Three on the sidelines would change rules in the game
Quickening tempo in the station trading market

Family viewing pays off.
In ratings.

First sweep reports show Viacom's "Family Affair" winning 75% more 18-34 women than year-ago programs on 23 stations. And 55% more 18-49 women than year-ago programs on 27 stations.

A bigger, better audience. Fast!

Because "Family Affair" is another great sitcom from Viacom

Source: NSI, Nov. 1974 and 1973. Audience estimates are subject to qualifications available on request.

JOIN US IN SUITE 1330, LAS VEGAS HILTON, NAB.
GET THE "ALL-NEWS" STORY
NATIONAL NEWS
INFORMATION SERVICE

"ALL NEWS" 2ND AND 5TH IN NEW YORK, 1ST AND 3RD IN LOS ANGELES
2ND IN SAN FRANCISCO, 3RD IN BOSTON AND NOW A SUPERB NEW PRODUCTION

IT FROM BOB MOUNTY...CHUCK RENWICK...JERRY COFFIN...JACK G. THAY

Sources: ARB January/February 1975; TSA's Adults Avg. Qtr. Hr. & Cume Mon-Sun, 6AM-Midn. Subject to qualifications available on request.
NBC RADIO HOSPITALITY SUITE #2630…LAS VEGAS HILTON CONFERENCE ROOM 6, LAS VEGAS HILTON CONVENTION CENTER

ID IN CHICAGO, 2ND IN PHILADELPHIA, 2ND IN WASHINGTON,

LISTEN TO THE AUDITION TAPE HEAR ALL ABOUT
One picture couldn't begin to tell the whole story of how our new TR-600 compares with other "new" VTR's.

Nor would a hundred.

But, we felt that a number of different views would give you a good idea of what we mean when we say totally new tape technology.

Like the drop-on reels for instance.

Then there's our unique straight line threading. It not only speeds loading, but once the tape reaches the take-up reel, the operator is also assured that threading has been accomplished properly.

The TR-600 utilizes a standard headwheel (featuring long-life Alfecon II poletip material) that's compatible with all other RCA highband recorders. You'll find this really keeps down the expense of spares.
We've added an electronic LED readout tape timer. And LED diagnostic indicators.

At the first sign of certain malfunctions or nonstandard modes, a control panel light flashes a warning, while individual lights inside direct you to the module that's in question.

Another TR-600 innovation is the copper backplane which assures precise resting of modules. The backplane is wire wrapped under computer control replacing the past practice of using dense, bulky internal wiring harnesses.

Chimney cooling eliminates the need for blowers and a Venturi vacuum system replaces normally noisy vacuum pumps.

We've simplified the control panel for easy operation.

These module cards have the reliability advantages of computer assembly printed circuit wiring and automatic insertion of components.

And for optimum playback performance our tape tension servo system features fast rewind and is gentle in handling of tape.

Unfortunately, there are so many things we can't show you. Like all the TR-600's automatics. Because they're all built in. Like the splicer, too. Or the fact that its new integrated design reduces the number of components by 40%.

Nor can we show you the time and money the TR-600 will save you. But, if what we've shown you so far looks good, we'd be glad to send you a more complete picture of the TR-600.

Write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102. Get the picture, then compare.
Audience? Place: Las Vegas. Time: today. Event: first face-to-face meeting of President with FCC Chairman Richard Wiley since Mr. Ford assumed Presidency last August. While meeting isn’t on official agenda of convention of National Association of Broadcasters, it is first time they have been at same place on same program on same subject. President will address today’s luncheon session and Mr. Wiley will be head-table guest. It would be unusual indeed if communications can be kept out of top-level conversation, however impromptu.

While President has weighty matters of state to ponder, other questions will be on minds of Chairman Wiley, other commissioners and knowledgeable broadcasters present. Will President reappoint Republican Abbott Washburn, whose FCC term expires June 30? If not, will he name successor in his own image who would become chairman? And if he did exercise his prerogative of selecting new chairman, would Mr. Wiley complete his term (until June 30, 1977) or resign to return to private law practice either in native Chicago or in Washington? White House has reported simply that it’s premature to talk about Washburn status or domino effect on chairmanship.

Instant hero. President Ford is bound to score major hit in his NAB appearance if he goes with speech draft that was being prepared late last week. He would recommend legislation calling for five-year license period, though with some provisions designed to protect citizen-group interests, and put himself on record as favoring same First Amendment rights for broadcasters that print media enjoy. He would also, as expected (“Closed Circuit,” March 31), boost self-regulation in connection with NAB’s plans to incorporate “family viewing” into TV code.

Fans are fans. FCC will report to Congress later this month that law banning television blackout of games in professional sports has had minimal financial impact on teams. Report, being prepared by Dr. Alan Pearce of commission staff, shows that average number of no-shows at 86 National Football League games that were televised locally last fall was 6,400, only slightly more than average number of no-shows at games that were blacked out. Total no-shows were 1,124,000 compared to 1,023,000 in 1973, first year antiblackout law was in effect.

That family affair. Month ago National Association of Broadcasters TV board have found clear consensus to adopting “family viewing” proposal of NAB TV code review board (Broadcasting, Feb. 10). Not so now, on eve of special TV board meeting during annual convention in Las Vegas. Most board members last week said they would vote for proposed code amendment as written, but many are having enough second thoughts to be open to new suggestions. Enter at least three board members who think they have better ideas.

Earl Hickerson of WCET-TV Rockford, III., has circulated alternate plan which has already struck sympathetic chord in several members. His proposed code amendment would encourage networks to offer family programs in first hour of their prime time, would encourage local broadcasters to consider material for family viewing throughout entire broadcast day, but would leave them free to program according to tastes of own community. Robert Gordon of WCPO-TV Cincinnati will offer plan admonishing broadcasters to show family fare from sign-on to sign-off. And James Ebel of KOLN-TV Lincoln, Neb., said he will offer amendment to make current program standards in code more effective, without jeopardizing broadcasters’ First Amendment freedoms, and without jeopardizing programing already “in the can.” Several board members sympathy with arguments of independents, which could lead to some accommodation for them (see page 42). Spokesman for one network last week said: “We’re going to have a fight on our hands.”

NBC commitment. Any doubts about start-up of NBC Radio’s projected new all-news network (Broadcasting, Feb. 10) appeared to be eliminated by word that NBC top management gave unconditional go-ahead last Thursday (April 3) – almost three weeks before targeted decision time – and approved June 18 as launch date. “All systems are go,” NBC Radio President Jack Thayer exulted. He wouldn’t say which or even how many stations are signed for new service, or which NBC O&O’s may switch to it, but he did say at least 75 of top-100 markets will be covered at outset.

Setting start date sets other NBC National News and Information Service (NNIS) activities in motion. Selling forces will of course be concentrated at this week’s NAB convention. Hiring is due to start soon; internal job posting has started. James Holton, general manager of radio news at NBC News, will also have over-all responsibility for NNIS news. Alan Walden, most recently news director of WBNC-(AM) New York, will be NNIS executive producer under Roy Wetzel, named earlier as director of NNIS. Among 250 people NNIS expects to hire (aside from about 50 expected to transfer from other NBC posts) are 14 full-time on-air anchorpersons.

Bail. Reporters Committee for Freedom of Press, loosely organized confederation of broadcast and print journalists, is preparing to launch fund drive, headed by Arthur R. Taylor, president of CBS Inc. Objective is to raise money to help provide legal assistance, where needed, for reporters in trouble for asserting First Amendment rights. Fundraising structure hasn’t been completed but reportedly will include Vincent T. Wasilewski, president of NAB. Reporters Committee is led by steering committee whose nine members include Howard K. Smith of ABC News and Walter Cronkite and Fred Graham of CBS News.

Real reason. What really induced WPIX Inc. to agree to settlement of challenge of Forum Communications Inc. for its channel-1 license in New York for out-of-pocket expenses plus other secondary considerations when victory was in sight (see page 73)? While WPIX officially justified it as “straight economic decision” after half-dozen years of expensive litigation, further inducement was seen in expiration of so-called McCormick-Patterson Trust, with obvious desire of parent Chicago Tribune Co. to have clean slate when it goes public. Anticipated FCC approval of transaction would eliminate WPIX litigation as footnote on stock transactions.
We kept his hospital bed from becoming a death bed.

Last year, we logged over 5,000 telephone calls on “Call For Action,” our ombudsman service.
Most of them weren’t terribly dramatic. Helping somebody obtain Social Security payments. Arranging emergency fuel oil deliveries. We even helped a midget find a place to have his shoes made.

We helped a lot of people in a lot of little ways.

The most crucial thing we did? Prevent a murder.

Call for Action operator 20 answered the phone one day with the usual greeting, “WROW Call For Action. May I help you?”

The woman on the other end of the line didn’t ask for any help. Instead, she informed the operator that she was going over to Albany Medical Center to shoot a patient who had hurt her nephew.

The woman gave the patient’s name to operator 20 and a quick check of the hospital by other Call For Action volunteers proved there was, indeed, a patient by that name.

For the next 45 minutes operator 20 kept the woman on the phone. Meanwhile, we contacted the police, the hospital and the telephone company.

A few sparse clues helped us find out the woman’s identity and address in time to get a patrol car over to her place.

Fortunately she never got the chance to carry out her threat.

At Call For Action, our volunteers are prepared to do whatever it is they have to do to get the job done—big or small.

WROW Albany.
One of the stations of Capital Cities Communications. We talk to people.
More freedom at a high price. From two diverse sources come strong pleas that government's role in broadcast regulation be lessened. But the trade-off would be a sharp increase in competition from newer technologies, principally pay and conventional cable TV (Page 23). Committee for Economic Development, in report four years in the making, foresees transition from "era of technological scarcity" to era of abundance of media outlets and would establish 'communications court' to relieve FCC of judicial functions (Page 26). In Judge Bazelon's view, fairness doctrine is at odds with First Amendment; diversity in programming sources is needed (Page 33). That fairness doctrine, and how it allegedly was manipulated by Kennedy, Johnson administration, is subject of Fred Friendly article in New York Times Magazine that is creating ripples (Page 34).

Meanwhile, in Las Vegas, Television board, on such topics as family viewing, and bylaws committee have their work cut out for them at National Association of Broadcasters convention this week (Page 42). Addenda to earlier list of exhibitors and firms with hospitality suites (Page 43) and official convention agenda follow (Page 45).

Station trading. 1974 emerges as second biggest year for properties changing hands. This special report includes a 21-year track list of FCC-approved transactions Page 54.

No for NOW. FCC denies petitions from National Organization for Women on renewal applications of WRC-TV and WBCT-TV, two commissioners criticize group's tactics but NOW's attorney sees appeal as likely Page 70.

Fade out. Fight for New York's channel 11 ends with reimbursement to challenger Forum Communications for legal costs, establishment of a program development fund, and a seat on the board of the parent company and WPIX-TV New York retaining its license Page 73.

Reverse discrimination. FCC's equal-employment opportunity unit stands up for rights of white males, too Page 74.

Drive time. Auto industry expresses thanks to radio for a variety of on-air spots and local promotions, many free, that boosted car sales. Stations note surge in local advertising. Page 80.

Not family fare. ABC-TV will move The Rookies and some Movie of the Week programs to after 9 p.m. in accordance with family-viewing plan. "Adult" viewing advisories will continue, says Elton Rule Page 84.

Haldeman on camera. CBS News interview turns up little that is new; viewer mail says it wasn't worth the reported $50,000 price tag Page 88.

Nearing curtain. Acquisition of professional products wing of CBS Labs by Thomson-CSF is announced with CBS indicating other cutbacks in technical field Page 92.

Mounting the next try. Donald Zeifang came to Washington to work for Judge John J. Sirica, a man he says "taught me the importance of a lawyer's integrity." That background will stand well for Mr. Zeifang, now vice-president-government relations for the NAB, who will attempt to raise a successful renewal bill from the ashes of the measure that crumbled in the last Congress Page 113.

Index to departments on back cover

Annual ascertainment for radio as well as TV in prospect as FCC readies new rulemaking; exemptions from surveys may go to littles

FCC is considering exempting small-market radio stations from formal survey and reporting requirements in ascertaining community needs. Commission, after almost three days of what was described as spirited if confused debate on general ascertainment issue, decided last Thursday to seek comments on proposed rule that would exempt radio stations in communities of license with 10,000 or less population.

Proposal, based on assumption small-market broadcasters are familiar with their communities and are, in effect, continually ascertaining, grew out of suggestion by Commissioner Glen O. Robinson, who discussed it in memorandum he circulated to commissioners (although he talked in terms of 50,000-population cutoff). It had backing of Chairman Richard E. Wiley, who had long talked of need to afford relief to small-market broadcasters.

But idea stunned staff. Although some staffers supported it, others said there was no basis in record of inquiry begun years ago to support proposal; they said record did not even warrant different treatment for radio and television stations. And proposal dismayed Commissioner Benjamin Hooks, who expressed view that proposal would leave minorities without hope of consideration.

Ten-thousand population cutoff would affect estimated 2,000 stations.

Exact shape proposal will take in notice of proposed rulemaking was uncertain last week. But discussion appeared to, others said there was no basis in inquiry begun two years ago to support proposal; they said record did not even warrant different treatment for radio and television stations. And proposal dismayed Commissioner Benjamin Hooks, who expressed view that proposal would leave minorities without hope of consideration.

Ten-thousand population cutoff would affect estimated 2,000 stations.

It was possible to take in notice of proposed rulemaking was uncertain last week. But discussion appeared ed it, others said there was no basis in inquiry begun two years ago to support proposal; they said record did not even warrant different treatment for radio and television stations. And proposal dismayed Commissioner Benjamin Hooks, who expressed view that proposal would leave minorities without hope of consideration.

Ten-thousand population cutoff would affect estimated 2,000 stations.

Exemption proposal was only one aspect of large package of ascertainment matters on which commission agreed in principle. General counsel and Broadcast Bureau were to determine which of them, along with exemption proposal, require additional rulemaking and which can be adopted as policy.

Procedure looks to efforts on part of all stations to know communities. All radio stations (including those in cities below 10,000 population) will be required to determine needs and interests of community and to place them in public file, along with programming designed to meet them. Reports would be filed with commission at renewal.

Broadcasters who would continue to ascertain would be required to do surveys of community leaders continuously, rather than in last six months of license period, as at present; public surveys may be done at any time.

Number of changes are certain to be welcomed. One, which officials say can be adopted without further rule-making, will permit management to do no more than 50% of station interviews — they now are required to do all of them — and to delegate remaining interviews to lower-level employees. Commission will provide check list of some 20 types of community leaders to be contacted (business, labor, agriculture, government, etc.), and broadcasters would be expected to contact some in each group every year.

Most of documentation of interviews would remain in stations' public files. However, in surveying community leaders, broadcasters will check off kinds of leaders contacted and keep track of numbers (how many businessmen, etc.). Check lists and "score cards" will be retained in pub-
Cetec Broadcast Group invites

NAB Conventioneers to the not-too-wild West!

Cetec Corporation* subsidiaries and divisions comprising the Broadcast Group in the Las Vegas Convention Center BOOTH #312 include...

**SPARTA**
makers of complete radio broadcast equipment, including AM and FM transmitters, Spartamation systems, and famous audio products . . .

**VEGA**
producer of the world’s standard in wireless microphone systems and technology . . .

**JAMPRO**
designers and makers of the most complete line of FM and TV antennas available anywhere in the world, including the new circularly polarized TV antenna . . .

**CETEC AUDIO**
offering the broadcasting and recording industries fine audio consoles, speakers, and related items.

*name changed from Computer Equipment Corporation May 1974.

All of us together in the Las Vegas Convention Center April 6-9, Booth #312, to give you a truly Western hospitable welcome, and a look at the finest array of broadcast equipment anywhere!
lic file until broadcaster files for renewal, when they will accompany application and three annual reports on community needs and interests determined and programing aired to meet them.

Another major change involves demographics. Only demographic information required will be breakdown of community as to population by age, sex and race. Nothing will be required about community as such.

Formal commission action on these matters — in form of order and further notice of rulemaking — is not expected until next week.

FCC starts ball rolling on VHF drop-in inquiry

FCC opened door to new controversy last week with notice of inquiry into feasibility of dropping new VHF channels into top 100 markets. Commission does not suggest how many might be added, but inquiry results from petition by United Church of Christ, which in turn was based on Office of Telecommunications Policy study indicating 62 channels could be added to table of allocations if existing mileage — separation standards were reduced. Later, OTP issued revised study which said 83 new channels were possible.

UCC suggested that additional channels be made available initially for public broadcasting in communities where there are no noncommercial VHF assignments. It also said that commission should encourage local minority ownership of stations that new channels would make possible.

Commission, however, was concerned about economic and technical problems posed by drop-in proposal. It said if new station was destined to suffer from interference limiting its service area, its financial potential was placed in doubt. Its task, commission said, was to determine point at which drop-in would be both technically adequate and economically viable. With that issue resolved, commission said, it could turn to question of how licensees were to be selected.

Commission invited comments on potential economic viability of station whose technical adequacy might be marginal at best, as well as on impact of VHF drop-ins in various markets, particularly in all-UHF markets, and on whether UHF has reached point in its development that it no longer needs protection of agency’s UHF impact policy.

Commission also asked for comment on technical feasibility of increased use of directional antennas and precise frequency offset techniques — technical means suggested by OTP for improving service between co-channel stations — in making drop-in assignments.

Commission engineers are not as sanguine as OTP about possibility of dropping in VHF channels at short spacing. However, their studies indicate some new channels might be accommodated. As for one pending drop-in proposal — that involving Greater Washington Educational Television’s effort to add channel 12 to Washington market — indications are it will be denied. Staff is critical of it.

Drop-in inquiry was adopted by vote of 6 to 1 with Commissioner Robert E. Lee dissenting and Commissioners Charlotte Reid and Benjamin L. Hooks concurring. Commissioner Lee, long FCC’s staunchest defender of UHF, issued statement expressing concern that drop-ins would wipe out any chance of future UHF development. Commissioner Reid also expressed concern but said she felt more information on advisability of drop-ins was needed.

For radio, real renewal relief

FCC has proposed rulemaking looking toward adoption of shorter license renewal application form for commercial radio stations. Commission also is seeking comments on establishing more “precise” definition of public affairs pro-

FCC to make another try for automatic transmission rules

FCC last week began moving cautiously toward long-held goal of many broadcasters — rules that would permit use of automatic transmission systems at AM, FM and television stations. Commission began inquiry aimed at developing answers to many questions that commission engineers have long felt stand in way of such rules. Among other matters they deal with operator requirements, how authorized power would be maintained automatically, and what safeguards should be incorporated in rules to assure reliable performance. Automatic transmission systems — which involve transmitter, antenna system, monitoring devices and control circuitry, designed to assume automatic cutoff of equipment if performance should deviate beyond prescribed tolerances — have been subject of commission proceedings in 1968 and 1970. Commission said material developed was inadequate to resolution of issues involved but would be considered again in new inquiry. Commission said new proceeding required development of thorough, comprehensive record and asked that any aspects not specifically addressed in inquiry, but which are pertinent, be called to its attention. It asked that comments focus on existing rules, that they recommend changes needed to accommodate use of automatic transmission systems and provide detailed technical information in support of proposed changes. Comments are due July 11, replies by Aug. 11.

Contour criterion out as FCC polishes rule for protection against cable imports

FCC has completed work on modification of rule designed to protect television stations against duplication of their network programing by cable-imported signals. As expected, commission is drawing 35-mile ring of protection around stations in top-100 markets, 55-mile ring around stations in smaller markets. In addition, systems with fewer than 1,000 subscribers, based on headend count, will be exempt from rule (exemption now applies to systems with 500 or fewer subscribers within individual community), and permits systems to carry protected programing on what would be blacked-out channel, as well as on local channel. Rule, effective in about 30 days, provides for grandfathering. But it does grant one further exemption to cable systems that have been forced to anger subscribers by cutting off carriage of sports events before completion, when nonduplication switching equipment takes over to black out channel on which distant station is carried. Rule will permit operator to set switching equipment one hour after scheduled completion of live sports event. Controversial question of whether to modify protection afforded Rocky Mountain broadcasters — whether to limit to simultaneous, as in rest of country, instead of same day — will be aired at special panel discussion before commission May 20. Participants have not yet been selected.
**FEDERAL COMMUNICATIONS COMMISSIONERS**

* July 10, 1934 to March 25, 1975

STEINMAN TELEVISION STATIONS

WGAL-TV Lancaster • Harrisburg • York • Lebanon, Pa.

WTEV Providence, R.I./New Bedford-Fall River, Mass.

*Deceased

*Served as Chairman
THE KLOK 1170 AM
SALES FORCE

from l-r: Bill Weaver, partner/general manager; Judy Currie, local sales manager; Pam Lumeoquist, Sherry Eastman, San Jose Account Executives; Joan Wagner, Jane Seaman, San Francisco Account Executives.
BRINGS YOU "ADDREACH"

This is a radio buying plan developed by KLOK radio to assist an advertiser in maximizing the reach of his multiple station radio buy in the San Francisco market.

In studying the pattern of buying San Francisco radio, to reach adults 18–49 it became apparent most advertisers go at least three or four stations deep. They generally select one or two “basic” stations and then start adding stations which have minimal duplication. The objective is to achieve maximum reach within the budget.

This analysis studied combinations of KCBS, KFRC, KGO, and KSFO as basic stations. Stations considered for “Addreach” were KLOK, KABL, KNBR, KFOG, K101, and KBAY. A total of 162 station combinations were studied. Results are based on the nine-county San Francisco Metro Area ARB for October/November 1974. Adults 18–49 were analyzed for day parts 6AM–10AM, 10AM–3PM, and 3PM–7PM Monday through Friday.

Complete results of the “Addreach” study are available from your KLOK Account Executive or KATZ Representative.

Data subject to the qualifications of the original research.

KLOK: #1 IN ADDING REACH

KWIZ 1480am
310 West 5th Street
Santa Ana, Ca. 92703
Bill Weaver, partner/general manager

KWIZ 96.7fm

KUUU 1590am
1216 Pine Street
Seattle, Washington 98101
Phil Davis, president

35 YEARS OF NUMBER ONE HITS
Cable TV divestitures put off

New look at broadcast-cable crossownership, promised at time FCC issued new broadcast-newspaper crossownership rules (Broadcasting, Feb. 3), was ordered in rulemaking initiated last week. Involved is proposed change that would ban television stations from owning cable systems within their grade A contour, instead of those within grade B contour as rule presently states. Rulemaking would also suspend Aug. 10 divestiture date for all crossownerships (except of cable and TV networks) in existence on or before July 1, 1970, pending outcome of new rulemaking. Suspension would not apply to divestitures of co-owned cable systems and television stations in monopoly cases — where cable systems within grade A of station that owns them are not reached by city-grade signal of other stations. Comments due May 19 should also be addressed to whether divestiture should be required where sole city-grade contour is that of co-owned satellite or where only other television service providing city-grade contour is that of satellite.

Biting hands that fed them

Some guests at dinner Committee for Economic Development gave in Washington in connection with release of report urging policies designed to encourage development of new electronic channels of communication and de-regulation of broadcasting and cable (see page 30) had tough questions for their hosts. Why, they wanted to know, hadn't committee made point of urging legislation to implement proposals. FCC Commissioner Glen O. Robinson is said to have come down hard on issue. FCC Cable Bureau Chief David Kinley and Henry Goldberg, Office of Telecommunications Policy general counsel, who have sharply conflicting views on OTP's proposed cable bill, also said lack of discussion of legislation was serious flaw in report, that there was need for Congress to give direction in communications policy. CED members and staff did not disagree on need for legislation, but John L. Burks, who headed panel that developed report said committee felt request for congressional action might jeopardize its tax-exempt status.

