strong></td>
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**Other action**

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<td><strong>Bombeck, Ron, for his book &quot;All of Me,&quot; a humorous collection of essays about the.which he plans to extend &quot;his book, &quot;The Talmud for Dummies.&quot; Action Feb. 12.</strong></td>
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## Service Directory

### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
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<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey</td>
<td>Telecommunications Consulting</td>
<td>Member AFCCE</td>
<td>5300 Chatsworth Avenue</td>
</tr>
<tr>
<td>EDWARD F. LORENTZ &amp; ASSOCIATES</td>
<td>Consulting Engineers (formerly Commercial Radio)</td>
<td></td>
<td></td>
<td>Box 798, Upper Montclair, N.J.</td>
</tr>
<tr>
<td>COHEN and DIPPELL, P.C.</td>
<td>CONSULTING ENGINEERS</td>
<td></td>
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KXKZ in Burlington, Iowa, needs an excellent salesperson. Are you a top biller in a small market? An ex-manager? Or a pro who really knows selling? We offer an opportunity on this daytime all country station under the same management past 7 years. Mail resume, with record of billing, within 3 years to Manager KXKZ, Burlington, IA 52601. Give phone number where you can be reached after 8 p.m. An equal opportunity employer.


Fast track to management. Midwest chain to add salesperson, train, and vault to management. Small station background important. Expansion on drawing board. Resume, pic., facts. Box 1423, Sioux Falls, SD.

Help Wanted Announcers

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Newsreel-newswriter, strong air delivery a must. Plus experience in gathering, preparing news. Suburban New York area. Five-day week, company benefits. Equal opportunity employer. Box B-201, BROADCASTING.

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Experienced news director, must dig, write, air strong local news, occasional spots. Starting salary $110/wk. EOE. Tape, resume to Radio Box 70, Fort Knox, KY.

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Radio-TV-Filmer teacher wanted. Ph.D. and good teaching media experience preferred. Send letter and resume, by April 15, to Dean Rowland, Sch. of Journalism, Drake University, Des Moines, IA 50311.

Situations Wanted Management

Experience heavy all media, On and off air. Northeast only. Box B-131, BROADCASTING.

Big city gee man needs country. Experienced Metro GM, strong on sales, programming and administration seeks challenge in suburban or rural market. Box B-172, BROADCASTING.

Professional, profit oriented, experienced general manager looking for position with stable company. Will consider all geographical areas. Box B-192, BROADCASTING.

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Agressive salesman with small and top-20 market experience seeking sales manager. Experience in straight sales or combination sales, play-by-play. First phone reference. Box B-205, 650-850-151.

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Florida-Tampa Area South, rusty, experienced rookie from Ohio. Left radio 3 years ago to start own business, now closing but have good credit. 21 yrs experience mostly announcing and copywriting, full phone, no maintenance. No sales, hard rock, or C&W. Coming south for 3 weeks April 12. Would like to arrange interviews, audition in advance. Has work, 30, and single. Box B-221, BROADCASTING.

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D.J., 3rd phone, progressive rock experience, good newscasts. Contact Mgr. or Operations Director for progressive rock, Steve Schieber, 266 N. Main St., Spring Valley, NY 10977.

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Bright, witty, energetic. Have been compared to Carson, (“Carson, he’s not”) Norre Dame graduate. Broadcasting school grad. Looking for career start. Jim Brogan, 610 Yacht Club Rd., Brooklyn, NY 11217. 212-944-7323, 212-875-7307.

Broadcasting Feb 24 1975 60
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Help Wanted Programmed, Production, Others

Help Wanted Technical

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Resumes and sample films from aggressive and imaginative combination: reporter/photographers. Full-time filming, editing and writing experience at ABC, NBC. Tom Hults. P.O. Box 1118, Miami, FL 33138. Box B-217, BROADCASTING.

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Rugged individualist seeks opportunity to develop video cassette for educational, corporate, or governmental groups in U.S. or overseas. Youthful, 21, M.A., Northwestern, single, 9 years of practical experience in top 40 Midwest market. Specialization, videocassette/CCTV/TV/Broadcast. Desire a rewarding application for my skills. Box B-143, BROADCASTING.