Sirica's no on tapes. Judge John Sirica has turned down request of networks and recording companies for release of White House tapes played during Watergate trial. Judge issued order noting that appeals were pending in case and saying there was "no compelling reason" for immediate release of tapes.

Bad AIM. Accuracy in Media Inc. was less than accurate in ad placed in Wall Street Journal, NBC spokesman protested last week. Ad in April 1 editions urged RCA and CBS stockholders to vote for AIM resolutions to create ombudsman or committee to insure accuracy and fairness in NBC and CBS news. In RCA case, ad said FCC "found that NBC violated the fairness doctrine with its program, Pensions: The Broken Promise. Ad also called that program lopsided. What ad didn't say was that court subsequently overturned FCC decision and also held documentary presented "adequate balance," Wall Street Journal quoted official there as saying paper "wouldn't knowingly have accepted an ad if it knew the ad was wrong. We feel we were put upon."

One for all. Work on proposals for standardized rate card for radio has been virtually completed by special task force of Radio Advertising Bureau, and report with full details is expected to be ready for release by end of May. Objective is to make radio rate cards shorter, clearer, more uniform. Among other innovations, most weekend hours will be clas-

sified as "weekend drive time." Details are expected to be previewed by RAB President Miles David at Tuesday's (April 8) radio assembly at NAB convention.

Cliff hanging. Industry sources say number of network affiliations are already committed to 20th Century-Fox's nostalgia prime-access show (whose format is like "That's Entertainment," hit movie compilation produced by Jack Haley Jr., now president of Fox) for Sunday at 7 time slot if federal appeals court overturns latest FCC access-rule changes. Same is true, it's said, of Viacom's $64,000 Question, which, although scheduled for debut late in 1976, could be cranked up for September 1975 start if time opens up on Sunday.

Return to home tube. ABC-TV has committed reported $1.5 million for rights to May 16 Muhammad Ali-Ron Lyle title fight from Las Vegas for live telecast at 9 p.m., NYT. It's first heavyweight-championship bout on home TV in three years.

Lating bygones be. Viacom Enterprises, planning to syndicate revived $64,000 Question for 1976 TV season, is making certain no questions remain about rigging charged to original version in late 1950's. Statement in promotional cassette saying that show "came through investigation with its reputation completely intact" has been excised. Although no indictments or other legal actions followed revelations that original show was rigged, Viacom officials — who earlier were inclined to defend record of 1950's version (Broadcasting, March 10) — are now emphasizing instead how clean new show will be. Show is already sold in 20 markets for 1976.

Late Fates. Henry Goldberg, with Office of Telecommunications Policy since June 1971 and its general counsel since August 1972, leaves early in May to become partner in firm of Verner, Lifsart, Bernhardt & McPherson, in Washington . . . Alan Pearce, economist with FCC Office of Plans and Policy since July 1974, and with commission since joining then Chairman Dean Burch's staff in 1971, will become staff economist on House Communications Subcommittee headed by Chairman Torbet Macdonald (D-Mass.) . . . Robert D. Wood, president of CBS-TV network, will receive Asa V. Call achievement award of University of Southern California at alumni awards luncheon April 13 . . . Andrew West, then reporter for Mutual radio network whose on-scene reporting of Robert Kennedy assassination brought national fame, died last week in Reno, Nev., of throat cancer. He had worked at KCR-L (AM) there since 1970 . . . Nedra Joyce, 37, administrative assistant to news director, KORK-TV Las Vegas, Nev., died March 30 of apparent overdose of medication taken for hypoglycemia. For earlier reports, see "Fates & Fortunes," page 99.

Headliners

In Boston, WCVB-TV and ABC are the winning combination... innovative local programming that generates incredible audiences 24 hours-a-day, plus a strong prime time lineup that's number one in 18-34/49 demographics.

*Source: ARB & NSI, Feb./Mar. '75, Sunday-Saturday, 8:00 pm-11:00 pm
All data subject to qualifications of the reports quoted.
A 35-year relationship between Texaco Inc. and the Metropolitan Opera

What’s Danny Kaye doing at the opera? He’s enjoying it, but he’s also trying to help it. On Sunday, April 27, at 5 p.m. EDT, Texaco is presenting for the first time on nationwide television, on CBS, an hour of Mr. Kaye’s popular “look-in” at the Metropolitan Opera. With the assistance of soprano Beverly Sills and baritone Robert Merrill, and over 400 performing and technical personnel, Mr. Kaye will explain to school children in the audience, as well as televiewers young and old, the many elements involved in bringing grand opera to one of the most critical audiences in the world—the patrons, subscribers and radio fans of the Metropolitan Opera.

Mr. Kaye has been holding his look-in gatherings at the Met for school children from the New York area since 1972. In his own amiable fashion, Mr. Kaye has been teaching these youngsters what opera is all about and how the magic of opera is prepared and presented live to thousands of opera fans at the world-famous Opera House. Rehearsals, costuming, lighting and stage technology are explained in a learning-can-be-fun manner. Mr. Kaye will use his own “operatic” voice when he joins with the Metropolitan Opera company to show how opera includes solo arias, duets, quartets—all the way up to 100-voice choruses. This very special presentation will be sponsored in full by Texaco Inc., which has also sponsored the Met’s Saturday afternoon radio broadcasts for 35 consecutive seasons.

The radio broadcasting of opera, live from the stage of the Metropolitan Opera House in New York, began on Dec. 25, 1931. During the first nine seasons, NBC was able to obtain occasional sponsors to back the programs. During the 1938-40 opera seasons, however, there were no sponsors, and NBC carried the Saturday matinees as a sustaining program.

During the thirties, Texaco was using radio and such stars as Ed Wynn, Eddie Cantor, Ken Murray and Fred Allen to get its message across. But by the late thirties, Texaco’s management was also interested in extending its use of radio to the public service programming. Since the opera broadcasts were in danger of being discontinued, Texaco’s management decided to assume sponsorship of the broadcasts in their entirety. To insure that this sponsorship would be a public service, Texaco’s management established a strict policy concerning the broadcasts.

Ever since the first Texaco-sponsored opera broadcast on Dec. 7, 1940, and during the average of 20 broadcasts per season, Texaco has never swayed from its original policy, which basically is:

To win a high level of good will by associating the name Texaco with that of the Metropolitan Opera at the highest artistic level, even to the extent of avoiding all discussion of company products by direct commercials.

Although Texaco is entitled to use approximately 21 to 28 minutes of air time during a three-to-four-hour broadcast, the company, since the first broadcast, has used less than two minutes during an entire afternoon. It is believed that public respect and good will, as well as sales, have resulted from this restrained approach. Texaco would rather not shatter the mood of an opera listener with a sales pitch for the company’s products.

It is difficult to measure the total impact of the opera broadcasts. However, one cannot but feel that the excitement of live opera on radio over these many years has helped to increase public interest in opera and has had a definite influence on the formation of opera companies and workshops throughout the U.S. and Canada. Projections from a recent survey have indicated that approximately 1.3 million adults listen to a Metropolitan Opera broadcast on any given Saturday afternoon, and that some 5.1 million adults in the U.S. listen to at least one opera broadcast during the season.

Listener interest in opera has been further enhanced by the intermission features presented between the acts of the opera broadcasts. Since the first Texaco-sponsored opera broadcasts in 1940, Geraldine Souvaine, producer of the intermission features, has introduced millions of people in a music form which, in most cases, is strange to their ears. Through the intermission features, which average 20 to 25 minutes between acts the radio audience receives an impressive amount of operatic information, some of which has never been in print, from scholars, performers and musicians.

Listeners’ letters to Texaco were not always complimentary, however. Prior to 1960, many listeners complained that the opera broadcasts in certain areas of the country were taped and re-broadcast at the discretion of the station owners, some times late at night and as much as a week late. To insure that the Saturday matinee performances from the Opera House would be heard live throughout the country, Texaco and the Metropolitan Opera Association, with the help of a radio consultant, G.H. Johnstone Inc., formed the Texaco Metropolitan Opera Radio Network in 1960. Originally, Mr. Johnstone made arrangements with 108 radio stations, which covered most of the country. The network now consists of 145 commercial stations as well as more than 100 non-commercial stations across the country.

In addition to bringing opera to American audiences as possible by means of the longest continuous sponsorship of the same program in the history of radio, Texaco has also used television on several special occasions. The company mad television history in 1948 when it sponsored the opening night of the opera season, televised live from the old Metropolitan Opera House in New York. Texaco sponsored a similar program opening night the following year. In 1966 Texaco sponsored a live television special of the opening night festivities and the opera from the new Metropolitan House at Lincoln Center in New York.

Televisioners were treated to a very special evening on April 30, 1972, when the one-hour, color program, Texaco presents the Metropolitan Opera’s Salute on the 40th anniversary of the company’s founding, was telecast nationwide on prime time.

And now, to introduce opera to another generation of Americans, Texaco presents Danny Kaye’s Look-In at the Metropolitan Opera on April 27, 1975. After three-and-a-half decades of close association with the Metropolitan Opera, Texaco believes opera is here to stay for music lovers in all walks of life and in areas of the continent.
IN ITS FIRST SEASON, OVER 50 STATIONS PLACED THEIR MONEY ON "DEALER'S CHOICE" AND WON.

"Dealer's Choice," the original, first-run syndicated game show, premiered on the independent Metromedia stations in New York and Los Angeles last year. It immediately gained acceptance as a strip, an access show and in both formats. And it is winning huge audiences everywhere.

Put your money on a sure thing. They did:

WNEW-TV New York; KTTV Los Angeles; WGN-TV Chicago; WKBS-TV Philadelphia; KPIX San Francisco; WLVI-TV Boston; WRBD-TV Detroit; WKBV-TV Cleveland; KTHT Dallas; KDNL-TV St. Louis; WTCN-TV Minneapolis; WCIX-TV Miami; WTCG Atlanta; WLCY-TV Tampa; WJZ-TV Baltimore; WCPG-TV Cincinnati; KCMO-TV Kansas City; KTXL Sacramento; WITI-TV Milwaukee; KWGN Denver; WBEN-TV Buffalo; WPRI-TV Providence; KTVK-TV Phoenix; WVUE New Orleans; WDRB-TV Louisville; WRGB Schenectady; WKEF Dayton; WBRE-TV Wilkes Barre; WDHO-TV Toledo; WHEN-TV Syracuse; WKRG-TV Mobile; WFRV-TV Green Bay; KJEO Fresno; WMTW-TV Portland, Maine; KREM-TV Spokane; KHAS-TV Hastings; KGMB-TV Honolulu; WAPT-TV Jackson; WJIM-TV Lansing; KAAT-TV Tucson; KTHI-TV Fargo; KELP-TV El Paso; WDIO-TV Duluth; KODE-TV Joplin; KGLO-TV Mason City; KRST-TV Corpus Christi; WALB-TV Albany, Ga.; KSHO-TV Las Vegas; KBAK-TV Bakersfield; WCJB Gainesville; KVOS-TV Bellingham.
With dbx Model 142 noise reduction in the rack, you can:

- Nearly double the usable signal-to-noise ratio of your cartridge chain, studio master recorder, line and program amps, full-frequency land lines, and microwave links.
- Make original tapes completely free of hiss or background noise on open reel, cartridge, or cassette format.
- Duplicate tape through three or more generations without audible noise build-up. dbx noise reduction linearly compresses audio signals by a 2:1 ratio at the front end and produces an exact mirror image 1.2 expansion at the terminus of the audio chain.

True RMS level sensing circuitry insures perfect encode/decode tracking over a dynamic range well in excess of 100 dB irrespective of phase shifts in the transmission or storage medium. There is no breathing, pumping, or other coloration of the sound with dbx noise reduction, and there are no pilot tones or calibration levels to worry about.

dbx Model 142 provides two channels of broad-band audio noise reduction in excess of 30 dB coupled with an additional 10 dB increase in headroom for all components and lines included within the noise reduction loop.

For complete product information and list of demonstrating dbx dealers, circle reader service number or contact:

See and hear dbx noise reduction at NAB Hilton Suite #1230.
Bogart in his only Academy Award winner!

"The African Queen:"

"The African Queen" is one of 21 motion pictures in an extraordinarily powerful new group.

VIACOM FEATURES II

JOIN US IN SUITE 1330, LAS VEGAS HILTON, NAB.
It’s Suite 4305 at Caesar’s Palace during the NAB Convention for cocktails and high-stake information on our bold approach to today’s brokerage operations.

Come by any time. Let’s get acquainted and discuss profitable opportunities for you.

Doubleday Media
Brokers of Radio, TV, CATV, and Newspaper Properties

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 7—Comments due at FCC regarding postponement or cancellation of March 31, 1977, compliance date for cable systems. Reply comments due April 17.

April 8-11—House Communications Subcommittee hearing on financing for Corporation for Public Broadcasting, Washington.


April 9—New England Cable Television Association annual meeting, Holiday Inn, White River Junction, Vt.

April 10-11—American Association of Advertising Agencies southwest council regional meeting, Homewood, Alpls.

April 10-13—Association of Federal Communication Commission Engineers annual meeting, Hotel Ranch Bernardo, San Diego.

April 11-12—Region 4 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware, and New England. Syracuse University, Syracuse, N.Y.


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 Prom-Sheraton Motor Inn, Kansas City, Mo.


Also in April


April 14-15—National Television Association 24th annual convention, Rivergate convention center, New Orleans.


April 17—Exhibit ’75 of Washington chapter of the National Association of Broadcasters annual convention. Las Vegas convention center.
What's fair about fairness?

Editor: In response to George Schwartz's article on the fairness doctrine (March 4), I fail to see any logic in his defense of the doctrine.

His statements regarding the difference between a "bad broadcaster and a ad newspaper" were ludicrous. How is it that anyone can start his own newspaper? Sure, I could get a typewriter and a couple of lines and become a publisher. It's possible, but it would be sensible. And since when is a broadcaster using a limited means of communication? In his own market, Mr. schwartz has three network affiliated TV stations and two independents, plus a public television station—compared to nly two newspapers.

Senator William Proxmire (D-Wis.) is correct when he says that the fairness doctrine is a violation of First Amendment rights. There is absolutely no difference in the job being performed by adio and TV news departments and that being performed by newspapers; therefore the same constitutional rights should apply to all. As it stands now, broadcasters aren't free to broadcast whatever they want; they are being restricted by an unconstitutional government policy.

It's time we stop kidding ourselves. The fairness doctrine is a concept contrary to the maintenance of a free, democratic society. The Proxmire bill should have the full support of broadcasters so that this ridiculous double standard can be abolished once and for all.—Peter D. Guglietta, student, College of Communications, Ohio University, Athens.

Who's on first

Editor: In the March 24 issue, the wonderful coverage on Bob Duffy in "Profile" contained one piece of data that is in error. If you will refer to the July 8, 1974, issue of Broadcasting and the "Profile" on Steve Seymour, president of TVAR, you will note that he is the youngest president of a major rep firm.—Arem A. (Ham) Andon, vice president, TVAR, New York.

(Mr. Seymour is 35; Mr. Duffy, 34.)

What's up front

Editor: I thought you would be interested in this follow-up to your excellent editorial concerning the Liggett & Myers attempt to steal time.—Lawrence H. Rogers II, president, Taft Broadcasting Co., Cincinnati.

(Mr. Rogers enclosed a memo he sent to Taft station managers endorsing a March 3 editorial that said "Buyers and sellers, let's take to minute spots keyed in a bicentennial theme but made for the acknowledged purpose of promoting the company's new name, the Liggett Group.

Major meeting dates in 1975-76

April 6-9—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.


May 13-16—Annual convention. CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 28-30—Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.


Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 68th anniversary convention, Benjamin Franklin hotel, Philadelphia.


A little bit of history you never learned in school.

During World War II, the government called them "relocation centers!"
But for 110,000 Japanese-Americans forced to live there, they were concentration camps. And were called so.
That total, war-frenzied disregard for human rights and constitutional freedoms was a dangerous chapter in American history.
Shall we forget it?
Shall we continue to "protect" our children from this frightening aspect of their heritage?
The Japanese who lived through it never will. Nor should we.

In "A Reason to Remember" we sought to remind our viewers of their past. To show them what once happened to one people in America. And could happen again. To anyone of us.
Our special on the Japanese Internment was one of several on racism created and produced locally in San Francisco.
And "Not By The Sword," a historical review of the NAACP, the first and only such documentary on that organization produced for television in America.
All were broadcast in prime time. And more will follow them in the future.
Such specials are our effort to fulfill the responsibility we have as broadcasters:
To present programming which reflects the cultural diversity of our audience.
Not minority program-
ing. But programming of, by and for the people who make us possible.
All of them.

KRON-TV
NBC for the San Francisco Bay Area
New support for broadcast freedom—but at a high price

From court, industry and Congress here's a rising tide of sentiment favoring First Amendment parity—but some tie it to planned creation of open market for TV in all forms

The pressures for a fundamental change in government regulation of broadcasting, to move the government out of programming, seem to be mounting. There is no concerted plan. The pleas and proposals of broadcasters for true First Amendment treatment for their media are not particularly involved. Indeed, the changes being pressed envisage a trade-off that many broadcasters would not welcome: a sharper increase in competition, principly from pay and conventional cable television.

Last week, two powerful voices were added in support of such a policy direction. One was that of the research and policy committee of the Committee on Economic Development, an eminently establishmentarian organization of business and professional people, in a report that recommends policies for diversity and change in broadcasting and cable television—a report that prescribed a change in policy from one of scarcity to one of "abundance of electronic channels and voices." The other was that of Chief Judge David Bazelon of the U.S. Court of Appeals in Washington, in a speech at Duke University Law School.

The approaches are somewhat different in emphasis. The committee is concerned about laying out a policy for a new national communications system that will accommodate the new technologies that are being developed and that the committee feels promise benefits for the public; in the process, it says that an abundance of channels would permit exitation in government regulation of broadcasting. Judge Bazelon, whose views on regulation of broadcasting have undergone a profound change from the days when government intrusion in programming seemed a natural thing to him, is concerned with finding a way to assure broadcasters of their full First Amendment rights.

But they come out in pretty much the same place: competition, freer access to the market place by the various technologies. Both talk of the benefits of diversity that could be provided by cable television and by pay cable, for instance, and by a strengthened public broadcasting system. Judge David Bazelon even goes beyond technology to endorse policies like the commission's prime-time access rule.

Of the two statements, the committee's seems more carefully thought out and sophisticated in terms of the technical matters involved, at least. After all, the committee's report has been in preparation for four years, and Judge Bazelon's role is not to formulate telecommunication policies. But the report—the product of a committee whose members have sharp and conflicting views—is conservative in tone, recommending cautious, evolutionary approaches to the de-regulation of both broadcasting and cable. On the other hand, Judge Bazelon's speech, along with his previous statements on the subject, provides the First Amendment argument for an assault on government regulation of programming, specifically including the fairness doctrine. Thus, the two items complement each other.

The suggestion that cable and other technologies be developed to provide the abundance of electronic channels that would eliminate "spectrum scarcity" as the rationale on which government regulation of programming could be defended is not new. Former Office of Telecommunications Policy Director Clay T. Whitehead began discussing the approach several years ago. Of course, he weakened his case when, largely as a result of an Agnew-like speech attacking the objectivity of network news operations, he allowed himself to be written off by serious commentators as another member of the White House's antimedia team.

And yet, it was the Nixon White House's attacks on the press, print and electronic, that focused new attention on the issue. Indeed, it was the knowledge that Richard Nixon was in the White House that is believed to have helped persuade liberal judges like Judge Bazelon and Supreme Court Justice Potter Stewart to rethink their assumptions about the reasonableness of government regulation of programming.

Now there is evidence that concern for broadcasters' First Amendment rights might have been justified even before Richard Nixon moved into the White House. Fred Friendly's New York Times Magazine piece on the use the Kennedy and Johnson White Houses made of the fairness doctrine in an alleged effort to stifle right-wing criticism of administration policy indicates that Democrats as well as Republicans find it difficult to resist the temptation to use power that is at hand to shape public opinion.

The Kennedy and Johnson use of the doctrine, in the view of some experts in the field, was not illegal. But it was clearly an abuse. And the article will be cited in Senate and House consideration of the

Catalysts: John L. Burns, Judge David Bazelon and Fred Friendly (l-r). In separate but related events last week, focused attention on the question of government regulation of broadcast programing and what might be done to eliminate it. Mr. Burns, a former president of RCA who now operates his own investment firm, headed a panel of the Committee for Economic Development that issued a report on "policies for diversity and change" in broadcasting and cable television. Judge Bazelon called for policies to promote an increase in competition in program sources as an alternative to program regulation. And Mr. Friendly, former president of CBS News, revealed in an article in the New York Times Magazine that the Kennedy and Johnson White Houses had used the fairness doctrine in an effort to stifle one commentary of right-wing broadcasters.
Jordan Schwartz  
Alcare Communications  
Post Office Box 72  
Philadelphia, Pennsylvania 19105  

Dear Mr. Schwartz:

You'll be delighted to hear the day after we put Mort Crim on the air, they started calling our newsroom and asking for him personally. I've never seen so much immediate and positive response for one minute's worth of product in a newscast.

The quality of his work almost scares me. Tell him to keep it up.

Your pledge that he'll meet our need to present something positive which avoids the hollow ring of "good news" so well founded. Let's keep in touch.

Regards,

Tom Bryson  
News Director  
TB/csc  

March 13, 1975
YOU’RE HOT!
MORT CRIM IS!

HIS HIT NEW TV FEATURE
“ONE MOMENT PLEASE” ®
NOW RUNNING DAILY ON

WNEW-TV New York
KYW-TV Philadelphia
WTOP-TV Washington
WPLG-TV Miami
WFSB-TV Hartford
KCMO-TV Kansas City
WKRC-TV Cincinnati
KCRA-TV Sacramento
WPRI-TV Providence
WLWC-TV Columbus
WHAS-TV Louisville
KPHO-TV Phoenix
WTEN-TV Albany
WJRT-TV Flint
WHEN-TV Syracuse
WJXT-TV Jacksonville
WHBF-TV Rock Island

Minute-long, positive, personal observations—in TV syndication only a few weeks and already generating terrific audience response.

also sold on more than 150 radio stations

and a growing list of others

A proven ratings builder who wins viewers and sponsors. Because Mort Crim’s human interest observations give everyone a reason to have faith in the future. And that’s what your audience wants! See JORDAN SCHWARTZ or FRANK BEAZLEY at the NAB in VEGAS or WRITE or CALL for FREE AUDITION. ALCARE COMMUNICATIONS, 130 W. LANCASTER AVE., WAYNE, PA. 19087, Phone 215—687-5767
fairness doctrine, and will be used by those members of both houses—liberal and conservative—who have introduced legislation designed to prohibit the FCC from regulating programing in any manner.

At the moment, there is no noticeable groundswell of support in Congress for such legislation. Senators and representatives show a touch of nervousness when proposals for freeing broadcasters from government control are discussed. And citizen groups, exhibiting an increasing ability to influence congressional opinion, can be expected to defend retention of the doctrine—at least within the present structure of regulation. They feel that without it they have no hope of having their side of controversial issues pressed on the air.

So a restructuring of the industry in a manner that would assure a plentitude of channels might swing citizen groups over to the side of those seeking to evict government from program regulation. At least equally important, in a political sense, is what John L. Burns, president of the John L. Burns Co. and a vice chairman of CED's research and policy committee, said in Washington at the news conference at which the report was made public: Business "has a stake in broadcasting," but it also has one "in a diversity of voices."

Broadcasters probably are not prepared to make the trade-off contemplated in the CED report. The dissent of C. Wrede Petersmeyer, chairman of Corinthian Broadcasting Corp., and John A. Schneider, president of CBS/Broadcast Group, indicate as much. But it may be that, in their fight for First Amendment rights enjoyed by the press, broadcasters, like so many others, may find strings attached to freedom.