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BROADCASTING Feb 24 1975
Bill Brazzil’s heavy commitment to local TV

Back in 1948, when Bill Brazzil was part of the team that put WMC-TV Memphis on the air as the nation’s 14th television station, he said to himself, “Well, here goes nothing.” But television was and is something, and Bill Brazzil is helping to make it what it is.

“We knew we were in on something big, good and important," he recalls, "but we really had no idea what a fantastically powerful medium it would become.”

Helping the medium grow was challenging, but now the big growth is over and the challenge is different. “Now there is the potential to mold people’s minds, to shape their thinking. And we can’t carry that burden lightly.”

Mr. Brazzil says that this is his chief concern today as Wometco vice president and general manager of its WTVJ(TV) Miami. The station is the "biggest single force in the community. More people watch WTVJ than read any newspaper published east of Dallas or watch any other station south of Washington.”

WTVJ’s license is up for renewal this year, but so far, Mr. Brazzil says, the station has had no challenges “because we watch our stewardship and hire and program appropriately.”

Watching “our stewardship” includes such details as using a mobile unit to make scenic station ID’s from different parts of the coverage area. But one of the mainstays of insuring that the station is a true voice of the community is to require that upper-level staff personnel are themselves involved in community affairs.

Mr. Brazzil gets monthly reports from each staff member detailing his or her activities within the Miami area, and every morning he meets with his assistant general manager and the station manager “to get playback from the staff through them on our operations, public involvement, subjects for public affairs shows and public service efforts.”

Indeed, Mr. Brazzil has structured the management of the station to facilitate the flow of information to him about the community. His assistant general manager’s sole responsibility, except for special assignments, is compliance, “so that we know what’s going on about our license and that we more than fulfill our trust.”

Being involved in the community isn’t something, however, that’s just a requirement for the staff. Mr. Brazzil himself feels the responsibility, and he is a member of such diverse organizations as the Ad Hoc Committe for the Investigation and Prevention of the Mental Illness, the Drug Abuse Committee of the Florida Association of Broadcasters, the Criminal Justice Coordinating Council of the Greater Miami Coalition and the Mental Health Association Legislative Information Seminar.

But it doesn’t stop there because, even though he is head of the station, Mr. Brazzil is also part of a large, leisure-time corporation, the station is affiliated with a major network (CBS) and the station’s operations are further monitored by the FCC. He may require of his staff and himself involvement in the community but Mr. Brazzil himself is the man in the middle who must reconcile the sometimes conflicting interests of the community, with corporate, network or regulatory designs. A thin line.

That he’s been walking it successfully for 11 years he now attributes primarily to his talent for salesmanship. He says he got into radio before the war as an announcer because through a friend he got involved in doing a fire prevention radio program “and the magic of the microphone got to me. But I was the world’s worst announcer.”

Back in Memphis after the war, his boss took him out of the air and set him to work as the local sales manager. “He was right. I could sell, and I became a damn good sales manager. It’s a matter of learning how to handle people, of being permissive and persuasive. You have to be enthusiastic about the product, but let people make up their own minds.”

“I try to do the same kind of thing at WTVJ, to be persuasive but recognizing that people must feel their own prerogatives are never compromised, that their own expertise and talent are given range.”

He says there is almost never a conflict with his employees, as long as he does his own job of making sure that everything that needs doing is done. “Running a station doesn’t mean just making a profit for the stockholders. If everything else happens, then the stockholders profit is automatic.”

It is a bit different with the FCC and the network, and as an example he talked about the dilemmas WTVJ faces with regard to the new prime time access rules.

“The FCC is trying to create a marketplace by fiat, but it is doomed because only marketplaces can create markets. Local station marketplaces just are not going to support the kind of cost necessary to produce quality programming.”

He said WTVJ has been running a Saturday evening public affairs show that averages a 40 share and that he will leave it where it is rather than take a network show if CBS decides to distribute programming for that time slot as a result of the new rules.

In his 11 years of working with CBS, Mr. Brazzil says, “I have yet to receive a single thoughtless remark of chastisement from anyone there. They will try to dissuade me, but they accept my decisions. Networks are not the enemy, they’re partners with us. If we can’t have that, the relationship should be that of customer and supplier—and God forbid it should ever come to that point.”

Broadcasting Feb 24 1975
Suicide pacts

Among the more revealing comments made at the National Association of Television Program Executives conference a fortnight ago came from Peggy Charren, president of Action for Children's Television. Mrs. Charren announced that the FCC's recently issued policy statement on children's television programming and advertising had presented ACT with a "sword of Damocles" to hold over broadcasters' heads.