CED's report:

the more the media,
the less the regulation

Committee for Economic Development issues 112-page study predicting 'era of abundance' of channels; to meet this expansion of communications outlets, it says, the FCC should get out of adjudication, into more policy-making

A phasing out of fairness doctrine and equal time restrictions on broadcasting, ownership restrictions in cable TV and most program restrictions on pay cable are recommended by the Committee for Economic Development in a report made public last week ("Closed Circuit," March 31).

The report, by the business-oriented CED's 60-member research and policy committee, also calls for a transfer of the FCC's judicial functions to a new "communications court" similar to the U.S. Tax Court but within the executive branch of government.

It also recommends that House and Senate floor sessions and committee hearings be opened to TV and radio coverage, ideally starting with congressional debate on the federal budget. And for public broadcasters, it urges large-scale financing along with improved management and planning techniques and vastly broadened program goals.

In recommending an easing of broadcast regulation, the report moves in a direction that broadcasters have long endorsed, but the only broadcasters involved in its preparation and also entitled to vote on it—John A. Schneider, president of the CBS/Broadcast Group, and C. Wrede Petersmeyer, chairman of Corinthian Broadcasting Corp.—offered long and strong dissents. They argued that, among other faults, the report shortchanges broadcasting, grossly favors CATV and pay cable, and stops far short of recognizing the freedoms due broadcasting under the First Amendment.

Mr. Petersmeyer wrote some 25 dissenting commentaries on specific points in the report and joined in six written by others, and Mr. Schneider, who wrote a dissent for each of the report's five chapters except the one on public broadcasting, was the only dissenters on the subcommittee that conducted the research and helped draft the report. Mr. Petersmeyer and Marvin Bower, a director of the McKinsey & Co. management consulting firm, which has been active in broadcasting, were the only dissenters on the research and policy committee, although Robert D. Lilley, president of AT&T, abstained from voting and several other members issued specific reservations or explanations in relation to their votes for the report.

John L. Burns, former president of RCA who now operates his own private investment firm in New York and who headed the subcommittee that drafted the report, acknowledged in a news conference in which the report was released that it contained nothing new. But, he said, its purpose "is to bring movement and action" into a field where the opposing forces—broadcasters and cable interests—by taking extreme positions, have blocked progress.

Mr. Burns and others at the news conference made it clear that the conflicting opinions within the subcommittee made it difficult to reach agreed-upon conclusions. And Anthony Oettinger, director of Program on Information Technologies at Harvard and an advisor to the subcommittee, said the fairness doctrine constituted the most controversial item. The approach finally adopted, he conceded, was "pragmatic" rather than based on hard First Amendment grounds.

CED is not a lobbying or action organization. Its purpose is to prepare studies on critical issues and attempt to interest action organizations in them. It distributed its report on "diversity and change" to a wide range of business and consumer groups, government agencies, and state and local governmental bodies, as well as public broadcasting and broadcast and cable industry groups.

The National Association of Broadcasters, which did not receive the report until Tuesday, a day before it was released, and-most of whose executives were in Las Vegas preparing for the convention this week, did not issue a statement on the report.

But the National Cable Television Association did. The statement, issued in the name of Bruce E. Lovett, NCTA board chairman, said the report is "impartial, authoritative and philosophically conservative."

The importance of the report is that "the committee's understanding of what must be done to insure the public receives the full benefit of cable television—elimination of federal regulatory strictures on CATV growth and the absolute need to bring order out of the regulatory chaos developing at all levels."

The report also elicited a statement of support from one of the subcommittee members—former FCC Chairman Newton N. Minow, now practicing law in Chicago. He said the report is "a thoughtful, balanced and serious effort to bring some coherence and sense to past policies of drift and inertia."

The composition of the CED, a non-profit, nonpartisan research and policy organization, often tends to give its reports a special luster: Most of its trustees are chairmen, presidents or other top executives of leading U.S. corporations.

The current recommendations, sent in a 112-page book entitled "Broadcasting and Cable Television: Policies for Diversity and Change," anticipate and assume a transition from "an era of technological scarcity to an era of abundance" of media outlets, with the next for regulation diminishing as outlets in increase. Highlights include:

* The fairness doctrine should be retained in its present form "as a temporary safeguard," but "should be reviewed periodically and should be abandoned: "when an abundance of electronic channels permits a large enough number of varied voices to assure the airing of many viewpoints on controversial issues."

In the meantime, FCC should authorize "limited experiments" in suspension of the doctrine, perhaps in radio test markets where 15 or more AM stations have measurable audiences and in TV test markets where at least five VHF's have measurable audiences.

* The equal-time requirements of Section 315 should be lifted as to presidential and vice presidential candidates "as a first step toward total repeal" of the section. The FCC should "should develop and periodically review criteria by which broadcasters might allocate free time" to other candidates, "with a view toward complete repeal of the equal-time requirement."

* Broadcasters have "a responsibility to establish identifiable goals and objectives that can provide a measure of success or failure in serving the public interest." The National Association of Broadcasters code is a good start but "unenforceable" and in some provision "often not adhered to." Viewers should
BILL BIXBY hosts

the wonderful world of magic

26 NEW HALF HOUR COLOR TAPE SHOWS

perfect for ACCESS TIME programming or available as 12 Hour Specials...

from FOUR STAR for Fall start.

featuring

122 International Stars of the world of illusion performing their best acts of slight of hand in a panorama of grand illusion, comedy magic, micro magic, card magic, legerdemain, manipulation, levitation.

VISIT US AT NAB
Las Vegas Hilton (Lanais #343)

400 South Beverly Drive
Beverly Hills, California 90212
(213) 277-7444
485 Madison Avenue
New York City, New York 10222
(212) 421-4444

Some day, somebody may imitate the Product...
...but nobody will ever duplicate the Service!

And in TV Broadcasting, it's the service behind the product...that keeps the product out front.

On the way to selling more than 30,000 Plumbicon* TV camera tubes, we learned how important Service is to the broadcaster. The first thing we learned was about availability — No TV station, commercial or educational, can ever afford to shut down an operation while "waiting for parts." Plumbicon tubes are instantly available, at all times, through local franchised distributors and through Amperex factory sales representatives. And we learned the importance of the name Plumbicon to TV stations who have come to depend on it as their assurance of consistent performance and quality.

Because no product is ever "good enough," we taught ourselves to build smaller and smaller Plumbicon tubes that provide performance standards similar to the original (we're down to ½ inch tubes now,) and we learned to produce tubes with reduced comet tailing, with higher resolution and modulation depth, with extended-red response, and with minimum lag. Contemporary camera tubes outperform the original Plumbicon by a wide margin.

We learned that the TV camera user is concerned about the operation of his camera...not merely about the performance characteristics of our tubes. So we provide him with a wide range of expert and valuable information, in print and via our field engineers, to help him get the most out of his TV camera-system. Plumbicon users who are about to install a new camera need only give our field engineering staff a call and we'll have an expert there to help with the job.

Our franchised distributors, (your own local businessmen,) are carefully selected for their ability to support Plumbicon TV camera systems with on-the-spot customer support and service. We, in turn, support our distributors with two kinds of "seminars" for Plumbicon camera users. One is on video tape, the other is presented "live" by an Amperex field engineer. The purpose of both is to maximize the value of Plumbicon camera systems.

Finally, we learned that the best way to deal with warranty questions was to design the warranty for the customer's benefit — not to protect ourselves...and even then, to interpret the warranty in the customer's favor whenever possible. For example, a customer may return any Plumbicon tube for testing (even one that's technically out of warranty) and we'll subject it to a complete technical evaluation at our expense...and send the customer a detailed engineering report on the tube.

Yes, we've learned a lot about the importance of Service in the ten years, in the more than 30,000 tubes sold, in the 600-plus TV stations served, since the Plumbicon tube won the Emmy award. Little wonder, then, that the Plumbicon, after all this time, still offers the best all-around package of performance, price, reliability and service available. Little wonder, then, people keep on saying, "There's only one Plumbicon."

Electro-Optical Devices Division, Amperex Electronic Corporation, Slatersville, Rhode Island 02876, Telephone: 401-762-3800

Amperex®
A NORTH AMERICAN PHILIPS COMPANY
There is only one Plumbicon

* Reg. T.M. of N.V. Philips of the Netherlands
An official muster in D.C. for CED's report

Members of the Committee for Economic Development and its staff broke bread and in Washington, Wednesday night (April 2) with officials of government, public broadcasting, the cable industry and academics.

The absence of commercial broadcasters from the dinner at which a CED subcommittee report on "Strategies for Diversity and Change" in broadcasting and cable television was discussed was not planned, Vincent Waselewski, president of the National Association of Broadcasters, and Donald McGannon, president of Westinghouse Broadcasting Co. and a nonvoting member of the CED subcommittee, were invited but did not attend.

Among the missing, also, were four members of the FCC—Chairman Richard E. Wiley, Charlotte Reid, Abbott Washburn and Robert E. Lee.

Those who did attend were Bruce Lovett, chairman, National Cable Television Association; John M. Eger, acting director, Office of Telecommunications Policy; FCC Commissioners Benjamin L. Hooks, John H. Quello and Glen O. Robinson; Henry Loomis, president, Corporation for Public Broadcasting; William G. Harley, president, National Association of Educational Broadcasters; Clay T. Whitted, former to the U.S. Ap. and John Richardson, acting director of Department of Commerce's Office of Telecommunications.

Also on hand, Barry Zorthian, Time Inc.; Leonard Marks, Cohn and Marks and former director of U.S. Information Agency; David Kinley, chief of FCC's Cable Television Bureau; Werner Hartenberger, chief of the FCC's Office of Plans and Policy; Charles Lichenstein, Public Broadcasting Service; Henry Geller, the Rand Corp.; Henry Goldberg and Vincent Sardella, OPR, staffers; Chloe Aaron, National Council for the Arts; Herbert E. Alexander, Citizens' Research Foundations; William Gorham, Urban Institute, and Robert C. Wilson, George Washington University.

Others present were John L. Burns, of John L. Burns & Co., a vice chairman of CED's Research and Policy Committee; and Claudia P. Feuer, Sol Hurwitz, John J. Malin Jr., Alfred C. Neal, all CED staff, and Anthony G. Oettinger, of Harvard University, an adviser to the subcommittee that drafted the report.

"...and we view over-the-air commercial broadcasting as a means of meeting mass audience requirements for news and entertainment. We emphasize that it is the self-interest of commercial broadcasters to be more responsive to changing demands from the public. An enlightened sense of social responsibility should lead the broadcast media to deal voluntarily with controversial issues such as violence on television, thus dampening pressure for government control of programming. Until the advent of an abundance of new channels in which the need for regulation, like in television, will be necessary, we recommend that the Federal Communications Commission take no action to establish a new regulatory body..."
Bonneville means business.

Better programming builds bigger audiences.

Radio advertisers buy stations with larger audiences; they pay more for good demographics and proven effectiveness. Effective radio programming is more than music.

We design effective programming, our performance proves it—check our track record.

Call us or write today.

See us at the Las Vegas Hilton during the NAB!

BONNEVILLE
BROADCAST CONSULTANTS

274 County Road, Tenafly, N.J. 07670
201-567-8800

A Division of Bonneville International Corporation.
giving broadcasting's accomplishments short shrift, for overlooking cable TV's "trail of broken promises" and the unfair competitive advantage (it) already has over free television," for accepting government regulation of the broadcast press as "a given," for commendable proposals that carry unrealistic conditions and for "ringing proposals that lead to nowhere." However, Mr. Schneider added, "the most unfortunate aspect of this document is that I came away not recognizing broadcasting as I and millions of viewers know it.

Mr. Petersmeyer repeatedly challenged specific findings and proposals, and at the outset let it be known that "I do not approve of the [report] and do not think it should be published. It proceeds from a series of assumptions and hypotheses that are themselves unsupported and yet build upon each other and permeate much of the statement."

McKinsey & Co.'s Marvin Bower, the only other dissembler on the main committee, specifically concurred with Mr. Petersmeyer in that initial dissent but did not produce one of his own.

On the drafting subcommittee, known as the subcommittee on the economic and social impact of the new broadcast media, some members submitted comments in explanation of their votes in favor of the report. One of these was Edward N. Ney, president of Young & Rubicam International, who said he considered pay cable such a remote threat that he favored not "gradual" but "total elimination of program-resource regulation for pay TV," with regulators and social scientists to use those five years trying to "define the public-interest elements of broadcasting that should be protected as a national resource."

Charles P. Bowen Jr., chairman of the management consulting firm of Booz, Allen & Hamilton, another subcommittee member who voted for the report, observed: "With about 130,000 pay-cable subscribers out of 66 million TV homes, antiscoping regulations are akin to protect an elephant's feeding rights against interference from a mouse."

Edgar B. Stern Jr., president of Royal Street Corp., former owner of WOSU-AM-FM-TV New Orleans, was a member of the subcommittee and approved the report, but several subcommittee members were not permitted to vote because they are not CED trustees. These included Donald H. McGannon of Westinghouse Broadcasting Co., former FCC Chairman Newton Minow and former Commissioner Kenneth Cox, Barry Zorthian of Time Inc. and Dean Elie Abel of the Columbia Graduate School of Journalism.

These nonvoting members presumably took varying stands during preparation of the report. Mr. McGannon, for example, said in response to questions last week that he agreed philosophically with some portions but not with others and indicated he would have been hard put to vote "yes or no on the entire report."

On the other hand, Mr. Zorthian who formerly headed Time Inc.'s TV and cable interests, said he had a number of reservations about the report but nevertheless endorsed its general thrust.
VAUDEVILLE IS BACK!

AND PLAYING TO ITS BIGGEST AUDIENCES EVER!

THE GOLDEN ERA OF SHOW BUSINESS RETURNS WITH GOLDEN RATINGS AND GOLDEN DEMOGRAPHICS

WASHINGTON, D.C.
SATURDAY, JAN. 18
7 - 8 PM

LOS ANGELES
SUNDAY, JAN. 19
6 - 7 PM

ACCORDING TO THE JANUARY ARB BOOK, "Vaudeville" on Independent Station WTTG averaged a whopping 16 rating and 40 share, peaking at a 17 rating and 44 share.

ACCORDING TO NIELSEN OVERNIGHTS, KTTV captured a 15 rating and 25 share average for the hour, topping all competition in the market, including the three network O and O's and three indies. And delivering 301,000 women 18-49—59% of women viewers. Total women 511,000; total men 391,000; adults 18-49 51%.*

VAUDEVILLE

BIGGER AND BETTER THAN EVER WITH SOMETHING FOR EVERY MEMBER OF THE FAMILY

ALREADY SOLD TO:

**WNEW-TV New York**

**KTTV Los Angeles**

**WTTG Washington, D.C.**

**WTCN-TV Minneapolis-St. Paul**

**KMB-C-TV Kansas City**

**WXIX-TV Cincinnati**

**WNAC-TV Boston**

**WGN-TV Chicago**

**KGW-TV Portland, Ore.**

**WEAR-TV Pensacola-Mobile**

**WLWC Columbus**

**WGHP High Point/ Winston Salem/Greensboro**

**KGTV San Diego**

**KTV Honolulu**

**WBEN-TV Buffalo**

**KMJ-TV Fresno**

**WTVJ Miami**

**WOKR Rochester**

**KOVR Sacramento-Stockton**

**WWLP Springfield, Mass.**

**WFLA-TV Tampa-St. Petersburg**

**WFTV Orlando**

**KPHO Phoenix**

**WCTV Tallahassee**

**WSPA-TV Spartanburg/ Greenville/Asheville**

**WCHS-TV Charleston, W. Va.**

**KPLR St. Louis**

**KLAS Las Vegas**

**WNGE Nashville**

**KHQ-TV Spokane**

**KGGM-TV Albuquerque**

**WAST Albany, N.Y.**

**WJBF Augusta, Ga.**

**KBTV Denver**

**WTQV Lexington, Ky.**

**WAGA Atlanta**

**WPTA Ft. Wayne, Ind.**

**KOLR Springfield, Mo.**

THESE RATING SUCCESSES COULD JUST AS EASILY BE YOUR SUCCESS STORIES.

13—1 HOUR COLOR SPECIALS FIRST TIME ON TELEVISION

CALL, WRITE OR WIRE

VISIT US AT THE NAB CONVENTION IN LAS VEGAS
HOSPITALITY SUITE 1550 • LAS VEGAS HILTON

*JAN/FEB NRB
SUBJECT TO QUALIFICATIONS
AVAILABLE ON REQUEST
scheduled

First Amendment
Bazelon cited, cert with network presidents, Judge "family and communications Act the and would of the distinction graming motivated to even Staggers renewal congressional action at stake," he when their private economic interests are spect the various that there radio stations than noted there are Judge Duke University School of Law, fions Despite the First, he said concerned with the difficulty in distinguishing between programing motivated by true journalistic integrity and that motivated by "crass economic desires." (He would make the distinction if he could; he feels that a "complete failure to operate as a journalistic institution would take a licensee out of the protection of the First Amendment and would arguably be grounds for denial of a broadcasting license ...). And that distinction addressed, is one reason the First Amendment bars government from the regulation of speech. Despite the First Amendment, the licensing scheme mandated by the Communications Act "permits a wide-ranging and uncontrolled administrative discretion in the review of telecommunications programming," in Judge Bazelon's view. And he said that discretion, flowing from the power to deny license renewals, has been applied quickly in a number of instances to force broadcasters to abandon talk shows that feature discussions of sex and to force networks to schedule "adult" programing after 9 p.m., among them. And in case there was any doubt the second example was a reference to the "First Amendment concept of the Chairman Richard E. Wiley developed in concert with network presidents, Judge Bazelon cited, as one of the ways pressure is communicated, the calling of network "meetings" in the office of the chairman of the FCC. . . . The address—adapted from an article scheduled to appear in the May issue of the Duke Law Review—gave Judge Bazelon an opportunity to state more clearly than he has previously in public his view that the fairness doctrine does not square with the First Amendment. He said a requirement that broadcasters set aside time for speakers to present their own views, or that they sell time for advertising without discrimination on the basis of content might be compatible with the First Amendment. "But to require that a license be 'fair' in presenting opinions programs, an agency, or not offer programs which a majority of listeners do not want to hear, nullifies that journalistic discretion which the Framers thought indispensable to our constitutional order . . . A government which does not know what the American people can control information to the public in a manner which subverts self-government into a tyranny managed by propaganda . . . Truth and fairness have too uncertain a quality to permit the government to define them.

Judge Bazelon had no illusions about the present system of regulation and what he says is its attendant impingement on the First Amendment is "a direct attack on the vested power of the VHF licensees and the networks," one aimed at increasing the "multitude of tongues."

First, he said, he would "limit the networks' ability to sell blocks of programing" to affiliates and "increase the feasi-


In calling for the development of public broadcasting as a force to compete with VHF licensees and the networks, Judge Bazelon said the public broadcast stations, now virtually limited to UHF frequencies, be allowed to oper-


Red Lion case cited as example of White House manipulation

Friendly's 'Times' piece says decision was part of Kennedy, Johnson tactics to counter right-wing broadcasts

For the past six years, Red Lion has stood for the case in which the Supreme Court affirmed the constitutionality of the FCC's fairness doctrine. From here on out, it will also serve as a reminder of the Johnson administrations used the doctrine to harass right-wing broadcasters airing commentary opposed to their policies and supporting the presidential candidacy o' Senator Barry Goldwater (R-Ariz.). Rec. Lion—invoking WGGG(AM) Red Lion Pa.—itself grew out of the campaign. Fred W. Friendly, former president o. CBS News, detailed the development and working of the campaign in an article i. the March 30 New York Times Maga.

The story surprised and disturbed pres ent and former FCC officials concerned with administering the fairness doctrine And it is providing ammunition to those in Congress as well as among print and broadcast journalists who oppose the doctrine as an infringement on broad casters' First Amendment rights and an
"WGN Television? It's the Cubs and the Blackhawks... and a lotta other stuff. Everybody knows that!"
For a show that comes from a far out place...

GROUP
W PRODUCTION!

WESTINGHOUSE BROADCASTING COMPANY, 90 PARK AVENUE, NEW YORK, N.Y. 10016 (212)

26 FIRST RUN COLOR HALF-HOURS HOSTED AND NARRATED BY LEONARD NIMOY SEE US AT THE NAB IN SUITE 593 AT LAS VEGAS H
We've chosen Leonard Nimoy, world-famous star of Star Trek, to host our great new show, The Coral Jungle. He'll enthrall audiences with all the mysterious, comic, dangerous, weird, deadly, beautiful, grotesque, exotic, and terrifying things that abound in, on, and around the legendary barrier reef.
seeking its repeal. Chief Judge David Bazelon of the U.S. Court of Appeals feels it "nullifies" the journalistic discretion the authors of the Constitution thought indispensable to the form of government they were creating (see page 32). Mr. Friendly, who teaches journalism at Columbia and serves as a consultant to the Ford Foundation, began researching the fairness doctrine in preparation for writing a text book. Before long, he said in the article, the research turned into "investigative reporting," for "it became clear that the basically well-intentioned concept of the fairness doctrine has on occasion been perverted—used for political purposes."

He reported that the Kennedy and Johnson White Houses and the Democratic National Committee, in part aided by campaign funds, managed efforts to monitor right-wing broadcasts and seek reply time under the fairness doctrine. He said the effort was first made in 1963 in connection with concern over attacks from the right on the nuclear test-ban treaty with the Soviet Union then under consideration in the Senate. Later the campaign was expanded to respond to attacks on Kennedy programs generally and to counter the support being given Senator Goldwater's presidential candidacy. Mr. Friendly said the campaign resulted in "a dramatic number of broadcasts favoring the [test-ban] treaty in areas of the country where such views might not otherwise have been heard." But as for the campaign directed to counter opposition to Kennedy programs generally, Mr. Friendly said that, in the absence of focused debate, the object "was simply to harass the radio stations by getting officials to believe that a long list of the stations was being attacked by extremist radio commentators to request reply time." Nevertheless, the White House aide who headed the campaign, Wayne Phillips, a former New York Times reporter and editor, and a faculty member of the Columbia School of Journalism, recalled that the effort resulted in over 500 radio replies, according to Mr. Friendly. Fairness complaints generated by the White House during the 1964 presidential campaign were said to have resulted in more than 1,700 free broadcasts.

Under President Johnson, the effort to use the fairness doctrine was expanded. "A bipartisan front organization, the National Council for Civic Responsibility," was established, with Arthur Larson, a prominent liberal Republican who once headed the U.S. Information Agency, recruited to lead it. In time, Mr. Friendly said, it became associated with a long-dormant "citizen lobby," the Public Affairs Institute, to take advantage of the latter's tax-exempt status. The initial funding of $25,000 came from the Democratic National Committee, but the new organization raised $200,000 of its own, and began to "amplify the effort" already begun by the White House.

Fred Cook, the author whose complaint led to the Red Lion decision, had worked in the Democrats' antiright-wing campaign on a freelance basis, producing material for reply broadcasts. Mr. Friendly also said the Democratic National Committee encouraged and subsidized Mr. Cook's book, "Goldwater: Extremist on the Right."

Mr. Cook had also done an article for The Nation dealing with the broadcasts that, he said, "counter—"Hate Groups of the Air." And the book and the article led Billy James Hargis to attack Mr. Cook in one of the broadcasts for which he buys time on stations across the country. The broadcaster accused Mr. Cook of dishonesty and gave a somewhat imprecise version of the facts underlying his departure from the staff of the World Telegram & Sun.

Mr. Cook demanded time to reply on 20 of the stations carrying the broadcast and received offers from 50. WOCU's Reverend John M. Norris, who died in January 1974 at the age of 90, was uncompromising. "Our rate card is enclosed," he said in reply.

The FCC was not amused. It directed the station to maine and available, contending that Mr. Cook had been the object of a personal attack. Later, the U.S. Court of Appeals and, ultimately, the U.S. Supreme Court affirmed the commission. As a result, the time was offered to Mr. Cook, it said, "so the record will be set down. And in the meantime, the personal attack "principles" of the fairness doctrine under which the commission had acted had been codified into a commission rule.

Until Mr. Friendly's article, Mr. Cook's association with the Democratic effort to counter right-wing broadcasts was not generally known, nor was the fact that the request for reply time itself was drafted with the aid of Democratic National Committee aides. However, that probably made no difference, at least as far as the commission's directive to WOCU was concerned. The FCC general counsel at the time, Henry Geller, said he found the Friendly piece "dismaying," but he said, "Cook's motives were "irrelevant." The public, he added, was entitled to hear his side of the dispute. He would have written the order differently, however, Mr. Geller, who is now with the Rand Corp., said he "would have said...We would not have dis- couraged. We want debate. Put on your side. We commend you. Keep it up,"

Mr. Geller, who had long been a firm supporter of the fairness doctrine, in recent years has changed his position on it somewhat. He believes that instead of the case-by-case approach to fairness doctrine issues the commission now follows, it should only consider a broadcaster's record on fairness matters on an over-all basis at license renewal time. If he had known how the Kennedy and Johnson White Houses were using the fairness doctrine, he said, he probably would have moved toward his present position sooner than he did.

The article is getting attention on Capitol Hill. The House Communications Subcommittee is due to discuss its implications with the FCC at oversight hearings tentatively scheduled for June. Perhaps more significant, a subcommit-tee spokesman said Chairman Torbert Macdonald (D-Mass.) is considering a separate hearing on the operation of the doctrine.

Senator William Proxmire (D-Wis.), author of one of several bills that have been introduced that would abolish the fairness doctrine, said the Friendly article showed the Nixon administration's effort to subvert the First Amendment rights that rightly belongs to broadcasters, the Red Lion decision might not have occurred," he said. Mr. Friendly, he added, "had demonstrated that the landmark case was rigged. The First Amendment is the only safeguard citizens have against government officials who would usurp power."

The spokesman for the right, agains whom the Democratic campaigns were said to have been aimed, were ecstatic. Dr. McIntire, whose 20th Century Reformilation Hour has over the years fre- quently been the object of fairness doc- trine complaints, saw the Friendly arti- cle as providing evidence that the loss by his Faith Theological Seminary of it- licenses for WXUR-AM-FM Media, Pa., in 1973 could be traced to the activity described in the Friendly article. And he wrote a number of senators, urging in- vestigation. "This is what was involved in my troubles, the loss of our station," he said in a letter to Senator John O Pastore (D-R.I.). Since the article deal
RCA Vistacons NOW!
The RCA-4593 and 4594 extended red Vistacons are now available as direct replacements for the XQ1023 and XQ1025. They complement the RCA-4592 which is directly interchangeable with the XQ1020. For improved resolution, an extended green version is also available.

The RCA square design eliminates “pin cushioning,” and makes for easier, faster registration with better tube-to-tube uniformity.

All RCA Vistacons have non-brittle base pins, and microphonic-free construction.

Use RCA Vistacons. You’ll get the competitive value and the service you’ve a right to expect from the pioneering leader in TV camera-tube technology. For complete information call your RCA Representative or your RCA Camera Tube Distributor.

RCA Lancaster — where people and technology make the difference.
WKY-TV at the game in Oklahoma
Bowling Green State University, t

The Marconi Mark VIII-B Camera is in wide
spread use in the U.S. and around the wo
Marconi, innovators in camera technol
g since 'Day One.' First with automatics—
complete line up—even a self-diagnostic
check-out facility.

BEST PERFORMANCE...
WBGU-TV programming at
Mark VIII-B Camera wins every time.

World's first fully automatic color camera
Super-Sensitive. Saving studio energy by
operating at f/4.0 in 75 f.c. Or operating on
remotes when others quit
Small and lightweight, using 1/2-inch cable
Always making 'Big-Picture' pictures

AND NOW, MARK VIII QUALITY IN A PORTABLE!
The action's on the Strip for broadcasters this week

With President as headline, NAB convention goes to work; 'family viewing' engages TV board; reorganization is under study; the problems in Washington grow

The National Association of Broadcasters assembles in Las Vegas this week for an annual convention that will feature speeches by the President of the United States, the chairman of the FCC and assorted other dignitaries and any number of panel sessions and workshops. Two private meetings, however, may command special attention.

The television board of the NAB will meet tomorrow afternoon (April 8) to vote on recommendations for the insertion of new “family viewing” standards in the television code. The NAB bylaws committee will meet at breakfast this morning (April 7) to talk about reorganizing the board structure of the association.

The TV board meeting will open with a presentation from the Association of Independent Television Stations, represented by its chairman, James Terrell of KTVY(TV) Fort Worth, and its president, Herman Land.

Mr. Land said last week that independents “cannot go along” with the establishment of “family viewing” restrictions at 7-9 p.m. as has been voted by the House. “We are at the other end of the program pipeline,” he said. Mr. Terrell has explained that early evening is prime time for independents, and because off-network material is the independents’ primary programming source, in two or three years independents will be receiving many of the current programs which “probably caused the present concern” with sex and violence.

Mr. Land said the networks forced the family viewing concept on the industry and independent stations have difficulty for independents to obtain programming.

The independents are looking for sympathizers, especially among the smaller-market network affiliates represented on the TV board, and Mr. Land seemed confident last week that his arguments will not go unheeded in Las Vegas. “Somehow, we'll work it out,” he said.

Meanwhile, the TV board chairman, Wilson Wearn of Multimedia Broadcasting Corp., said this week there were apprehensions about adopting the plan among some members of the TV board. He said he knew of one board member, whom he would not identify, who plans to offer a motion to make the family viewing scheme "exhortative" rather than mandatory.

Mr. Wearn predicted that the Las Vegas meeting would take perhaps an hour to an hour and a half, and "I think we'll get somewhere." The bylaws committee chairman, Donald Thorston of WMBN-AM-FM North Adams, Mass., however, was not so certain last week that his committee would reach a consensus on proposed changes in the bylaws for that matter, if it should even try to in one sitting. He said the committee will probably follow its Las Vegas meeting with another later in Washington to cement its plan and "put it in legalese." Mr. Thorston has now received about 70 comments from past, present and newly elected board members on a proposal his committee blocked out last month (Broadcasting, March 17). He said suggestions range all over the field, but for the most part are favorable to the committee proposal.

On his own Mr. Thorston has been compiling statistics about present and past board representation which he thinks will explode some "myths" about the NAB structure. He holds for example, that his figures show no imbalance on the joint board in favor of radio, as is popularly believed. There are 30 radio representatives on the joint board, 15 TV representatives, a joint board chairman, an immediate past chairman and the NAB president. By his count, Mr. Thorston said that 23 of the joint board members for the term beginning at the close of the convention this week have actual interests in radio only. Another 24 have interests in TV stations (of those, 22 have interests in TV and radio, and two have interests in TV only). The 48th is the president.

It is also a myth that the radio board is dominated by small-market radio representatives Mr. Thorston said. His numbers show that on the new board, 13 radio members represent stations in class A markets (population of 500,000 or less), two represent stations in class B markets (population 100,000 to 500,000), nine are from stations in class C markets (population 25,000 to 100,000) and six represent stations in class C markets (population of 25,000 or less).

Nor is the TV board dominated by top 50-market stations, Mr. Thorston concluded with his statistics, which he will make available in Las Vegas.

If there is imbalance in the NAB structure, Mr. Thorston said, it is on the current executive committee, four of whose members represent radio stations, and two of whom represent TV stations.

The seventh is the president, who also has been studying voting participation in NAB board elections, and has assembled figures he says demonstrate that more NAB members vote in district representative elections than in at-large elections (one of the bylaws committee's recommendations is to do away with the eight at-large seats on the radio board and increase the number of district seats from 17 to 20) and that the smaller the district, the higher the participation in elections.

Mr. Thorston said that no single suggestion dominates the letters he has received but that the most consistent concern is that if the joint board were reduced in size, the influence of the appointed network members would increase to a degree some find alarming. The bylaws committee has proposed that the joint board be reduced from its present 48 seats to 42. Eight of those would be held by network representatives, as they are now.

Some writers have suggested that network representation on the radio board be reduced from five to two or three. Another suggestion has been to restrict the three major networks to one vote each on the joint board. At present, each has a seat on both the radio and TV boards, which some see as giving them two votes each on the joint board.

Most of the respondents, Mr. Thorston said, are receptive to the idea of taking away the immediate past joint board chairman's vote on the joint board and executive committee, as the bylaws committee has suggested, but many are afraid that if the NAB were closing the door on the past chairman altogether. Some have suggested a formal amendment to the bylaws making the past chairman an ex officio member of the executive committee. If this suggestion is made, he will be clear his experience and counsel are being utilized.

The bylaws committee suggested that the past chairman's place on the executive committee be rotated every six months between active members of the radio and TV boards. That, Mr. Thorston said, is likely to change, because many think the rotating member will always be playing catch-up on executive committee activities.

Other writers have suggested that the radio board be reduced more than the bylaws committee has suggested. The committee's recommendation is that it be scaled down from its present 30 seats to 25. All of these suggestions will figure in the committee's convention deliberations, Mr. Thorston said.
Every sign on, we figure we have the chance to make some fine communities even better.

Every day, when the Fetzer stations sign on in their respective communities, we look forward to another chance to meet the challenge of making some fine communities even better.

Being a part of each community, we enjoy the opportunity to bring continued public services to our neighbors. It takes everyone’s efforts to anticipate and help solve community problems — and doing more than our share is our goal. In public service, we encourage our competitors to hustle too because when community problems get solved, we all benefit.

And, with everyone participating, we get a fresh, new look at it every day.

It’s another reason why the Fetzer stations look forward to every sign on, every day.

And so do the audiences we serve!
Turner, Lester
3000thony.
VT-150E

Alcare Communications
Hilton
130 West Lancaster Avenue, Wayne, Pa. 19087

Ron Curtis & Co.
Royal Inn
Personnel: Mike Walker, Rick Davenport.

Data Communications Corp.
(BIAS)
S909
3000 Director's Row, Memphis
Product: The BIAS system for radio and TV broadcasters—on line, real time system automates a station's sales, traffic and accounting operations. Personnel: Norfleet Turner, Lester Davis, Jim McKee, Tom Howard, Jim Ziegler, Skip Sawyer, Bill Boyce, Patrick Choate, Claude Morris.

Doubleday Media
Caesar's Palace 4305
13601 Preston Road, Dallas 75240
Personnel: Dave Scrbner, Bob Dalchau, Pete O'Reilly, John Vacca, Neil Sargent, Conway Craig.

Electro-Voice, Inc.
600 Cecil Street, Buchanan, Mich. 49107

FCC
S21-23-25
1919 M Street, N.W., Washington 20036

George H. Greeley Enterprises, Inc.
Caesar's Palace
P.O. Box 1822, Studio City, Calif. 91604
Product: Twenty-five Contemporary Tunes—prerecorded package of fully orchestrated arrangements of contemporary music to be presented monthly for five 12-month periods. Personnel: George H. Greeley, John Shipman.

Larry Harmon Pictures Corp.
Hilton 1385
Personnel: Larry Harmon, Al Scaliingi, Gus Nathan.

Microwave Associates Inc.
South Avenue, Bidg. V, Burlington, Mass. 01803

Pro Time Sales
MGM Grand
Personnel: Sam Brownstein, Tom Hayes.

RPM/radio programing
management
Hilton 339
1552 Arbor Place, Southfield, Mich. 48075

S&F Media Service Corp.
Hilton

United Tapes of America
Sahara
Box 1193, Grand Junction, Colo. 81501

Y&R Ventures
Caesar's Palace
Programs: Lorne Greene's Last of the Wild. Personnel: John White.

WCCO Radio outpulls Twin Cities
Who, what, when and where: the official NAB agenda for its 53d annual convention

Registration hours: Credentials are available at the Rotunda lobby of the Las Vegas Convention Center. The registration desk will be open from 9 a.m. to 5 p.m. on Saturday, April 5, from 8 a.m. to 5 p.m. on Sunday and Monday, and from 8 a.m. to 5 p.m. on Tuesday and Wednesday.

Equipment exhibit hours: Displays of broadcast equipment and services will be open in the north and south exhibit halls and the concourse of the convention center. Exhibits will be open 9 a.m. to 5 p.m. Sunday through Wednesday.

Workshops, assemblies and luncheons: All will be held in the Convention Center, unless indicated.

Monday, April 7

Broadcast workshops

Getting the business (also on Wednesday). Rooms 22 and 23, 9-10:30 a.m. You don't have the account until you get the check. Presented by: Carleton Loucks, Radio Advertising Bureau senior vice president, New York; Robert H. Alter, RAB executive vice president, New York.


Agribusiness and broadcasting: producing dollars and audiences for radio (also on Tuesday). Room four, 9-10:30 a.m. How farm directors serve urban and rural listeners to produce more sales dollars and larger audiences. Moderator: Bill Mason, WGN Continental, Chicago, president, National Association of Farm Broadcasters. Panelists: Bill Alford, Orion Broadcasting, Cedar Rapids, Iowa; Ray Kramer, NAFB director of sales, Mount Dora, Fla.; Ray Senate, WBW-AM-FM Topeka, Kan.

Television sales: profits from commercial production. Room 15, 9-10:30 a.m. How stations can increase their profits through station

FCC enforcement. Gold room, 9-10:30 a.m. Topics currently under close watch by the FCC—hypoing, joint sales and rate arrangements, obscenity, indecency, etc. Moderator: Brenda Fox, NAB counsel. Panelists: Ashton Hardy, FCC general counsel; William B. Ray, chief, FCC Complaints and Compliance Division.


At WCCO Radio, we are starting our second 50 years of broadcasting in great style. With a tradition of delivering bigger average quarter-hour (AQH) audiences than any television station in the Minneapolis-St. Paul market. Fact is, this is the seventh consecutive year we've done it — this time topping TV in 15 out of 16 points of comparison.

That's a lot of muscle in a strong market like the Twin Cities. But it's to be expected when you have strong arms pulling for you. Like WCCO Radio's lineup of talented personalities presenting full-size, complete programming. It's the kind of radio that attracts and holds the widest possible audience rather than appealing only to some narrow segment.

How strong are we? Here's a few highlights from our show of strength in the 1974 ARB averages:

<table>
<thead>
<tr>
<th>Category</th>
<th>AQH 6 AM - MIDNIGHT, M-F</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCCO Radio</td>
<td>122,400</td>
</tr>
<tr>
<td>Best TV Station</td>
<td>120,200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>AQH 6 AM - 6 PM, M-F</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCCO Radio</td>
<td>166,900</td>
</tr>
<tr>
<td>Best TV Station</td>
<td>62,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>AQH Prime Time, M-F</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCCO Radio</td>
<td>141,800</td>
</tr>
<tr>
<td>Best TV Station</td>
<td>109,300</td>
</tr>
</tbody>
</table>

WCCO Radio also wins 12 out of 13 other points of comparisons. Want to hear the full story for yourself and have WCCO Radio pulling for you? Call your WCCO Radio or CBS Radio Spot Sales Representative. They really know the ropes.

WCCO Radio MINNEAPOLIS/ST. PAUL REPRESENTED BY CBS RADIO SPOT SALES


Management sessions


Tuesday, April 8

Broadcast workshops

What to expect when you're up for renewal (also on Wednesday). Gold room, 9-10:30 a.m. Some tips on how to prepare for license renewal. Moderator: John Summers, NAB general counsel. Panelists:...

Visit with the "KINGS" of the brokerage business during the NAB convention.

Hospitality suite open at the LAS VEGAS HILTON

Hamilton-Landis & Associates, Inc.
Brokers of Newspaper, Radio, TV and CATV properties.

Ray V. Hamilton, Chairman of the Board
Daniel H. Hayslett, President
Milton Q. Ford, Executive Vice President

John H. Bone, Senior Vice President
Howard J. Stasen, Vice President
H. Roger Gardner, Vice President

- Washington, D.C.
- Chicago, Illinois
- Dallas, Texas
- San Francisco, Calif.
to keep your salespeople on their toes... ask them to beat

the breakthrough radio sales test

For your Free copy of the test, write on your letterhead to:

THE BREAKTHROUGH COURSE OF RADIO SELLING

RKO GENERAL RADIO
6255 Sunset Boulevard, Suite #724
Los Angeles, California 90028

"We believe in an ongoing educational process."
"When you stop learning, you're dead."
Now, triax color with one little difference:

It works.
Triax color cameras have promised you enormous savings in man-hours and cable costs. But it takes a really reliable camera to turn those savings into a practical reality. Now there is one.

The TTV 1515 has been delivering trouble-free service in the field ever since 1971. Over 300 are now in use. It's the triax color camera that proved it works.

Why it works Thomson patents on circuits on this camera go back to 1964. We've been perfecting it ever since. The TTV 1515 wasn't introduced until every last "bug" had been thoroughly eliminated. We also made 99% of maintenance a matter of minutes. Nearly all circuitry is in plug-in circuit boards, changed or adjusted instantly, 100% solid state. And there are no multi-layer circuits to frustrate maintenance technicians. All wiring is in the open.

Quietest picture yet Perfected pre-amplifier designs advanced processing and contouring techniques, and the adjustable comb filter all cut noise. Time-proved 30 mm, separate-mesh tubes are mounted parallel to the optical axis. Head amplifiers surround the targets for full shielding. Result: to an exceptional degree, noise is eliminated at the source.

The thinking man's CCU A real miniature sync generator is built into the CCU for automatic synchronization. It restores, from mixed sync only, all signals usually derived from external sync... blanking, drives, etc. Also built into the CCU: contour correction, adjustable comb filter, color masking, amplitude modulated shading, automatic cable compensation. All these logically belong in the CCU (not the camera). Thomson puts them there.

More unique features
1) Built-in diascopic eliminates front lens "black boxes". 2) Superb low-light pictures due to built-in bias light. 3) Converts from triax to multiconductor cable with a five-minute switch of plug-in circuit boards. 4) Communication from camera to CCU is maintained with power switch off. 5) Power supply is safe when shorted. 6) Viewfinder tilts, swivels, locks and operates remotely. 7) Portable: camera 77 lbs., viewfinder 11 lbs. 8) Automatic continuous registration provided by optical markers in the optical assembly. 9) Ultra-stable digital multiplexing in 46 remote channels. 10) Separate multiplexed analog RGB outputs: compatible with existing Chroma-Key systems; permit use of NTSC, PAL, and SECAM encoders.

Thomson-CSF: Leader in triax color Since the early 1960's, the facilities of France's largest manufacturer of professional electronic equipment have been at work on triax color. Thomson-CSF has over 48,000 employees. The parent corporation, Thomson-Brandt, has over 96,000.

It all adds up to the most perfectly-developed camera in triax color TV. The field-proven one. The successful one. The one that works. TTV 1515 by Thomson-CSF.

THOMSON-CSF, Inc.
Broadcast Products Division
750 Bloomfield Ave., Clifton, N.J. 07015
Phone (201) 779-0216

Executive Offices:
THOMSON-CSF, Inc.
75 Rockefeller Plaza, New York, N.Y. 10019


Wednesday, April 9

Broadcast workshops

Media involvement through minority ownership. Room 18, 9-10:30 a.m. Learning more about the station acquisition process; facts and areas of interest to an investor. Moderator: Patricia Grace, NAB president, CBS, New York; Committee, Radio Bureau, NAB; Commissioners Robert R. Lee, Tucson, Ariz.; Edward Hayes, Opportunity Funding Corp., Washington; Donna Merritt, WBNB-TV St. Thomas, Virgin Islands and WRC-TV Washington; Joseph M. Sitrick, Blackburn & Co., Washington; Rene Asselmo, Spanish International Network, New York.


Getting the business. Rooms 22 and 23, 9-10:30 a.m. You don't have the account until you get the check. Presented by: Carleton Loucks, RAB senior vice president, New York; Robert H. Alter, RAB executive vice president, New York.


Management assemblies


Management luncheon. Hilton ballroom, 12:30-2 p.m. Presiding: Walter Bartlett, convention co-chairman, Avco Broadcasting, Cincinnati. Invocation: the Rev. Lawrence Quilici, St. Frances De Sales, Las Vegas. Introduction of speaker: Vincent T. Wasiliewski, president, NAB. Address: Richard E. Wiley, chairman, FCC. (No sessions are scheduled Tuesday afternoon so delegates may visit the broadcast equipment exhibits and hospitality quarters.)
Our radio friends wish we'd stop smokin'.

(IT'S STUNTING THEIR GROWTH!)

Smokin', cookin', rockin'. You name it...we're doing it. We're turning on the Twin Cities. More importantly, they're turning us on. And, you know what that's doing to our friends — the other contemporary stations in town. It's stunting their growth.

Jan/Feb '74 ARB compared with Oct/Nov '74 ARB:

*Total Persons 12+: KDWB — up 60%...Station "Twone" — down 8%...Station DG — down 22%.

*Teens: KDWB — up 54%...Station "Twone" — down 32%

*Men 18+: KDWB — up 52%...Station DG — down 9%.

*Women 18-49: KDWB — up 100%

When you walk into a media buyer's office what are you supposed to sell? Format? Personalities? A program director who was featured in Time Magazine? Well, that's what you sell if the book stinks.

For us, the new book...just like the Apr/May book...has turned out to be another best seller.

No smoke!

Represented nationally by Radio Advertising Representatives (RAR).

*Source Material: Jan/Feb — Oct/Nov ARB. Figures indicate movement for AQH, 6 a.m.-Mid, Monday-Sunday, based on the TSA. (Audience measurement data are estimates only, subject to defects and limitations of source material and methods, hence may not be an accurate measure of true audience.)

KDWB63
Minneapolis/St. Paul

DOUBLEDAY BROADCASTING
Introducing Bernard.
They love him in New England. Not only because he's handsome, charming and French. But because he knows what counts with women these days: Money!
He shows them how to save money. And how to save time. And, how to create fantastic meals in the process.
Bernard also has a flair for making money for his local sponsors, with the most dazzling array of merchandising ideas since the old days.
Meet Bernard—chef, restauranteur, teacher, author, columnist, radio and TV personality.
He's ready to start cooking up a deal for you.
Make a delicious money souffle with this earthy, healthy show —

COOKING WITH

Bernard

This is the way for you to bring more of those food dollars to your channel. Yes, even if it means taking them away from your local newspaper.

Bernard actually works for his sponsors and for his station. For instance, in Providence, 25,000 people picked up Bernard's recipes at Stop & Shop supermarkets. In Philadelphia, Bernard received well over a page worth of free advertising in the Bulletin in advance of his air debut, because his newspaper column was starting at the same time.

Bernard publishes his own newsletter—"Le Journal de Bernard"—which can be distributed to your viewers and to sponsors' customers at point of sale.

Bernard has published a number of books ("The Inflation Cookbook" is one), which can serve as potent premiums.

And Bernard is now making...

But you've really got to see for yourself. Send in the pot-coupon below, and let's start making bread.

65 half-hour episodes now completed. In color. Series now in full production.

You are cordially invited to savor one of Bernard's real soufflés and his famous Black Diamond Steak at the NAB Convention, Atwood Richards Suite (795-797-797A) MGM Grand Hotel, Las Vegas, April 5, 1975, through April 8, 1975.

Mail to: Jim Stanley, Atwood Richards, Inc., 99 Park Avenue, New York, N.Y. 10016. Or call him at (212) 490-9200.