What Mrs. Charren was saying was that any licensee whose programming displeases the local chapter of ACT may expect to be the target of a petition to deny at the next license renewal time. Thus Mrs. Charren has suddenly found utility in a document that ACT denounced for inadequacies at the time it was released. And thus may broadcasters suddenly discover another trap they have laid for themselves by adapting their television code to the prevailing pressures in Washington.

The FCC policy statement that Mrs. Charren has now learned to welcome was adopted after the National Association of Broadcasters amended its code to impose limits on commercial loads in children's programs. Those limits and the standards separately embraced by the Association of Independent Television Stations were fashioned by FCC Chairman Richard E. Wiley and became the core of the FCC's new children's policy.

The making of another code accommodation to Mr. Wiley is well under way in response to his cry for help on sex and violence. Assuming this script plays out to its predicted end, the NAB code will contain restrictions on the kinds of television programming that may be broadcast between 7 and 9 p.m. Whether or not the FCC incorporates the "family viewing hours" in its renewal procedures, as it incorporated the children's rules, the code's new standards will present the Peggy Charrenes everywhere, and their foundation-supported Washington lawyers, with another weapon to brandish in petitions to deny.

Surely those prospects will be considered when the NAB television board takes up this new amendment in Las Vegas next April.

As it should be

The FCC has acted with commendable forthrightness in arriving at a new definition of broadcast indecency that calls for prosecution under the U.S. Criminal Code. Whatever else may be said of its new ruling, the commission has at last had nerve enough to discard that vague "public interest" standard of the Communications Act as the all-purpose refuge for case-by-case judgments of indecency, according to the exigencies or fashions of the moment. It is now coping squarely with an explicit law that makes it a crime to broadcast obscene, indecent or profane language.

The FCC has erred, however, it seems to us, in assuming that it should take upon itself the incompatible roles of prosecutor and court in the application of the Criminal Code. Those functions more properly belong to the Justice Department and the federal judiciary system.

As reported here last week, the commission found that a recorded comedy routine broadcast by the noncommercial WBAI(FM) New York contained indecent language—words that were patently offensive and broadcast at a time when children might be in the audience. Although it elected not to punish WBAI, it announced that its judgment in the matter could be taken as a guide for future prosecution.

Most broadcasters would agree with the FCC that the language in the WBAI broadcast was offensive, and no commercial broadcaster that we know would place that record at any time. The FCC may never be called upon to put its new policy to the test of prosecution. Still, it would be tidier administration—and much better law—if the agency had confined its future role to one of referral to Justice for prosecution in indecency cases.

The restraint now contained in Paragraph 1464 of the U.S. Criminal Code was originally contained in the Communications Act—as an exception to the section that prohibits the FCC from acting as a censor. The purpose of removal was to make the broadcast of dirty language a crime, with punishment of up to a $10,000 fine or two years imprisonment or both. That transfer put jurisdiction in the federal court system, where it belongs.

A broadcaster charged with violation of the Criminal Code is entitled to trial in federal court, with innocence assumed unless guilt is proved, and with recourse to appeal based on the criminal law, not the Communications Act. Upon an ultimate conviction and an affirmation of constitutionality it would then be time for the FCC to act on whether the broadcaster was qualified to retain his license.

That may not be the way the FCC reads its assignment now, but it was what the Congress intended back in 1948 when it removed the antiobscenity provision from FCC jurisdiction under the Communications Act and gave it to the federal courts under criminal law.

Wheel of fortunes

There is no easy resolution to be seen in the conflict now developing between the National Association of Broadcasters and the National Association of Television Program Executives for primacy as the trade show for television program distributors. As reported here last week, the latest NATPE convention drew some 250 station managers or owners, in addition to the program directors NATPE was originally founded to attract. The corporate presence substantially magnified the NATPE's values to the distributors.

As it would admit, the NAB brought on some of its troubles itself. At its convention in Houston last year, the program distributors were given all but the bum's rush, and the resentment lingers despite the infinitely better accommodations that are available to distributors in Las Vegas April 6-9. In the end, the contest between NAB and NATPE must be decided by broadcasters themselves. The NAB might find it interesting to poll its television members.
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