Rush me more information on Bernard. Please send:

☐ Video Cassette
☐ Merchandising/Sales Materials
☐ Bernard Success Story

NAME ___________________________________________________________________________

TITLE ____________________________ STATION ____________________________

ADDRESS __________________________________________________________________________

CITY, STATE, ZIP __________________________________________________________________

TASTE IT!
Hundreds of broadcasters are using ITC tape cartridge equipment daily and find it delivers outstanding performance ... such as the compact SP-Series recorder and the RP Series master recorder/reproducer shown here. And this experience has brought our attention to an interesting fact. Our tape cartridge equipment does an excellent job of selling itself. So, the problem was how to get the equipment into your studios where you could test it fully under actual broadcast conditions. The answer is our 30 day guarantee of satisfaction. Just issue an order and we'll send the equipment you want. If for any reason it fails to perform up to your expectations, send it back within 30 days and you don't owe us a cent. It's a sure, painless, no-risk way to prove to yourself what other broadcasters already know ... ITC tape cartridge equipment is the answer to a broadcaster's prayers. To put things in motion, call us collect at 309-828-1381.
Publications for $500,000, was also called off when the larger deal was scrubbed.
With the interest rate now at high as 15% at some points during 1974, the "multiples"—the rates by which station price tags are computed as a product of gross sales revenues or cash flow—had to go down, explained Mr. Stark.
Hugh Ben LaRue (LaRue Media Brokers Inc.) estimated that the multiples on which television prices are based have fallen from 10 to 12 times gross revenues to seven or eight. He added that AM radio has come down from three or four times gross to a figure closer to two, although FM has been holding at a stronger price level.
Not all brokers believe that prices have dropped, however, although all concede that sales terms have been made easier. Arthur B. Hogan (Hogan-Feldmann Inc.) saw "absolutely" no weakening in prices, but noted that sellers are tending towards more "self-financing," keeping the cash requirement in front to a minimum and allowing for the balance to be paid off over a greater time period.
The cash deals of two years ago, said George Moore (George Moore Associates), are much harder to duplicate now and "collections are a little slow. However, Mr. Moore added, some buyers feel prices will soften when the economy improves and therefore are willing to buy now.
Bob Magruder, of Sovran Associates Inc., said that AM's in larger markets, especially daytimers and class IV stations, are the most likely to be traded these days.
Brokers have mixed opinions about the trading prospect for 1975. Mr. Stark expects an upturn in the second half. James Blackburn Jr. (Blackburn & Co.) has already seen a pickup in trading in the first quarter of this year. And Bill Walker (Larson/Walker & Co.) concurs with Mr. Blackburn's assessment. "Last fall the pot wasn't boiling; now it is," he said.
Despite the decline in deal-making last year, the volume of completed trading in 1974 exceeded that of 1973, according to a BROADCASTING compilation, completed last week. Counting only those transactions that received FCC approval in each year, the total dollar volume of sales was $307,781,474 in 1974, compared with $227,568,701 in 1973. The 1974 figure was considerably raised by the sell-off of Carter Publications' WBAP-TM and KCS(FM). Fort Worth for $45 million and the Travelers' stations in Hartford, Conn., for $39.9 million. No sale in 1974 was reached at either size. The biggest was the $10.1 million paid for control of WHDH(AM)-WCOZ(FM) Boston by John Blair & Co.
The unit volume of trading remained stable: 369 radio stations (AM-FM combinations counting as one) and 24 television stations changing hands in 1974, and 352 radio stations and 25 TV's in 1973 (see table below).
The biggest sale of 1974, of Carter's Fort Worth broadcast properties, had hung fire at the FCC for three years—obstructed by Civic Telecasting Corp., the former owner of a now dark UHF, which had tried to block the transfer on antitrust grounds.
Included in the sale was Carter's WABF-TV (now KSBS-TV), which went to publicly traded LIN Broadcasting for $35 million, and WBAP(AM)-KCS(FM), sold to publicly traded Capital Cities Communications for $10 million. Capcities also acquired the Fort Worth Star Telegram and two suburban newspapers for an additional $64.5 million.
Another large-scale transfer in 1974 was the Travelers Corp.'s sale of its Hartford, Conn., broadcast properties, WTC-AM-FM-TV, for $39.9 million. The television station (now WFSB-TV) was purchased for $33.9 million by Post-Newsweek Stations, a subsidiary of the Washington Post Co.
WTC-AM-FM was sold to Leonard Patricelli, president of the former licensor, and David Chase, a local businessman, for $36 million.
A $15-million price tag accompanied Pacific & Southern Co.'s sale of KIMW-(AM) Denver and WQXI-AM-FM Atlanta-Smyrna, Ga., to Jefferson Pilot Broadcasting Co., a station-group subsidiary of the Pilot Life Insurance Co. of Charlotte, N.C. The spin-off of the three stations was made to facilitate the merger of Pacific & Southern and its other broadcast properties (WXIA-TV Atlanta, WSAI-
**Results**

**Will You Profit In '75 As He Has Since '73?**

He's Don Jones, the 31-year-old Founder and President of the PSB Radio Group, operators of small and medium market midwest radio stations.

"At NAB '73, we bought a BAT 1250 System for our five AM's and three FM's. In 1974, we upgraded it to a BAT 1500. Now we have eleven stations; we've ordered a second BAT System.

"Our BAT System has reduced personnel, increased control, sped up operations. It's earned thousands of dollars for us.

"The acquisition and implementation of a PSI BAT Computer System is one of the smartest management decisions I've ever made."

-- Don Jones

Whether a small radio station or a chain of TV's, you can benefit from one of our BAT Billing, Accounting, Traffic, and Payroll Systems. In your station, complete, lowest in cost, BAT Systems work.

The PSI BAT Systems. Booth 509 South Hall, NAB Convention. Or write or call for details.
Fernseh means television.

In one country literally.
But Fernseh also means television throughout Europe, Asia, Africa, South America, Australia...and in America. Now more than ever.

In Chicago, Houston, Los Angeles. And Saddle Brook, New Jersey, our new and expanded national headquarters. Not only are we the largest company devoted exclusively to manufacturing television equipment, but we've got the facilities to service it.
All over the world. And now all over America.
The four cameras represent our complete family of broadcast quality live systems.
They range from the ultimate studio/field camera of universal application to a no-compromise, 15-pound, battery operated, handheld camera head.
Together, they're what television's all about.
And why Fernseh means television.
Everywhere.
We'd welcome the opportunity to demonstrate the superior capabilities of Fernseh television equipment. A call to your nearest office will bring any further information you require.
Saddle Brook, Headquarters (201) 797-7400
Chicago (312) 681-5000 Houston
(713) 688-9171 Los Angeles (213) 649-4330

FERNSEH Robert Bosch Corporation
CHECK THIS NEW APRADIO primer for profits...

...it spells out what the "total news service in sound" provides its members in professional, flexible news programming and line quality, too.

And it details the profit opportunities upon which your station can base a sustained sponsor/sales campaign with the more than 500 weekly availis.

You can command top dollar, prestige "fixed position" sponsorship with this complete spectrum of APR's flexible news and feature programming. We've highlighted some of the APR scheduling at right. Use the coupon below to have a "primer for profits" on your desk soon.

apr radio reports

...five minute newscasts...completely tailorable to your needs...top stories, news briefs and news-in-depth...all 145 weekly newscasts from here and abroad give you the opportunity for flexible scheduling...and sales.

apr business barometer

...online with eight daily reports Monday through Friday 60-sec. each, with top stock market and financial news items...Jim Newman is unmatched with his knowledgeable hard news reports.

If you're attending the NAB Convention at Las Vegas, April 6-9, check out APRadio in Suite 1350 of the Las Vegas Hilton.
...the only national agribusiness report in audio today... expert agreporter John Holliman is on the air with the first of five daily 3½ minute broadcasts at 6:25 a.m. to greet the early rural listener... one-minute Regional AgReports move four times daily.

...apr’s sports team reports to listeners more than 100 times weekly with emphasis on weekends... full revenue producing coverage of all major sports, scores, personalities, and special features while it’s happening.

...apr’s sports team reports to listeners more than 100 times weekly with emphasis on weekends... full revenue producing coverage of all major sports, scores, personalities, and special features while it’s happening.

...apr’s sports team reports to listeners more than 100 times weekly with emphasis on weekends... full revenue producing coverage of all major sports, scores, personalities, and special features while it’s happening.

...apr’s sports team reports to listeners more than 100 times weekly with emphasis on weekends... full revenue producing coverage of all major sports, scores, personalities, and special features while it’s happening.

Send us a copy of your ‘primer on profits’ on APRadio news programming and scheduling. Please have your regional representative call on us regarding The Associated Press' news service in sound, APRadio.

* Henry A. Ragan, principal in Broadcast Enterprises Network Inc., bought WAOK(AM) Atlanta from Belk Broadcasting Co., group owner, for $2,886,000.

Mr. Ragan also has minority interest in four radio stations through stock ownership.

* In a separate transaction, Mr. Ragan bought WGVU(AM)-WGVU-FM Charlotte, N.C., from Tracey Broadcasting Co. (Richard B. Stevens) for $1,011,980.

* Bi-States Co., principally known as Nebraska Television Network (F. Wayne Brewster, C. E. Freas Jr., William F. Anderson and others), sold KHOL-TV Kearney, Neb., and three satellites, KHTL-TV Superior, KPLX-FM Hayes Center, KHOL-TV Albion, all Nebraska, for $1.9 million to NTV Enterprises. Buyer, John Payne, has Kearney furniture outlet.

* Curt Gowdy NBC sportscaster and owner of four radio properties, increased his portfolio with the acquisition of WALT-AM-FM West Palm Beach, Fla., from Gardens Broadcasting Co. (John D. MacArthur, principal, in Bankers Life and Casualty Co.) for $1.5 million.

* Black-owned Inner City Broadcast- ing Corp. (Clarence Jones, publisher of Amsterdam News; singer Roberta Flack, and others) bought WMSL-FM New York for $1.35 million from Judick Broadcasting Co. (Harry, Sylvia and Morris Novik).

* WLPM(AM)-WPGO(FM) Suffolk, Va., changed hands from Hynda B. Gerstenfeld, Marsha B. Shiff, Marilyn B. Lane and Edmund D. Baydush to Smiles of Tidewater Inc. (Norman J. Sutules and Derwood H. Goodwin) for $1,315,000 plus assumption of $85,000 in tax liability.

* Angel Lerma Maier sold KLXX-TV Fontana Calif., to nonprofit Trinity Broadcasting Network, headed by Paul F. Couch, for $1,266,619.

* The Stuart Station group (James Stuart) bought WATO-AM-FM Springfield, Mo., from Ozarks Broadcasting Co. (Les ter E. Cox estate) for $1.25 million to increase its portfolio to 13 radio stations.

* WWIN-TV and WIZZ(FM) Burlington, Vt., were sold by J. L. Siegel and others to International TV Corp. (Donald Martin, Gerald V. Bull, Dean J. Slack and John R. Hughes) for $1,238,055.

* Despite protests from Bay Area citizen groups over equal opportunity prac-
tices, KSBY(AM)-KIQQ(FM) San Francisco was transferred from a group headed by Grant Wrathall to San Francisco Wire-
less Talking Machine Co. (James J. Gab-
bert, Gary M. Gielow and John S. Wickett) for $1.18 million.

* KPLX(FM) Fort Worth was bought by Susquehanna Broadcasting Co. (Louis J. Appell) owner of 14-station portfolio, from William Jamar Jr. for $1,110,000.

* KLSM(AM) Lincoln, Neb., was bought for excess of $1 million by Tele-
graph Herald Inc. (Dubuque [Iowa] Tele-
graph Herald and station group owner) from Lincoln Broadcasting Corp., headed by Howard Shuman.

* WXYL(AM)-WPNE(FM) Buffalo, N.Y., was acquired by Howard Communications (Robert Howard) for $1 million from the McLendon Corp.

It is too early to forecast the 1975 totals, but if several brokers are correct, this year's trading results will be "more of the same." Edwin Tornberg (Edwin Tornberg & Co.) noted however, that aggregate totals for this year might be less in both dollar and unit terms, since the slowdown period in late 1974 will be reflected in the number of FCC approvals granted in 1975.

Conspicuous in recent action has been Avco Corp.'s sell-offs of several stations to shore up its financial reports. Over the last 11 months, Avco sold WOAK(AM) San Antonio, Tex., to Clear Channels Communications Inc. (L. Lowry Mays and B. J. McCombs) for $1.5 million; WWDC-
AM-FM Washington to Capital Cities Broadcasting Co. (Morton Bender) for $3.6 million; KOMO-TV San Antonio to 20th Century-Fox Film Corp. for $9.3 million; and LWSN(AM) Indianapolis to the Edgar T. Wolfe family (Columbus, Ohio, newspaper publisher and broad-
caster) for close to $17,650,000. All await FCC approval.

Combined Communications Corp., which last year absorbed Pacific & South ern, has agreed to acquire Globetrotter Communications Inc. for $35 million. Globetrotter owns the Harlem Globe-

**LOOKING FOR A PRIME ACCESS SUCCESS IN '75-'76?**

Then you're looking for

**LORNE GREENE'S LAST OF THE WILD**

★ Just renewed by General Electric Major Appliances for second 52 weeks!

★ Just renewed by CBS O & O's in New York,
Los Angeles and Philadelphia for second 52 weeks!

★ #1 New Wildlife Show of the 1974-75 season!

★ #1 New Barter Show of the 1974-75 season!

★ Now available for 1975-76 season!

**Could your station use a little more success in access?**

Produced by Heritage Enterprises, Inc.
Distributed by Y&R Ventures, Inc.
285 Madison Avenue, New York, N.Y. 10017

CONTACT: John H. White 212-953-2936 Steve Lazarus 212-953-2938
Not just equipment, but live journalism.

We supply you with portable TV pick-up links, mobile van links and back pack camera links in all FCC allocated microwave frequency bands.

So you get fast site-to-studio transmission that's just right for on-air production processing or video tape storage.

And all our equipment is backed by 20 years of experience making components and subassemblies that are part of over 3,000 systems in 50 countries.

At Microwave, we're working to help you bring the world closer together.

Dunstable Woodside Estate, Dunstable, Beds., United Kingdom.
Dunstable 601441.
Corporation (CCC) has also entered agreements to buy KIS (AM) Los Angeles from Eleven-Fifty Corp. for 15,000 shares of CCI stock (worth about $250,000 at present market value) and assumption of debts reportedly running into millions and KEZL (FM) San Diego from PSA Broadcasting for $850,000. John Palmer heads Eleven-Fifty, owned by employees and outside investors. PSA is a subsidiary of the California-based airline of the same name.

A $25-million deal involving the transfer of control of Star Communications' WMAL-AM-FM-TV Washington, WLV A-AM-TV Lynchburg, Va., and WCIV (TV) Charleston, S.C., to Houston businessman Joseph L. Allbritton is pending before the FCC. Mr. Allbritton seeks a waiver of FCC rules that bar the purchase of a radio and television facility in the same market. Furthermore, various Washington citizen groups and John McGoff, whose bid to buy control of the Washington Evening Star-News was rejected, have filed petitions to deny the transfer.

Other big deals awaiting FCC action are:

- Harte-Hanks Newspapers' purchase of WLYT (TV) Jacksonville, Fla., from Television 12's various shareholders through a stock agreement valued at $10.5 million.

- Starr Broadcast Group Inc. (Peter H. Starr) has made an agreement to buy WVEE (TV) New Orleans from Screen Gems for estimated $12-12.5 million.

- Truth Publishing Co. (John F. Dille Jr. and Walter R. Beardsley) has agreed to buy Post Newweek's WCKY (AM) Cincinnati for $3.6 million and sell WSJV (TV) Elkhart-South Bend, Ind., to Quincy Newspapers Inc. (F. M. Lindsay family) for $3.2 million.

- Malcolm Glazer has acquired WTRW (TV) Terre Haute, Ind., for $4,650,000 from Booth Newspapers Inc. (John L. Booth family).

- Donald W. Reynolds has purchased KBOI-TV Boise, Idaho, from group including Robert W. Howell and Mrs. Stanley King for $2.1 million.

- Twenty-First Century-Fox has signed preliminary agreement to buy KCDF-TV Salt Lake City from Columbia Pictures Industries for $11 million.

Justice, NAB appeal crossownership rule

Government feels it's just not enough; broadcasters think it went too far

The last two shoes dropped in the U.S. Court of Appeals in Washington last week in the case involving the FCC's crossownership rule. The Department of Justice's antitrust division and the National Association of Broadcasters filed notices of appeal.

Justice's brief notice of appeal did not detail the department's objections. But it is no secret its complaint is different from NAB's. The department, an official said, feels the rules are "too narrow." NAB contends they are unconstitutional.

The rules, adopted in January (Broadcasting, Feb. 3), are designed to reduce concentration of control of mass media. They prohibit the media acquisitions that would result in the creation of new newspaper-broadcast combinations in the same market, and require the breakup, by 1980, of 16 television-newspaper and radio-newspaper crossownerships said to constitute egregious media monopolies.

The rulemaking grew out of a Justice Department proposal that the commission break up all multimedia holdings in a single market. The department later receded somewhat from that position, and urged the commission to focus on newspaper-television combinations.

The rulemaking was begun in 1970. And Justice, beginning in November 1974, apparently after losing patience with the slow pace of the commission's work on the rulemaking, began petitioning the commission to deny renewal of newspaper-owned television and radio stations on grounds of concentration of control of media. So far, nine petitions have been filed.

The NAB, in its notice of appeal, indicated it will contend in its brief that the rule abridges the First and Fifth Amendments.

The notices of appeal were the last filed in advance of the April 2 deadline. Four appeals—by those who thought...
Let Rod Serling guide you and your listeners to Fantasy Park, the ultimate rock concert. Fantasy Park may well be the most unique weekend promotion ever produced. Can you imagine a concert featuring Chicago, Elton John, The Who, The Rolling Stones, Bob Dylan and over 40 other super rock stars...all in one weekend on your station? What other weekend promotion could generate as much response as Fantasy Park did for WNOE in New Orleans? Literally hundreds of people jammed the highways looking for the concert, yet couldn’t find it. On the second day of the promotion the Internal Revenue Service tried to attach the receipts of the concert. Requests for tickets came from as far as New Mexico and Ohio, far out of broadcast range, yet the word spread. What could generate so much response? Fantasy Park! Fantasy Park is a totally self-contained weekend concert in full stereo that’s so vivid you might find yourself wondering if it’s really happening. The concert begins Friday at 6 p.m. and lasts all weekend through late Sunday.

For further information, send for your demonstration tape and let Rod Serling guide your station through Fantasy Park.

For other information and availability contact:

The McLendon Collection
McLendon Building
Dallas, Texas 75201
(214) 651-1010
AETC wants that second chance; another wants a first one

Alabama public-television licensee follows script and reapplies for what the FCC took away, but citizen group wants more time to file competing application

The Alabama Educational Television Commission, as expected, has reapplied for the licenses of eight TV stations and one TV construction permit that the FCC took away from it early this year for failure to provide adequate minority-oriented programming (Broadcasting, Jan. 13).

AETC's application was not entirely uncontested, although it was the only one to be filed at the FCC by the April 1 deadline. The Alabama Citizens for Responsive Public Television, a non-profit association predominantly of black educators, lawyers and community leaders, petitioned for an extension of time to Aug. 1, claiming that the three months from the FCC's revocation order to the April filing deadline gave AETC a "preferential" edge over other would-be applicants.

The group noted that because AETC was already an established broadcaster, an organization of lawyers, consultants and support staff were at its immediate disposal and could have effectively filed for reapplication the day after the FCC released its order stripping AETC of its licenses. Alabama Citizens argued that it "才行 as well as other potential applicants did not have such readily available resources and needed substantially more time to conclude the "cumbersome and time-consuming process of preparing from scratch nine applications."

Alabama Citizens underlined its intention to file applications for "some or all" of the licenses involved. The group noted that it had already received "substantial commitments of assistance" from business leaders and foundations. Nevertheless, Alabama Citizens acknowledged additional time was necessary to finalize its applications.

The request to extend the deadline on applications would not impose a burden on the people of the state, said Alabama Citizens, because the eight stations involved are currently being operated by AETC under interim authority.

The board of Alabama Citizens in-

the commission had gone too far and those who thought it had not gone far enough—were filed shortly after the order was announced. In addition, a number of petitions for reconsideration—including one by the American Newspaper Publishers Association—have been filed with the commission. The presence of the petitions for reconsideration means court settlement of the case is some time off. The court would be expected to await FCC action before taking up appeals.
With the new Mark IV Image Enhancer in your system you’ll have an unbeatable signal-to-noise ratio working for you. Better than 55 dB. That means quiet enhancement like you’ve never seen!

Best of all, better enhancement now costs you less. We’ve just reduced prices!

So whether you’re buying a new live camera or telecine, or updating your present system, don’t settle for less. It just doesn’t pay to fool around with imitation units. Specify Image Enhancers from CBS Laboratories, the people who created image enhancement. Available for NTSC, PAL or SECAM installations.

For technical information on the Mark IV series, write for Marketing Bulletin 74-01, contact your local distributor, or call us. We’ll give you the real lowdown.

CBS LABORATORIES
A Division of CBS Inc.
227 High Ridge Road, Stamford, Connecticut 06905
"It's a down to earth look at children around the world—and certainly one of the best, if not the best, children's shows since 'Sesame Street' and 'The Electric Company.'" — Associated Press

House's version of CPB funds set for hearing this week

CPB, PBS, other public broadcasting institutions will have their say on measure that provides up to $100 million in the year 1980, $60 million less than budget Senate committee has approved

The House Communications Subcommittee begins four days of hearings tomorrow (April 8) on legislation to secure a five-year appropriation for the Corporation for Public Broadcasting.

The bill (H.R. 4563) before the committee has the administration's proposed funding levels beginning the first year (1976) with $70 million then rising in steps to $100 million by 1980. That contrasts with the bill (S. 893) recently voted out of the Senate Commerce Committee (Broadcasting, March 24), the funding levels of which rise from $88 million to $160 million.

Leading off as witnesses the first day of the hearings will be representatives of public broadcasting: Richard Benjamin and Henry Loomis, chairman and president, respectively, of CPB; Ralph Rogers and Hartford Gunn, chairman and president of the Public Broadcasting Service; Matthew Coffey, president of the Association of Public Radio Stations, and Lee...
WE JUST SAVED A BROADCASTER IN THE NORTHEAST 56% ON INSURANCE PREMIUMS.
(and we're not satisfied yet)

When we introduced the first Insurance Program Tailored For Broadcasters we shocked some station managers. We reported that current TV and radio station insurance programs ranged from “fair” to “unprofessional.”

Some station managers thought our claim had to be an exaggeration. But cold, hard facts prove it was no exaggeration.

A station in the Southeast — one that was perfectly satisfied with its old policy — has saved 36% since changing to Broadcasters Insurance. A station in the West saved over $1900. A station in the Midwest doubled its liability coverage, added short-term business interruption insurance, and still saved 22% on premiums.

These are not exceptional cases. Read on.

We'll Make Your Present Broker A Much Better Broker.

Broadcasters Insurance works through a large, multi-line underwriter, but your day-to-day business will still be done with your present agent or broker. He'll almost surely retain his full commission.

While your station is getting a much better insurance package.

The Reason We Can Insure Broadcast Stations Better Is Simple And Indisputable.

Your station's present insurance program is based on a regional rate. But that regional rate isn't based on just other broadcasting stations. It's based on such disparate risks as textile mills, drug stores, even the gas station down the corner. So your station is subsidizing higher risk industries.

With Broadcasters Insurance your premiums are based on the needs of broadcast stations only.

Better Coverage At Lower Rates.

We should be able to give you broader coverage for 25% to 50% less. And those rates can only get better.

Our program includes tower insurance that provides replacement value (does your present policy?): plus the first short-term broadcasters' business interruption insurance; and if required, kidnap and ransom insurance.
Frischknecht, president of National Public Radio.

On Wednesday, the subcommittee will hear from the CPB Advisory Committee of National Organizations, the AFL-CIO, the National Council of Women and the Consumer Federation of America.

Witnesses for the third day (Thursday) will include John Eger, acting director of the Office of Telecommunications Policy, FCC Commissioner Benjamin Hooks and representatives of the National Black Media Coalition and Congressional Black Caucus.

The subcommittee has set up an educational panel for Friday, with representatives from the National Educational Association, the Catholic Educational Association and the American Association of School Administrators. In addition it has invited Douglas Cater of the Aspen Institute to appear. Finally, the representatives of public broadcasting will be called back for one last round of questions and answers.

**ABC responds to COM charge**

ABC has filed its opposition with the FCC to petitions to deny brought by the Committee for Open Media against the network's West Coast TV stations.

COM had charged KGO-TV San Francisco and KABC-TV Los Angeles with inadequate "problem-oriented" news coverage (Broadcasting, Nov. 4, 1974). ABC countered that COM's narrow definition for news was contrary to FCC policy and took no account of the various public affairs and informational type programming carried on both of its stations. COM's quest for what it considers "problem-oriented" news, noted ABC, is tantamount to asking the commission to "scrutinize" news content—a situation the FCC and the courts have repeatedly refused to involve themselves in.

ABC also claimed that the role of news consultants at its two stations does not, as COM suggested, encompass the power to dictate news content or to exercise editorial judgment.

The charges brought against it, concluded ABC, are a "confused jumble of inaccurate factual assertions based on erroneous definitions and postulations of regulatory policy in direct conflict with the FCC."

KGO-TV is also the object of a separate petition to deny filed by another citizen group, Community Coalition for Media Change.

**Fidelity knocking at courthouse door for rehearing of KHJ-TV case**

And a friend, Citizens Communication, comes along to help; they say judges erred in upholding FCC renewal grant and not giving sufficient consideration to ownership-management issues

Fidelity Television Inc. has gone back to court in its effort to supplant RKO General Inc. as licensee of Los Angeles channel 9, on which KHJ-TV now operates. And this time it has some support from a public interest law firm.

Fidelity's lawyers have petitioned the full nine-judge bench to rehear the case, in which a three-judge panel affirmed the FCC's action renewing KHJ-TV's license (Broadcasting, March 10). The support comes from Citizens Communications Center, a friend-of-the-court brief, which takes no position on the panel's ultimate conclusion but argues that the decision weakens the renewal process as a means of spurring broadcasters to provide "meritorious service."

Fidelity's lawyers in the 10-year-old case—Edward P. Morgan, and Walter H. Sweeney, of Welch & Morgan, and Nathan Lewin, of Miller, Cassidy, Larroca & Lewin—contended that in affirming the commission's decision, the panel had misconstrued, misapplied and mishandled "longstanding precedents to the point of abandoning the rule of law."

In effect, they said, "the decision eradicates public ownership of the spectrum space and creates licenses in perpetuity for broadcasters."

Fidelity's lawyers said the court had erred in dealing with such issues as di-
88% of the top box office films of 1974 had BMI music.*

Broadcast Music Incorporated


Airport '75 (Universal) Music: Various BMI-licensed selections.

Chinatown (Paramount) Music: Jerry Goldsmith. Publisher: Ensign Music Corporation.

The Great Gatsby (Paramount) Music: Nelson Riddle. Publisher: Ensign Music Corp.


The Exorcist (Warner Bros.) Music: Various BMI-licensed selections.


According to the “Variety” list, 19 out of the top 25 box office films of 1974 had BMI licensed music.
versification of ownership of media and integration of ownership and management, issues on which the locally owned Fidelity had not been given comparative pluses by the commission. But the counsel seemed particularly outraged by the court's handling of the antitrust issue, which involves alleged illegal reciprocal trade agreements between RKO and its parent, General Tire Co.

"The panel," the counsel said, "has by outright declaration created an intolerable precedent to the effect that unlawful anticompetitive conduct, even in the field of broadcasting itself, by the owners of broadcast facilities shall be condoned without so much as a comparative demerit. That this court—of all courts—can 'live' with a thesis so callous and pernicious is difficult to believe."

Citizens said the error that both the commission and the court made was in treating RKO as though it had provided "substantial" service. If it had, Citizens said, it would have been entitled to consideration on the issues of diversification of ownership and integration of ownership and management the commission gave it. But, Citizens noted, the commission had found that RKO's record had been "within the bounds of average performance expected of all licensees, thus warranting neither a preference nor a demerit."

Citizens also said the court, in affirming the commission on the diversification issue, added an unprecedented factor—that KHU-TV operated "autonomously and independently" of control "from the national office of RKO or General Tire, except in broad policy areas." There is no support in logic, precedent or the statutory scheme for this addition, Citizens said.

Citizens and Welch & Morgan were allies once before in a matter affecting commission license renewal policy. They successfully challenged in court the 1970 policy statement the commission had promulgated as a means of affording renewal applicants a measure of protection against challengers. And both Fidelity and Citizens cited that decision in their pleadings.

Two of the lawyers signing the Citizens brief knew the Citizens Communications Center FCC case inside out. They are directors of Citizens—Henry Geller, who as general counsel of the FCC at the time had played a major role in drafting the statement, and Albert H. Kramer, who as director of Citizens had played a main role in devising the legal strategy against it.

**Setback for NOW is seen in loss of two key cases**

FCC denial of women's petitions to deny WRC-TV and WABC-TV renewals is read for signs of precedent

For broadcasters who feel themselves under pressure from National Organization for Women complaints about their programming and employment practices, the FCC's rejection of NOW petitions to deny the renewal applications of WRC-TV Washington and WABC-TV New York (Broadcasting, March 24) provided some relief. Not only did the commission refuse to accept NOW's arguments, but two of its members—Charlotte Reid and James Quello—issued statements criticizing NOW for its tactics. NOW's only ally was Commissioner Benjamin L. Hooks, who dissented in both cases.

NOW has not, however, given up. Gladys Kessler, NOW's attorney, said that as of Wednesday she had not yet received copies of the FCC orders or even the news releases announcing them, which had been issued the preceding Friday. But she said there is "a strong likelihood of appeal if, once we see what the commission has done, we disagree with the reasoning."

NOW had accused both the NBC- and ABC-owned stations of having failed to ascertain the problems, needs and interests of women and of failing to program to serve women's needs, of violating the fairness doctrine by presenting women

**NOW THERE'S A**
in a “one-dimension” role as sex object, girl friend or housewife and of discriminating against women in employment practices.

NOW or its affiliates have raised similar issues in petitions to deny licenses against stations elsewhere in the country. NOW has also raised them in negotiations that have ended in agreements with other stations.

NOW has also filed discrimination charges against WRC-TV with the Equal Employment Opportunity Commission, where the matter awaits conciliation or court action.

(EEOC found “reasonable cause to believe” WRC-TV did engage in discrimination against women.)

The FCC conditioned its rejection of the NOW petition on whatever action EEOC or the courts might take in the WRC-TV proceeding. However, the commission approved the station’s affirmative action program.

Not mentioned in the FCC order was the New York City Commission on Human Rights’ finding in January of “probable cause” against NBC in a sex-discrimination case that the Women’s Committee for Equal Employment Opportunity of NBC had filed in February 1973 (Broadcasting, Jan. 27).

As for the discrimination complaint against WABC-TV, the commission said NOW had failed to demonstrate specific examples of discrimination. It noted that 22.3% of the station’s employees were women, and that of the 44 women, eight were in professional or managerial positions. The commission said these statistics fell “within the zone of reasonableness.” Women account for 40% of the New York area’s work force.

The commission rejected NOW’s contentions that the stations had not focused adequately on women’s problems in their ascertainment procedures or programming practices. It acknowledged that WABC-TV’s study of the composition of the area was not adequate—it made no mention of the female population of New York City—but said that was not a substantial shortcoming, since the 333 community leaders ABC interviewed, 49 were women. Five were involved in the women’s movement. And NBC was found to have included women in its study both as a separate group and as portions of other significant groups.

The commission also found no grounds for NOW’s complaint about the stations’ programing. Speaking of WABC-TV’s past programing, the commission said that even using NOW’s “patently subjective and self-serving definition of ‘women’s issues,’ we find that ABC has programed to meet the problems, needs and interests of women specifically.”

And it said the facts presented indicated that WRC-TV had not ignored the problems of women in the Washington area. It noted that the station had submitted a list of programs dealing with such issues as women’s rights, abortion and women in politics and added, “It strains credulity to assert that these problems are not of concern to women in the Washington area.”

Nor was the commission impressed by NOW’s argument that portraying women in stereotyped roles contributed to a violation of the fairness doctrine. NOW did not show that a numerical imbalance between the number of men and women in occupational roles, the consistent portrayal of women in domestic roles and the catalogue of adverse inferences NOW drew from its monitoring of the station amounted to an “advocacy of a position” on the issue of women’s rights, the commission said in its WRC-TV order. Without such evidence, it added, it was bound to accept the licensees’ good-faith journalistic judgment that its programing had not been unfair.

ABC, in its over-all programing, the commission said, had not left the public uninformed on women’s role in society and, therefore, could not be found to have violated the fairness doctrine, either.

The orders did not say all that some commissioners had to say about the NOW petitions. Commissioner Quello, who has criticized NOW and other citizen groups for what he considers unwarranted efforts to pressure broadcasters into making commitments or programing and employment practices, said in a concurring statement that he questioned “how the special, additional demands of public groups representing only a small percentage of the total population square” with the overall ascertainment process.

“We cannot exalt individual rights and private interests of the few at the expense of the needs and interests of the many as determined by comprehensive ascertainment,” he said.

Commissioner Reid said her vote to support the majority position should not be construed as “forsaking several legiti-
mation regarding that the station regularly submit considered an inquiry finding, he said, to EEOC's belief the petition raise substantial questions require has failed goals WRC in April I mate program "treads Commissioner Hooks, however, felt NOW had raised substantial questions as to the employment practices. And he said that, in view of EEOC's finding, the commission could have con-

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

- WCM-AM-FM Cambridge, Md.: Sold by WCM Inc. to Joseph L. Goldstein and Paul C. Stokes Jr. for $480,000. Principal in seller is Samuel M. Cannon Jr. Messrs. Goldstein and Stokes own local real estate firm. In addition, Mr. Goldstein owns Wilson Line, a Washington sightseeing ship. WCM(AM) is on 1240 kHz with 1 kw daytime and 250 w night; WCM-FM is on 106.3 mhz with 3 kw and antenna 130 feet above average terrain. Broker: Cecil L. Richards Inc.


- WLNH-AM-FM Little Rock, Ark.: Sold by Tower Communications Inc. to Ron Curtis for $387,500. Seller, Dan A. Garner, is local commercial developer. Mr. Cur-

- KORT(AM)-KGFD-FM Las Cruces, N.M.: Sold by Martin Broadcasting Enterprises
Inc. to KGRT Inc. for $307,500. Sellers, William G. and Vera Martin, plan to retire. Buyers, Mr. and Mrs. John B. Mahaffey, have interests in KClJ(AM) Shreveport, La., and KICA(AM) Clovis, N.M. Mahaffeys are also applicants for new FM on 100.1 mhz at Shreveport. Their other interests include ranching, cattle raising and real estate. KGRT is daytimer on 570 kHz with 5 kw. KORD-FM is on 103.9 mhz with 2.7 kw and antenna three feet above average terrain.

* WMNE(AM)-WDMW(AM) Menomonie, Wis.: Sold by Menomonie Broadcasting Co. to WDMW Broadcasting Co. for $253,238.55. Sellers, Evelyn Whiford and Wendell Hansen, have interests in WESL(AM) East St. Louis, Ill., and WHYTM(AM) Noblesville, Ind. Principals in buyer are Everett G. Wenrick (80%), Marvin E. Luehrs (10%) and Michael A. Phillips (10%). Mr. Wenrick has interest in KBOE-AM-FM Oskaloosa, Iowa, and, with Mr. Luehrs (Mr. Wenrick's son-in-law), has interest in KTM(A) Trenton, Mo. Mr. Phillips is announcer with WDMW(AM) Minneapolis. WEME(AM) is daytime on 1360 kHz with 1 kw. WDMW is on 92.1 mhz with 3 kw and antenna 150 feet above average terrain.

* WXEX(AM) Columbus, Pa.: Sold by Agin Corp. to H.E.X. Country Radio Inc. for $250,000. Principal in seller, Erny Tannen, has interest in WERE(AM) Chester, Pa., and WYRE(AM) Annapolis, Md. Buyer, newly formed group with no other broadcast interests, is owned by William P. Rife, Kenneth A. Patrick, John D. Poole and Dr. Robert E. Collins. Mr. Rife is sales manager at WXEX; the others are Annapolis investors. WXEX is daytimer on 1580 kHz with 500 w. Broker: Blackmun & Co.

* WOBS(AM) Jacksonville, Fla.: Sold by Mel-Lin Inc. to Ed Winton and Myer Feldman for $175,000. Principals in seller are Lawrence R. Picus (90%) and Willie H. Martin (10%). Mr. Picus has 50% interest in WAPX(AM) Montgomery, Ala. Messrs. Winton and Feldman are principals in WYBA-AM-FM St. Petersburg, Fla., and WOCA(AM) Miami. Sale of WOBS completes three-way deal that involves four Jacksonville radio properties. Belk Broadcasting Co. (Henderson Belk) has sold WPDQ(AM) (600 kHz, 5 kw full time) and WPDS-FM to Roushville of Jacksonville Inc. (Robert W. Roush) for $500,000 and exchange of WMBR(AM) (1460 kHz, 5 kw full time), also Jacksonville. Belk in turn has sold WMBR to Mel-Lin for $850,000 (Broadcasting, Dec. 16, 1974). Spin-off of WOBS was necessary for Mel-Lin to comply with FCC duopoly rules, which bar ownership of two like services in same market. Each sale is contingent upon the others and FCC approval. WOBS is daytimer on 1360 kHz with 5 kw. Broker: Reggie Martin.

Approved

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

* WTVL-TV Jacksonville, Fla.: Sold by Television 12 to Harte-Hanks Newspapers Inc. for $11,041,217. Selling corporation is composed of 74 stockholders, including Wometco Enterprises, Frank Pellegirini, former partner in H-R Representatives, and former Florida Governorarris Bryant. Harte-Hanks is publicly traded on New York Stock Exchange and owns 46 newspapers, including 21 dailies, and KEMS-TV San Antonio, Texas. WTVL is NBC affiliate on channel 12 with 316 kw visual and 60.9 kw aural and antenna 940 feet above average terrain.

* WGRF(AM) Evansville, Ind.: Sold by WGBF Inc. to Bloomington Broadcasting Corp. for $750,000. Seller is owned by Martin L. Leich family. Principals in buyer are Vernon A. Nolte (33%), Timothy A. Ives (21%), Warner G. Stevenson family and Davis U. Merwin family estate (approximately one-third each). Bloomington Broadcasting is licensee of WJBC(AM)-WBNQ-FM Bloomington, Ill., and through its wholly owned subsidiary, WROK Inc., owns WROK(AM)-WZOV(FM) Rockford, Ill. Mr. Nolte is president of WROK Inc.; Mr. Ives is president of Bloomington Broadcasting. WGRF is on 1280 kHz with 4 kw day and 1 kw night.

* KIKN(AM) Sinton, Tex.: Sold by Dynamic Broadcasting Corp. to Allen E. Schepper for $525,000. Principals in seller are R. Miller Hicks, Sam Winters, Neal Spence, and C. Ronald Rogers, 25% each. Sinton station sale marks end of Dynamic's broadcast holdings. KJOB(AM) Shreveport, La., was sold to Coastal Broadcasting Corp. (John Mitchell, O. J. Kimbrough, and others) for $185,000 (Broadcasting, Jan. 6); and KTRM-AM-FM Beaumont, Tex., was sold to Central Broadcasting Corp. (Lester G. Spence and others) for $800,000 (Broadcasting, Nov. 18, 1974). Mr. Schepper is former executive of Capital Cities Communications, group broadcaster. KIKN is on 1590 kHz with 1 kw day and 500 w night.

For other sales approved last week, see page 103.

**WPIX buys out challenger, will keep channel 11 in New York**

Forum, the insurgent whose hopes were dashed by examiner's decision favoring incumbent, elects to settle for reimbursement of legal costs, a programming commitment and a seat on parent company's board; both sides view compromise as plus

It ended more with a whimper than bang.

After six years of FCC litigation and some $2 million in legal costs, Forum Communications Inc.'s challenge to WPIX-(tv) New York ended last week in a quiet — but nonetheless dramatic — an-
nouncement that Forum would fold its tent and steal away. The inducement: $310,886 up front to reimburse its legal expenses during the long contest. In the background: an FCC examiner’s opinion that wPtx should keep the license anyway.

Said Leavitt Pope, new (since last December) president of wPtx: “It was a straightforward economic decision.” He pointed out that the legal action might have continued for several more years and the costs would probably have been as much as those in the settlement. He explained by saying that wPtx’s costs had run upwards of $1.5 million and that “while Forum has been in the position of a gambler we have been fighting for our lives.”

In the announcement telecast March 31 (Monday) on wPtx(tv) New York the officials of wPtx and Forum stated that along with the reimbursement to Forum, wPtx would establish a $150,000 fund for the joint development by both companies of TV programs and minority training projects. In addition, Leon Levy, a partner in Oppenheimer & Co., New York brokerage firm and Forum’s largest stockholder, will be named to the wPtx board of directors. Wpix Inc., a subsidiary of The Daily News, has operated wPtx(tv) since 1948, and has never elected a member to its board from outside the company.

The agreement, however, does not necessarily settle the matter. It is subject to FCC approval, and has been commission policy to deny reimbursements in cases where challengers withdraw from contests with renewal applicants. A commission attorney said the matter was under study and that a decision would probably be announced in a week or two. He also noted that, even apart from the settlement issue, a character issue that had been designated against wPtx in the hearing remains to be resolved.

Forum instituted its challenge in the spring of 1969. In asking for denial of the license, Forum claimed wPtx(tv) had indulged in questionable news practices, discriminated against minority groups and provided inferior programing. In turn, Forum pledged in its application for the license to emphasize community-service programing and to provide training in television to members of minority groups. In 1973 the FCC ruled that wPtx’s costs had run upwards of $1.5 million and that “while Forum has been in the position of a gambler we have been fighting for our lives.”

The agreement, however, does not necessarily settle the matter. It is subject to FCC approval, and has been commission policy to deny reimbursements in cases

Fidelipac® Automatic Tape Cartridges

- the standard of the industry for quality, durability and flexibility are now obtainable worldwide. Available in three size configurations:
  - Model 300 (NAB Type A) in lengths to 10½ minutes @ 7½ ips (19.05 cms)
  - Model 600 (NAB Type B) in lengths to 16 minutes @ 7½ ips (19.05 cms)
  - Model 1200 (NAB Type C) in lengths to 32 minutes @ 7½ ips (19.05 cms)

Heavy-duty tensiled Polyester Tape used throughout. Compatible with all standard Broadcast Cartridge Recorder/Reproducers.

For complete information, contact your Fidelipac Distributor or

FIDELIPAC

109 Gaither Drive • Mt. Laurel, N.J. 08057 • (609) 235-3511

Fidelipac is a registered trademark of TelePro Industries Incorporated

FCC EEO office frowns upon reverse spin on discrimination

Efforts to upgrade and increase minority and women employment should not result in denial of equal opportunities to males and to whites, says McKee

That white male who after looking for a job in broadcasting begins to feel he is the wrong color and/or sex should not despair. The FCC, in administering its equal employment opportunity program for the industries it regulates, contends it is as illegal to discriminate against white males as it is against blacks or women because of race or sex.

Clarence V. McKee, deputy chief of
American music was set free when BMI was born in 1940. Because BMI recognized the long neglected creators of country and western, rhythm and blues, jazz, concert, and gospel, Americans could turn their radio dials to all kinds of music.

Today, BMI writers and publishers provide America with most of its hits, and provide radio with most of its music. Just like in the beginning, BMI believes the music you hear should spring from all of America’s music.
the commission’s industry EEO unit, delivered that message last week in a Communication Commission speech. Day Speeich, in Rochester, N.Y. He said the commission had received complaints from white males and white females who claimed that broadcasters they had approached for jobs told them, "we would love to hire you, but the FCC is pushing us to hire minorities and women."

That is wrong, Mr. McKee said. "Broadcasters who have personnel departments will tell heads that have not been guilty of such practices" should make it clear the commission considers such practices illegal in violation of its EEO rules.

Mr. McKee also said the commission, as do all EEO enforcement agencies, opposes "hiring quotas." Hiring, he said, must be on the basis of merit. "For a licensee to hire minorities or women merely to ‘showcase’ or to have a ‘house’ black, chicanio, or female is self-defeating.” He said filled to fill a quota is usually considered only for purposes of the statistics to be reported to the FCC.

However, he noted that agencies with EEO responsibilities have established “goals and timetables” to remedy under-utilization or minority-group members. What is the difference between a quota and a goal? As defined by Mr. McKee: “Goals, unlike quotas, are flexible, and not rigid and are based upon merit hiring and promotion." The employer establishes his own goal, or target, and through good faith efforts, attempts to reach it.

The commission is expected to make its own position on goals and timetables clear when it issues its report, probably in the next few weeks, on how it will monitor the employment practices of those it regulates and how it will enforce its EEO rules. The report, in preparation for almost two years, is expected to disclose for the first time that broadcasters set their own goals and timetables based on the number of job opportunities available and the number of women and minority group members already on the payroll in relation to the number of women and minority group members in the work force.

Since 1971, when the commission began compiling statistics on employment and, through its EEO rules, applying pressure on broadcasters to hire minority-group members and women, the number of full-time women has risen from 23.3% of all employees to 25.3% in 1974, and minority group members, from 9.1% to 11.6%. Where employment in top-paying jobs is concerned, the increase for women has been 5.3%; for minorities, 1.6%.

Whether or not the statistics represent progress in eliminating discrimination in employment on the basis of race or sex, Mr. McKee said the commission still confronts a number of questions from those seeking employment. One is about the white male who feels discriminated against; another is about quotas.

There is also the question of whether increases in minority and female employment represent mere changes of job title without increased responsibility. "We are going to take a long hard look at job descriptions and actual responsibilities as opposed to mere job titles," Mr. McKee said. And there was also the question about the extent to which licensees hire minority-group women rather than mi-

Gays too late for role

in Las Vegas convention

The National Gay Task Force made repeated attempts but failed to get a spot on the agenda of the National Association of Broadcasters annual convention in Las Vegas this week. Task force staff

ers were told they came too late, that the convention program was locked up, and an NAB spokesman said last week the homosexual group’s request for NAB help for expenses for one was out of the question.

Loretta Lotman, task force media director, said she wanted to take advantage of the nationwide gathering to impress on broadcasters that homosexual men and women are an emerging minority that should be afforded the same respect and consideration as other minority groups in broadcast programming. She said, “gays are quite likely to be interrogated with hostility on talk shows, misrepresented on dramas and in comedies.

... With the ‘new permissiveness’ in television, many producers have felt free to exploit gays in order to spice up dull scripts.”

She made a similar appeal in an appearance at the National Association of Television Program Executives conference in Atlanta two months ago (Broadcasting, Feb. 17).

In a letter to NAB President Vincent Wasilewski last week, Ms. Lotman made a formal request to address the 1976 convention, and in addition, she asked to be given the opportunity to address both the radio and TV code boards later this spring. No decision has been made on either request.

Time for a change—Goldberg

Henry Goldberg, the Office of Telecommunications Policy’s general counsel, says the time may be at hand for considera-

tion to be given to “complete modification” of the 40-year-old Communications
Trade up to a CP-16/A and save $1225.

Within three short years, the CP-16/A has become the most preferred 16mm sound camera in the TV-newsfilm/documentary field — with many of the larger stations standardizing their entire newsfilm operation on the CP-16 camera system.

No matter what new equipment developments may be in the offing for TV-news, our non-reflex CP-16 and CP-16/A camera models continue, and will continue, to make good equipment sense. Especially for those who operate “one-man-band” style.

A special offer from Cinema Products and your local CP-16 dealer. *

Even though upgrading TV-newsfilm equipment is relatively inexpensive, there are stations that may find it increasingly difficult to do so — what with ever tightening budgets and the shrinking purchasing power of the dollar.

And so, to introduce you to the CP-16 camera system, a system fully supported by an extensive, well trained dealer/service network, we are pleased to offer you, for a limited time only, a unique opportunity to acquire a CP-16 or CP-16/A at fantastic savings!

Here’s all you have to do. Trade in any 16mm newsfilm-type camera you presently own — whatever its condition, no matter how old — for a brand new, all new CP-16/A with built-in Crystasound amplifier.

Your authorized local CP-16 dealer will give you $1225 off list price on any CP-16/A camera package. Or $1000 off a standard CP-16. (Of course, this is in addition to the savings you normally get if you also buy the zoom lens for the CP-16 or CP-16/A at the same time.)

Plus two-year warranty and free “loaner.”

Its proven performance in the field has established the CP-16 as the most reliable and dependable camera system, least likely to break down in the day-to-day grind of newsfilm work.

As part of this special offer, we take great pride in extending our factory warranty to a full two years on all mechanical and electronic components. Provided you purchase your camera from your authorized local CP-16 dealer.

And, should your CP-16 or CP-16/A require any repairs covered by this special two-year warranty, your local dealer will provide you with a free CP-16 “loaner.” This is but one example of the outstanding after-sales service and total back-up you can expect from your authorized local CP-16 dealer.

But you must act now!

With savings and benefits like these, why risk your precious equipment dollars on yet another “re-manufactured” conversion?

Move up to a brand new, all new CP-16/A, the uncontested leader in the TV-newsfilm/documentary field. You owe it to yourself.

But remember, this unusual offer is good only from March 1st to July 1st, 1975. So hurry. See your authorized local CP-16 dealer now.

*See adjacent page for listing of authorized North American CP-16 Dealers participating in this special offer.
tv managers
why should
sunday mornings be
a ratings wasteland.
programming of
the rex humbard
worldwide television
ministry gets big
audiences.
our ratings
and mail response
from over
400 tv stations
proves this.
sunday time
let us prove it
to you.
we need
good tv stations
between 8 am
and noon sundays.
sell us time.

contact:
 judd jackson
216-923-0434
p.o. box 100
akron, ohio
44331

at nab convention

Act. Mr. Goldberg, in remarks that were
made at the plenary meeting of the Dic-
bold Research Program, in Williamsburg,
Va., said the FCC has a good record in
fostering competition in the common car-
rier field. But, he said, the commission may
soon find "it is straining the outer limits
of the flexibility it has under the Com-
munications Act." As the point of inflexi-
bility is approached, he added, "serious
consideration" should be given to modify-
ing basic communications-regulatory law.
He noted that the common carrier por-
tions of the act were inherited from the
 Interstate Commerce Act of 1887, and
were not examined in detail until the
Communications Act was adopted in
1934. "Those assumptions have been
outstripped by changes in technology and
the economy," he said.

Media Briefs

KCOP in log jam. KCOP(tv) Los
Angeles, has been fined $2,000 by the
FCC for failure to properly log pro-
gram-length commercials. Commission said sta-
tion's weekly Championship Wrestling
was "in fact" extended commercials for
Aileen Eaton Inc., wrestling promoter
and Olympic Auditorium, arena owned
by Eaton. Commission, on complaint of
Steve Miller, Los Angeles resident, inves-
tigated and concluded that portions of pro-
grams were designed to promote non-
television wrestling exhibitions held at
Olympic Auditorium and promoted by
Eaton. FCC said entire broadcast should
have been logged as commercial.

Extension. Broadcasters Promotion As-
sociation has extended to April 15 dead-
line for submission of entries in its com-
munity involvement awards competition.
Previous deadline was April 1.

Fines. International Panorama TV Inc.,
licensee of KFXA(tv) Fontana, Calif.,
was fined $5,000 by FCC for relocating
main studio from North Hollywood to
Santa Ana, Calif., without commission
approval. FCC also notified J. B. Broad-
casting of Augusta Limited, licensee of
WRDW(AM) Augusta, Ga., of $1,000
forfeiture liability for broadcasting an-
nouncements on automobile raffle in vio-
lation of commission's lottery rules. WRDW
has 30 days in which to contest
forfeiture.

Screen test. Nikos Metallinos, graduate
student at University of Utah who sur-
veyed 200 students, determined that televi-
sion viewers have better recall for
images and information shown on left
half of screen than on the right. He sai
d further results would allow producers to
stage and frame television pictures ac-
cordingly.

ABC News names new agency. ABC
News, division of ABC Inc., New York
has named Hecht, Vidmer Inc., New
York, as agency for its consumer and
trade advertising, replacing McCaffrey &
McCall Inc., New York. Estimated $1
million account raises Hecht, Vidmer's
billing to about $5.5 million.
WELCOME N.A.B.!
NOW APPEARING:

**The Castaways Hotel**
- Kon Tiki Lounge
- Rusty Isabel
- Jack Taylor

**Desert Inn**
- Crystal Room
- Debbie Reynolds
- Opening April 8
- Juliet Prowse and Foster Brooks
- Gold Cup Lounge
- Bobby Curtola Motion
- Jimmy Duffy

Show Reservations - 734-1122

**Frontier Hotel**
- Music Hall
- Roy Clark
- and
- Diana Trask
- Winner's Circle Lounge
- Sonny King
- Glenn Smith

Show Reservations - 734-0240

**Landmark Hotel**
- Jubilee Room
- Oriental Express
- Nifty Nook Lounge
- Cherry & Don

Show Reservations - 733-1221

**Sands Hotel**
- Copa Room
- Bob Newhart
- and
- Paul Williams
- Regency Lounge
- Bob Sims
- Chris Fio Rito Joy

Show Reservations - 735-3464

**Silver Slipper**
- Gaiety Theatre
- Country Music, U.S.A.
- Starring
- Tommy Overstreet
- Red Garter
- Lounge
- The Playgirls

Show Reservations - 734-1212

Hughes Hotels and Casinos
Radio helps keep Detroit from slipping out of gear

Local stations come up with variety of promotions and sales packages that earn gratitude of auto makers

Radio is receiving a substantial share of credit and a thank-you for backing the auto industry's big drive to move new cars in the first quarter of 1975. And that assistance ranged widely—from single free spots to extensive local promotions paid for by the stations.

Spokesmen for American Motors Corp., General Motors Corp., Ford Motor Co. and the Chrysler Corp. in Detroit said they had received numerous letters from radio stations detailing their cooperation. None of the auto firms could provide a precise count of the number of participating stations, but the overwhelming reaction from Detroit was one of appreciation.

Inasmuch as all auto makers mounted massive advertising campaigns for their rebate programs in the first two months of the year, the impact of station promotional support could not be measured precisely. But auto spokesmen said dealers had reported the promotional extras had provided a needed boost.

Much of radio's support was in the form of free public-service spots and on-air editorials, offers to dealers of jingle packages at reduced costs, and slotting of dealers on talk shows and other programs.

Radio stations also pointed to an upsurge in local advertising. In many localities, dealers tied in with the generic spots that had such headings as "Buy a New Car Now," "Buy It Now" or "It's A Good Time to Buy a New Car Now." WGH-AM-FM Norfolk, Va., for example, said about 20 dealers in the Tidewater area bought the "You Auto Think Twice" jingle at substantially reduced rates.

The NBC-owned radio stations in Washington last January began an extensive undertaking to perk up auto sales. Titled the project "WRC/WXYS Auto Sales Spectaculars," the AM-FM ran 24 spots weekly at no charge until the end of March. The stations offered auto retailers the opportunity to tie in with the promotion. When a schedule of 30-second spots was placed (at a flat rate), the stations ran one of its generic 30-second announcements adjacent to the retailers spot at no extra cost.

"I've had more than 30 local dealers on the air, many new to WRC and WXYS and many new to radio," reported Jeffrey C. Dorf, general sales manager of the stations.

Some station said they had begun their "operation-help" program even before the auto companies started to offer rebates. WONE (AM) and WTUE (FM) Dayton, Ohio, began to carry a 60-second jingle, "Today Is A Good Day to Buy A New Car," as long ago as last November.

KFHM (AM) Wichita, Kan., which started to broadcast generic spots for autos last November, is planning one of the more drastic promotions this month. The station will stage an auto show, "The 1975 Dealer Autorama," in the local Atlantic Mills building with KFHM paying the rental.

Yesterday (April 6), the station began a one-week barrage of on-air promotion spots and 36 one-minute commercials, backing it up with newspaper advertising at a total cost of $648. Dealers have been asked to exhibit their models at the April 11-13 Autorama, to which the public is invited. KFHM will have entertainer groups to perform at the exhibit and will originate some of its deejay programs there.

"We already have 10 dealers signed and two others are thinking of coming

<table>
<thead>
<tr>
<th>BAR reports television-network sales as of March 23</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC $167,124,800 (30.5%); CBS $194,181,500 (35.6%); NBC $184,985,600 (33.9%)</td>
</tr>
<tr>
<td>Day parts</td>
</tr>
<tr>
<td>------------</td>
</tr>
<tr>
<td>Monday-Friday</td>
</tr>
<tr>
<td>Monday-Friday</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
</tr>
<tr>
<td>Monday-Saturday</td>
</tr>
<tr>
<td>Sunday</td>
</tr>
<tr>
<td>Monday-Sunday</td>
</tr>
<tr>
<td>Monday-Sunday</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Broadcasting Apr 7 1975
Synchronize with the new NEC FS-12 portable frame synchronizer.

Here is the newest of the unbeatable NEC frame synchronizer family... Imagine an NTSC synchronizer that is mounted in a portable case. Consider sporting events and other multiple camera remotes with no system timing requirements... That capability is available now, in the NEC FS-12 Portable Frame Synchronizer.

PLUS — the FS-12 offers a Freeze Frame/Frame Compression option that stores an entire video signal or compresses it to occupy one-fourth of the screen, using a joystick positioner.

The FS-12, as does the network-proven FS-10B, accepts a video input signal from an asynchronous source, stores it in a random access memory and then clocks it out — color-phased to local sync. The entire signal is stored — video, sync, VITS, VIRS — so there is no loss of valuable vertical interval information.

TeleMation is the North American Representative for Nippon Electric Company, Ltd. frame synchronizer products. For complete details about the FS-12 Portable Frame Synchronizer or the standard-size FS-10B, call TeleMation: (801) 487-5399
used directly or adapted for their local markets an array of promotional materials prepared by the Radio Advertising Bureau keyed to the theme, "ita's a Good Time to Buy A New Car Now!"

Though local radio advertising seems to have generated added sales during the rebate period, the pattern in national spot is irregular. CBS Radio Spot Sales, for example, TV's its Detroit office (serv ing automotive accounts overwhelmingly) had its biggest quarter in history. Some national reps reported business was up comfortably while others felt business had lagged from last year's pace.

Television stations, with few exceptions, did not participate in a promotional effort on behalf of new car sales. The rationale by stations, as explained by several of their spokesmen, was that the medium could not justify free spots for one industry and not for other depressed categories. They reasoned, too that television stations are limited in a number vis-a-vis radio stations where opportunities are more plentiful for available time slots.

TV's impact cited at ANA workshop

Lowden describes ITT's success; Otter advises on use of public TV

A corporate-advertising campaign on TV last year succeeded "beyond our most optimistic expectations" in building awareness of International Telephone & Telegraph Co. among the $15,000-and-up people at whom it was aimed, John L. Lowden, ITT director of advertising and sales promotion, told the Association of National Advertisers workshop in New York two weeks ago (BROADCASTING, March 31).

He said consumer familiarity with ITT "has increased steadily during the campaign," using 60-second commercials in a network scatter plan: "Starting with a base of 34% of ITT's target audience who knew the company very well or well at the beginning of the campaign in January 1974, the level of familiarity climbed to 49% in June and to 56% in December." Heavy print respondents showed the greatest awareness of ITT but the heavy TV viewers showed the most favorable attitudes toward the company. The TV campaign not only improved ITT's corporate identity and reputation by a "substantial" margin but it also "is neutralizing the effect of negative news stories" about ITT, Mr. Lowder asserted.

In another workshop speech, Professor Stephen A. Greysier of Harvard Business School urged, "as I did several years ago," that advertisers develop "a barometer of irritation in advertising" to measure dislike of specific ads, "particularly TV commercials."

In a workshop session on underwriting public TV shows, John Otter, staff consultant to WNET-TV New York and former
WELCOME TO THE NAB CONVENTION AND AS A BROADCASTER MYSELF, KTOW, SAND SPRINGS (TULSA, OKLA.) and KTBA-FM, BROKEN ARROW (TULSA, OKLA.) I HOPE YOU HAVE THE BEST CONVENTION EVER. I'M HONORED TO PERFORM FOR YOU AT THE NOON LUNCHEON APRIL 9.

Appearing FRONTIER HOTEL through April 23

Hear Roy's hit new single "You're gonna love yourself (in the morning)" on ABC-Dot Records
sales vice president of NBC-TV, outlined four basic selling points to private corporations. Such programing, he said (1) allows identification with quality programing; (2) offers more chance of reaching other audiences, personages from business, financial, cultural, academic, journalism communities.

**Business Briefs**


Network TV up. Advertising in network television for February rose 9.9% to $186.6 million over February 1974, according to Broadcast Advertisers Reports figures issued by Television Bureau of Advertising. During first two months of 1975, network TV advertisers invested $389.4 million, 9.6% gain over figure for comparable period in 1974.

STP sprees. STP Corp., Fort Lauderdale, Fla., has begun advertising campaign, said to amount to several million dollars and basically in network TV, to promote STP oil treatment. Campaign was developed by firm’s new agency, Tinker, Dodge & Delanto, New York.

New rep firm. Matt O’Gorman, one-time executive with Katz Television, Avo Broadcast Sales, Weed & Co. (Canadian division) has opened own representative firm for print and broadcast. Matt O’Gorman & Associates, 5438 Ironwood Street, Rancho Palos Verdes (Los Angeles) 90274; (213) 378-5126.

New P-I agency. Gibson MarketMakers Inc. has been established as primarily personality marketing agency. Jay Abraham, from J. W. Gibson Co., Indianapolis, is president; Douglas Clark, president of Clark Advertising, Indianapolis, is board chairman and secretary-treasurer. 1800 North Meridian, Suite 300, Indianapolis 46202; (317) 924-1217.

**Programing**

**ABC-TV to move ‘Rookies,’ movies from ‘family’ time**

Rule says rescheduling is in accord with networks’ deal with FCC’s Wiley

Elton Rule, president of the American Broadcasting Companies, last week answered what has been almost a Talmudic question in television circles since networks took the vow to program entertainment suitable for all ages before 9 p.m.: Is The Rookies, on ABC Monday, 8-9 p.m., family viewing fare? Mr. Rule announced that the network would schedule the program no earlier than 9 p.m. when the new season starts in September.

And, he added, ABC intends to delay until after 9 p.m. many of the Wednesday Movie of the Week programs (now 8:30-10 p.m.). The moves, he said, are in line with the agreement by the networks and FCC Chairman Richard Wiley and the provisions proposed for adoption in the TV code of the National Association of Broadcasters to reserve the 7-9 p.m. periods for family viewing.

Mr. Rule, who spoke to the Hollywood Radio and Television Society, also stated that ABC will continue to use advisories on programs containing adult content, even though some people think they are a device to attract attention or to excuse permissiveness.

Mr. Rule said ABC was making its scheduling moves in the knowledge that it could not please everyone. “Sometimes,” he said, “it seems whatever we do is wrong. When we present entertainment for children at 8 p.m., we get mail from parents complaining that 8 p.m. is too late; all the children in the country are in bed at that hour.

“But if we air mature programming at 9, suddenly all the children are up and watching.”

Still, he said, programs must avoid accentuating the already “tremendous groundswell of public reaction to alleged excesses of programming.

To the program producers who were heavily represented in his audience he said: “I recommend that when the time comes for you to create the programs we will be airing next season, we all look at them with a new objectivity to see that taste, discretion and moderation have been the guiding forces.

“That does not mean that adult themes are taboo,” Mr. Rule said. “Often it is the treatment of a subject that is the key to its acceptance. And always it is quality.”

Officials of the company that owns the syndication rights to The Rookies, Worldvision Enterprises Inc., had no comment last week on ABC’s decision to move the program out of family time.

**Saturday morning gets overhaul in new line-up**

All of NBC’s are either new or in new slots; CBS adds two live-action shows; ABC sends in six new cartoon programs

CBS-TV announced its 1975-76 children’s schedule last Tuesday (April 1), adding two-and-a-half hours of new programing and dropping five half-hours. The day before, ABC-TV reported it would cancel six cartoons, add six (five of them new, one a move-over from CBS and shift time periods on four holdovers.

As previously announced (BROADCASTING, March 17), CBS will add four children’s shows, chop off four and shuffle the time periods of the remaining six.

CBS sources reported that the network would be getting away from cartoons somewhat by scheduling two new live-action half-hours—for Out Space Nutz, produced by Sid and Marty Kroftts and starring TV-comedy veterans Chuck McCann and Bob Denver, and Filimation’s Ghost Busters, a slapstick-comedy series with Larry Storch and Forrest Tucker—adding its half-hour Shazam cartoon to 60 minutes with the addition of the live-action The Secrets of Isis. In the cartoon vein, however, Bugs Bunny returns to CBS next season to link up with the Roadrunner in an hour-long animated series produced by Warner Bros.

ABC spokesmen announced that three of its new cartoons will be produced by Hanna-Barbera: The Great Grape Ape, Speed Buggy and The New Tom and Jerry Show. ABC’s three other new cartoons are DePatie-Freleng’s The Odd Bal Couple, Filmination’s Uncle Croc’s Block and Krofft Productions’ The Lost Saucer. The shows ABC will cancel are: Yogi: Gang, Bugs Bunny, Lassie’s Rescue Rangers, Super Friends, Kong 70,000B.C. and Groober and the Ghost Chasers.

Time-period shifts will be doled out to: Hong Kong Phooey, The New Adventures of Gilligan, Devlin and These Are the Days.

The three-network Saturday-morning children’s schedule reads as follows:

ABC: 8, Hong Kong Phooey; 8:30 New Tom and Jerry Show; 9, Grea.
"Whose equipment did I look at when I was spec’ing recorder/reproducers? Everyone’s.

Whose equipment did I buy? Electro Sound’s ES-505."

As chief engineer for one of the nation's oldest and most respected stations, Dave Finley's primary concern is quality — both in equipment and over-the-air product.

Here's what Dave told us about the ES-505:

"My business is to compare equipment. When we had an opportunity to use an ES-505 against two XXXXXX's* in our production room, I was very, very impressed — not only with the machine's quality of reproduction, but with its ease of operation and unique features.

"Our particular application for the four-track ES-505 is in radio production, where recording with a great deal of creativity in mixing is needed. If there's a lot of editing involved, the third reel offered on the ES-505 is an especially nice concept.

"The emitter follower on the playback head to minimize noise and hum vulnerability is an unusually clever idea. In fact, it's one that's been long overdue in the industry.

"Some exceptional human engineering went into the ES-505. It's not only well built and simple to maintain, but it's completely operator-oriented. For instance, the disappearing head gate which makes for easy editing and head cleaning; and the built-in test oscillator which speeds and simplifies calibration.

"A definite plus is Electro Sound's replaceable capstan idler, which allows you to instantly change the tire and not the entire assembly. We used to spend $35 for replacement assemblies on our previous machines. Now we only pay $8.50 for a spare tire.

"All in all, the ES-505 is a highly professional recorder/reproducer with a very competitive price tag that makes it a most important addition to our production facility."

That's what the man said. He looked. He compared. He bought. We rest our case.

But don't rest yours. Call or write us today for complete details on the ES-505 and Electro Sound's other professional broadcast products.

*competitive brand name on request.

See us at NAB in Las Vegas — booth #1007
Executive Recruitment

As consultants to management on executive recruitment, we maintain a confidential resume library for our radio, television and cable TV clients.

Send your resume and requirements today! Present and past employers will not be contacted without your permission.

No obligation. All replies answered.

Check area of interest

☐ RADIO
☐ TELEVISION
☐ CABLE TV

☐ EAST COAST
☐ NORTHEAST
☐ SOUTHEAST
☐ MIDWEST
☐ WEST COAST
☐ NORTHWEST
☐ SOUTHWEST

MARKET SIZE
☐ UP TO 50,000
☐ UP TO 200,000
☐ UP TO 350,000
☐ TOP 100 MARKET
☐ TOP 50 MARKET
☐ TOP 25 MARKET
☐ TOP 10 MARKET

Name
Address
City & State
Income Desired:

Ron Curtis & Company
O’Hare Plaza, 3725 East River Road
Chicago, Illinois 60631
(312) 693-6171

COMPANY INQUIRIES INVITED.


CBS: 8, Pebbles and Bam Bam; 8:30, Bugs Bunny-Roadrunner Show; 9:30, Scooby-Doo; 10, Shazam-Isis Hour; 11, Far Out Space Nuts; 11:30 Ghost Busters; 12, Harlem Globetrotters Popcorn Machine; 12:30, Pat Albert and the Cosby Kids; 1-2, Children’s Film Festival.

NBC: 8, Emergency +4; 8:30, Sigmund; 9, Secret Life of Walter Kitty; 9:30, Pink Panther; 10, Land of the Lost; 10:30, Run, Joe, Run; 11, Beyond the Planet of the Apes; 11:30, Westwind; 12, Josie and the Pussycats; 12:30-1, Go! USA.

In addition, on Sunday morning, ABC will program three half-hours: Devlin at 10:30, These Are the Days at 11 and Make a Wish at 11:30. CBS’s two Sunday morning half-hours are Valley of the Dinosaurs at 9 and The Hudson Brothers Razzle Dazzle Comedy Show at 9:30. NBC will not be offering any network programming on Sunday mornings.

50 to take ‘New Yorker’ tapes

Sources at Cinema/Sound Ltd., a New York-based production workshop heavily involved in taping radio talk shows, report that more than 50 stations have already signed for two-and-a-half-hour tapes saluting the 50th anniversary of The New Yorker magazine, which will be aired later this month. Heywood Hale Brown will narrate the tribute, and selections from the work of such New Yorker contributors as James Thurber, Robert Benchley and H.L. Mencken will be read by a number of actors that include Dustin Hoffman, Charlton Heston and Jack Lemmon. The Mobil Oil Corp. is picking up the tab for the show.

Cinema/Sound also reported that 50 radio stations are now carrying the weekly First Edition, a series of interviews with recently published authors, with Mr. Brown as host and sponsored by the Literary Guild. Among the stations are work (AM) New York, KUSC (FM) Los Angeles and WNIB (FM) Chicago.

The company said that 20 radio stations are also carrying the five-nights-a-week half-hour Mobil Oil-sponsored In Conversation series, which features hosts such as Nat Hentoff, the journalist-author, and Arthur Knight, the movie reviewer, and guests such as Clint Eastwood, Senator Lowell Weicker (R-Conn.) and Dr. Margaret Mead.

Writers Guild hands out prizes to best in TV and motion pictures

Majority of awards fall to CBS; ABC comes in second and PBS picks up one for radio

TV and motion picture writers were honored by their peers last week at the annual awards ceremony of the Writers Guild of America in both Los Angeles and New York.

Writers for programs that were broadcast on CBS garnered most of the awards, seven in television and one in radio; ABC writers got two and NBC writers one in the television categories. Public Broadcasting Service writers received one in radio.

Television winners:

Best original anthology script—Joel Oliansky, “The Law” (story by William Sackheim and Joel Oliansky), NBC; best anthology adapted from another source—Tracy Keenan Wynn, “The Autobiography of Miss Jane Pittman” (novel by Ernest J. Gaines), CBS; best variety script—Ed Simmons, Gary Belkin, Roger Beatty, Arnie Kogen, Bill Richmond, Gene Perret, Rudy DeLuxe, Barry Levinson, Dick Clark, Jenna McMahon, Barry Harman, The Carol Burnett Show (with Carl Reiner and Ken Berry), CBS.


By-product. Use of portable minicams for live electronic news coverage has had spinoff at KSTP-TV Minneapolis-St. Paul, where station goes live for I.D.’s from historic points in Twin Cities area. Off-the-screen picture (f) was taken simultaneously with shooting the scene (l) at capitol building, St. Paul.
For TV Sound at its very best...

Audio Designs NEW TV 32
Broadcast Production Console

Stringent electronic specifications
Flexibility for expansion

ADM's all-new TV 32 Consoles are engineered to meet the most exacting requirements for television production. They are modular, multi-input (up to 32) by 4 submaster busses, TV Studio and Production Center units that will professionally handle any program material in large or small stations.

These full-featured, floor standing consoles incorporate the latest audio production philosophies into broadcast parameters. They are skilfully engineered to provide the professional broadcaster with the most demanded features. TV 32 Series Consoles offer exceptional flexibility for future expansion by plugging in additional modular components. Chances are one of our "stock" units will meet your requirements. If not we will be glad to design a custom console tailored to your exact needs.

ADM is a leading producer of highest quality professional audio consoles. Our key people have had impressive studio broadcast experience, and all of their expertise has been applied to our consoles.

An all-inclusive 5-Year Warranty covers parts and labor, and back-up technical assistance is always available from the factory. Write for Technical Brochure detailing all of the important features of ADM consoles.
The best of public radio

The programing efforts of 10 public radio stations were honored in Washington during the fifth annual Public Radio Conference.

WMHT-FM Schenectady, N.Y., was cited in the best local radio program and best cultural documentary categories for its The Celestial Country, a tribute to American composer Charles Ives. WGBH-FM Boston won the most innovative and the special interest program awards for "Brother Blue: Miss Wunderlich Story," part of its Spider's Web series.


The awards were sponsored by the Corporation for Public Broadcasting.

Carson sues Paramount

Johnny Carson, host of NBC's Tonight Show, has filed a $33-million lawsuit against Paramount Pictures and its chairman, Barry Diller. Mr. Carson alleged that Paramount has breached a 1973 contract to establish Carson-Paramount Productions Inc. to produce TV specials and films, and in which he was to be chairman reportedly at $250,000 a year. The complaint, filed in the state superior court in Santa Monica, Calif., claimed that Paramount refused to pay him after the first year, cut other executive salaries and reduced funding, although the agreement called for a three-year period.

Program Briefs

Residuals. Screen Actors Guild collected more than $4.8 million in total residuals payments for its members in first quarter of fiscal 1975, that ended Feb. 28. Exact total was $4,869,553, of which $2,865,621 came from domestic TV programs, $1,351,376 from foreign broadcasts of TV shows, and $1,200,076 from theatrical motion pictures released to broadcast TV. Residuals in same quarter last year totaled $3,140,828, with $1,536,732 from domestic TV, $151,454 from foreign broadcasts of TV shows, and $176,229 from movies released to broadcast TV.

Weekend strengthening. NBC Radio has revised and expanded its weekends shows, Update and Weekend Sports. Beginning May 10, former show's title will be changed to Update: People and will focus on life styles of personalities making news. It will be lengthened to five minutes and be broadcast six times, all on Saturday. Weekend Sports will also be expanded to five minutes, and will be broadcast five times on Saturday, eight times on Sunday.

Sound judgments. Motion Picture Sound Editors Golden Reel Awards went to Columbia Pictures Television in all three TV categories at ceremonies March 29 in Los Angeles. Best TV dialog editing honors went to QB VII (ABC); best TV sound effects editing award went to "Captain Hook" segment of Police Story (NBC), and best TV special sound effects editing went to both QB VII and Universal's Rockford Files (NBC).

Correction. "Summer of '42," movie whose TV network showing was cited in FCC dispatches for number of mail complaints it drew, was on ABC-TV, not NBC-TV, as reported in Broadcasting, March 31.

'Damnable' problems were part of the game—Haldeman

In controversial CBS News interview, former Nixon major domo touched on efforts of that administration to put squeeze on Post-Newsweek by backing challenges to its stations

Former White House chief of staff H. R. Haldeman, in the second part of his interview with Mike Wallace of CBS News, made an effort to justify the Nixon administration's backing of challenges to Post-Newsweek television licenses.

Mr. Haldeman claimed that President Nixon's threatening those stations with "damnable, damnable problems" was, in Mr. Haldeman's words, "just talked about," claiming that there were no real intentions to challenge those licenses received. (Both they both have not been renewed; a challenge remains against Post-Newsweek's WJXT Jacksonville, Fla. [BROADCASTING, Jan. 27].)

His rationale for such challenges was a "a way to frustrate them...and售 it toward what is viewed by many, many millions of people as a biased attitude as far as the press is concerned. And it gets to the point where there is a desire to try to counterbalance that." A license challenge then results, in Mr. Haldeman's view, "in the hope that you can gain a license to get on with a viewpoint that is more conducive to what we believe is right rather than to what they believe is right."

In response to Mr. Wallace's remark that such challenges may result in massive costs of money and time to stations involved, Mr. Haldeman said, "The procedure is set up for license challenges There is nothing that is going to prevent another license. That's why they're subject to periodic renewal." Mr. Haldeman did however, seem to balk at the use of pressures beyond license challenges that might have been implied by "damnable, damnable problems."

There was also a curious exchange between Mr. Wallace and Mr. Haldeman in...
A memo about satellite receive-only ground stations.

From: The experts.

You may be about to invest in a TV satellite receiving ground station.

We have extensive experience and expertise in this field.
So there's no point in being subtle here. We feel we are uniquely qualified to produce these receiving stations for you, and we would like to tell you why.

Scientific Atlanta has been engaged in the research, development and manufacture of advanced communications systems since way back in the early Fifties. We have been a major supplier of antenna and receiving systems since the very first communications satellites were orbited. We are the only company with our own network of receive-only service centers throughout the United States. And now our Scientific Atlanta systems are in operation all over the world--literally hundreds of them.

But we haven't earned our reputation by simply producing this equipment. Many of the innovations in satellite communications have been ours. In 1972, for example, we developed the first transportable "receive only" ground station for US domestic TV satellite use. And we developed and delivered it in less than 90 days.

We tell you all this to give you an idea of our qualifications. But even though our credentials are excellent, there is a better way to evaluate us. Talk to the people we've already developed systems for. They will tell you that we are the experts when it comes to satellite ground stations for video, voice and data. Or talk to us--call Howard Crispin, Vice President, Scientific-Atlanta, Inc., 3845 Pleasantdale Road, Atlanta, Georgia 30340. (404) 449-2000.
which Mr. Haldeman claimed that the former Vice President and networks critic, Spiro Agnew, once considered television as a career. Mr. Haldeman said near the end of the first term, Mr. Agnew considered resignation; "he had an interest in moving on to other things. He had an interest in going into your business as a matter of fact." "Television?" queried Mr. Wallace, "Yes," answered Mr. Haldeman. The subject was dropped then.

AP Broadcasters establishes new journalism award honoring Bob Eunson

Formal announcement was made last week of a new award in broadcast journalism to carry the name of Robert Eunson, vice president and assistant general manager of ABC's Washington bureau. The award, known as the Associated Press Broadcasters of the Year Award, will be given in recognition of "outstanding achievement in broadcast journalism." The award will be presented at the annual APC dinner on Tuesday, April 15, at New York's Biltmore hotel.

Missouri medalists. Two of seven winners of 1975 Missouri Honor Awards for distinguished service in journalism, from University of Missouri School of Journalism, are in broadcasting. They are: Edwin Newman, NBC correspondent, and Robert Hyland, regional VP for CBS Radio in St. Louis. Other winners: Sylvia Porter, newspaper columnist; St. Louis Post-Dispatch; S. News- Enterprise Association, and Mars- ter Inc. advertising agency, in conjunction with Burson-Masteller, PR firm. Awards, initiated in 1930, are for excellence over length of time, rather than single achievements.

Dial-a-Nessen. For the price of a telephone call, broadcasters and newspapers around the country can have their own man in the White House newsroom. The White House has begun making available on a daily basis recorded telephone reports on President Ford's daily schedule, as well as notices of scheduled White House news briefings, short summaries of the most recent briefings and information concerning the press traveling with the President. The new service, however, will not provide a complete substitute for live coverage. White House News Secretary Ronald Nessen said the office will continue to provide reporters with additional information. The number to call for the recorded information is 202-456-2333.

It was news, not libel. New York State Supreme Court judge has dismissed libel suit against WCBS-TV New York and one of its reporters, John Stossel, and former New York City Commissioner for Consumer Affairs Betty Furness. Suit had been brought by Commercial Programming Unlimited, New York computer training school, subject of WCBS-TV reports in December 1973 and August 1974. Firm has occasioned numerous complaints to city's consumer bureau and has received formal Federal Trade Commission complaint for its advertisment practices and training programs. Judgment entered in favor of free electronic press in announcing ruling.

Perils of journalism. Doors have been ordered locked during live newscasts at KTRK-TV Lufkin, Tex., following March 23 slipsticker interruption by two men wearing ski masks who slapped two pie in face of anchorman Robert Brashaw.

Eunson

12 OPC honors go to broadcasters

Twelve awards or citations will go to network news broadcasters or organizations from the Overseas Press Club of America in its annual recognition of excellence in foreign affairs reporting. Five of those honors went to ABC, including awards for best spot radio news reporting from abroad (ABC Radio News, "team effort"); best radio documentary on foreign affairs (Ted Koppel, ABC Radio News Update); best TV spot news reporting from abroad (Lou Cioffi, ABC-TV News); a citation for best radio documentary on foreign affairs (Frank Mariano, ABC Radio News Update); and a Madeline Dane Ross Award for international reporting on contributions to humanity (George Watson, ABC-TV News).

NBC News was cited four times, including awards for best radio interpretation of foreign affairs (John Chancellor, NBC Radio), for best TV interpretation of foreign affairs (John Palmer, Tom Bradby and Liz Trotta, NBC News Nightly News) and citations for best TV spot news reporting from abroad (Garrick Utley, NBC-TV) and a Ross Award to Robert Northshield, Len Gionvanni and Mr. Chancellor.

CBS won one award, best TV documentary on foreign affairs (Bill McLaughlin, CBS News), and two citations, best TV interpretation of foreign affairs (Dan Rather, CBS News) and best radio interpretation of foreign affairs (Marvin Kalb, CBS First Line Report).

The awards will be presented at the annual OPC dinner on Tuesday, April 15, at New York's Biltmore hotel.

broadcasting Apr 7 1975
Citizen groups seek second concession in '77 compliance issue

They ask access to financial reports of cable operators to discuss whether they can afford expansion present rule mandates.

The National Black Media Coalition and the Philadelphia Community Coalition won three weeks more time in which to file comments at the FCC on whether or not to postpone the March 31, 1977, deadline for major-market cable systems to comply with FCC rebuild standards.

Following the commission's reinstatement of the April 7 due date for comments, NBMC filed a Freedom of Information Act request to see the 1973 and 1974 annual financial reports of all major market cable systems.

NBMC said that until now all claims of financial figures have been premised on figures that the cable industry itself has computed. Citizen groups cannot accept or rebut the cable industry's representations if they are denied access to the financial reports.

The original April 7 comments deadline had been moved up to March 17, according to the commission, because of 11 multiple system operators, who argued that an expedited comment schedule was necessary in view of the present economic burdens on the cable industry and the nearness of the compliance date. Furthermore, the commission said, it hoped to emphasize the "very narrow nature of the inquiry, which is limited to the amount of capital required for cable systems to comply with rebuild standards and the availability of such capital in the market place."

NBMC and PCCC answered that any dollar consideration must be balanced against public-interest concerns. The earlier deadline, they added, had foreclosed this possibility.

Seeking strength in numbers

The National Cable Television Association and three multiple system operators have filed a motion to consolidate their respective cases, now pending before the U.S. Court of Appeals in Washington, which seek review of the FCC's new fee schedule (Broadcasting, Feb. 10).

The request for consolidation comes after the NCTA had opposed the FCC's move to have the cable association's petition for review lumped together with noncable petitioners also seeking review of the fee schedule. NCTA objected to such a consolidation on the ground that combining its petition, which seeks only review of CATV annual fees, with others that dealt with the entire fee schedule would lend to "confusion, delay and inequity."

Subsequently, the court accepted petitions for review of the schedule filed by Lamb Communications, Liberty Com-

Cable Briefs

No merger. Comsat Corp., Bala Cynwyd, Pa., and Vikoa Inc., New York, have called off possible merger (Broadcasting, Aug. 5, 1974). Sale of certain Vikoa CATV systems to Comcast is still being discussed.

Pending approval. Cable TV of Acadia Inc., subsidiary of Wometco Communications, Miami, received franchise to build and operate CATV system for Eunice, La. System is to be operational by yearend, contingent on FCC approval.

Incident in Ithaca. Home Box Office, Madison Square Garden Center Inc. and Cerecche Television Corp., operators of cable-TV systems in Ithaca, N.Y., jointly announced civil suit against two men who they say have been installing remote-control devices that allow Ithaca TV-set owners to pull in pay channel without compensating Cerecche. Theft-of-service suit seeks restraining injunction and damages against Gary Loomis and Richard Henry of Veraxon Industries, Ithaca, N.Y. Complainants said no legal action would be taken against Veraxon's customers.

N.Y. commission adds refinements to rules for financial reports

The New York State Commission on Cable Television has amended the financial reporting requirements for cable systems which it adopted last fall. At that time, the commission sought a uniform base for reporting by cable systems that would be more easily understood by state officials and public interest groups.

The amendments are the product of an agreement between the commission and the New York State Cable Television Association, whose members complained that some of the original requirements were unnecessary or burdensome.

Cable companies, under the amended rules, may make their reports on a fiscal-year rather than a calendar-year base, thus eliminating need for conversion by some operators.

Another change is the elimination of certain fixed asset subaccounts (for example: amplifiers, head-end, tower equipment and trunk-distribution facilities), which many small- and medium-market cable operators claimed were more burdensome than beneficial. Nevertheless, the amended rules specify that a plant and equipment ledger must be maintained in enough detail to derive a depreciation formula and to satisfy the "informational needs" of government agencies.

A third adjustment deals with the depreciation of experimental channels and Summit Communications and the FCC did not seek to consolidate with the others. Since both cases represent an appeal limited to the legality of the CATV annual fee alone, NCTA and the Lamb group submitted, that in the interest of "appropriate expenditure and economy" the two cases be consolidated.

FM DRY LOADS

DPTC-10KFM

Specifications:

Model DPTC-10KFM
Power Rating: 10,000 watts
Duty: Continuous
Frequency: 85-110 MHz
VSWR: 1.2:1
Weight: 37 pounds
Connector: 3/8 standard
Finish: Light Grey
Power Required: 110VAC 50/60Hz Std.
Ambient Temp. Range: 40° to 52°C
Dimensions: 38 h x 11 d x 16 w.

The new Electro Impulse Dry FM Band Termination will save the costs of water or expensive installations for other types of Loads.

Consisting of a practically indestructible resistive element in a stream of forced ambient air, the DPTC-10KFM will operate silently for just a few pennies a year... and we guarantee it for 2!

APPLICATION: Highly dependable Termination for FM Transmitters. Requires only 110 VAC, 30 watts power.

UNIQUE WARRANTY

"This Termination is Unconditionally Guaranteed against defects in parts or workmanship for a period of 25 months, provided it is operated within recommended parameters."

Electro IMPULSE, INC.

116 CHESTNUT STREET
RED BANK, N.J. 07701
PHONE: 201-741-0404
amortization of cable hardware. Cable operators noted that the previous rules, which required equipment costs to be written off over the life of either the asset or the franchise, did not allow enough time and distorted operating results. Now, such costs can be amortized over a set time period as accepted under general accounting principles.

A fourth change in the rules allows cable owners to capitalize on the interest related to major borrowings, which have been undertaken in connection with construction work in progress. Previously, only interest directly associated with a particular construction project was to be reported.

The reporting requirements and exact forms for cable companies depend on the gross annual revenues. Those having revenues in excess of $150,000 would fill out more detailed reports than those with smaller revenues.

Annual reports must be filed within 90 days of the close of the company's fiscal year. Furthermore, those companies whose last fiscal year closed since last Dec. 31, are allowed until the end of June to submit their first report. No reports are required for any fiscal year which ended before Dec. 31, 1974.

**Minnesota encourages area-wide systems**

The Minnesota Cable Communications Commission has adopted rules to establish cable service "territories" to encourage municipalities to develop joint or common franchises. The rules, approved by the state attorney general, require that before any franchise proceeding begins, a cable service territory must be designated by the municipalities interested in securing cable service. Approval of the territory must be obtained from the state commission.

The municipality that initiates the request for territory approval must first confer with all contiguous towns to make its intentions known and to discuss the feasibility of a multimunicipality district.

Robert J. McDonald, executive director of the Minnesota Cable Commission, said by encouraging joint franchises, the rules should increase the practicability for a cable operator to offer service at "higher quality level" and a lower average cost.

---

**Equation & Engineering**

**Final chapter may be written on CBS Labs**

Thomson-CSF, a French firm, buys labs' professional products wing; de-emphasis of government work set

CBS Laboratories, whose accomplishments over the years have ranged from the eminent success of the LP record to the eminently less successful electronic video recording (EVR), may be close to closing.

CBS President Arthur Taylor announced last week that the labs' professional products department was being acquired by Thomson-CSF, a leading French electronics company, and that CBS also plans to de-emphasize government research and development and concentrate on CBS's own technological interests in broadcasting, recording and related areas. Other sources said discussions looking toward the sale of activities related to government contracts were already under way with Calspan Corp., a scientific research and development company.

Mr. Taylor said the CBS Labs' facilities at Stamford, Conn., will continue to be the focal point of CBS's remaining research activities under the overall responsibility of Harry E. Smith, CBS vice president, technology.

The department being acquired by Thomson-CSF encompasses the labs' broadcast equipment lines including audio and video gear, Vidifont and switching and other equipment. Thomson is also acquiring Renville H. McMann Jr., president of CBS Labs, who will leave that post to become president of Thomson-CSF Laboratories Inc., as the new Thomson subsidiary will be known.

Mr. McMann's scheduled departure lent support to speculation that CBS Labs' ultimately remaining research activities might as easily be conducted under some other corporate umbrella—and CBS Labs folded as a separate entity—as under the present setup.

Thomson-CSF officials said their acquisition was intended both to expand their product line in the U.S. and to let broadcasters know that "we're very serious about the U.S. market." They said the CBS Labs products would complement their own and would be exported as well as sold in this country.

Both they and CBS authorities declined to say how much Thomson is paying. CBS Labs as a whole has not been regarded as a significant profit center for CBS and there have been intermittent reports that it loses money, but sources here last week indicated it is at least breaking even.

Thomson-CSF, whose factories in France produce a complete line of broadcast products, marketed black-and-white cameras in the U.S. several years ago and recently sold last year a color camera, the TTV 1515, of which more than 300 have been sold, according to company officials. Among major buyers in this country: CBS. And the CBS Laboratories exhibit at the NAB convention this week is due to display a sign: "Soon to be Thomson-CSF Laboratories Inc."

---

**NPR sets goal of switching over to satellite distribution**

Public radio network determines it would rather go to cash than by AT&T landlines; it demonstrates possibilities

National Public Radio has embarked on a program to convert its 176-member network to satellite distribution.

The kickoff came two weeks ago during the Public Radio Conference in Washington, where NPR station members were treated to the first domestic satellite transmission of stereophonic radio programing. The demonstration program was provided by RCA's Global Communications division and included a 45-minute musical program originated from RCA's Valley Forge, Pa., ground station, beamed to the Anik II satellite and back to a receiver terminal atop NPR's facilities in Washington.

The demonstration was designed to get the message to NPR station members that satellite communications is feasible and that it should be adopted as soon as each station's board of directors gives approval, said George Geesey, NPR director of operations and program administration.

"Stereo satellite transmission—a must for NPR affiliates, most of which are FM's and broadcast in stereo—had to be demonstrated successfully, noted Mr. Geesey, before its practicality would be recognized by NPR's membership."

With that obstacle out of the way, Mr. Geesey forecasts that the conversion to satellite communications might be accomplished within two to three years for at least 25 of NPR's 176 station affiliates.

Mr. Geesey estimates that ground receiving terminals will run approximately $15,000 per station for equipment and installation. Transmitter capacity for each station, another part of NPR's goal in order to better realize its "decentralized programing" mandate, would mean another $10,12,000 per station.

But in the long term, Mr. Geesey be
believes, satellite communications will result in an over-all savings. Once the entire network is equipped with satellite receiving capability, he said, the yearly rental for satellite equipment should be “cheaper” than the currently employed monaural AT&T long lines. At present, NPR pays AT&T approximately $500,000 annually for installation of its interactive cable and sends an additional $100,000 every year for tape duplication and mailing of stereo programs.

Aside from long-range cost benefits, Mr. Geesey outlined various technical advantages he sees in satellite communications. Two-way communications, whereby the bulk of NPR's programming can originate from each local area rather than the larger production centers of New York or Washington is a chief benefit, he said. Six channel capability will enable NPR to feed various programs simultaneously. And live programming will become more attractive to member stations, Mr. Geesey explained, once such programming can be received in stereo.

Are fiber optics in CATV’s future?  
Optimistic report to NCTA boosts their feasibility as replacement for conventional coaxial cable

Developmental work on fiber optics has moved so fast and so far that tests in one or more operating CATV systems may start as early as next year.

That forecast came last week from Joseph L. Stern, widely known engineer whose strongly upbeat fiber-optics report to the board of the National Cable Television Association earlier this year has lately begun to leak out and is generating excitement among cable TV operators.

Fiber optics carry audio and video via light waves in glass or plastic-coated glass fiber that experts believe will be much more efficient, more versatile and less expensive than conventional coaxial cable. Its use in consumer applications had been considered fairly remote, however.

Several factors have brought it much closer, Mr. Stern said last week, underscoring the theme of his message to the NCTA board last February. “Fiber optics are coming—faster than people thought,” he said. “Cable people should begin to take fiber into consideration in their planning.”

The feasibility of encasing four fibers in one sheath less than half an inch in diameter but with four times a conventional cable's capacity has been demonstrated, Mr. Stern said.

The fibers, drawn from glass in thicknesses between one-thousandth and one-tenth of an inch, are used in place of copper at the center of conventional cables. They are said to need no electrical shielding, and the glass and cushion around the fiber are such that the cable could be self-supporting.

Among recent developments, according to Mr. Stern, are advances in analogue as opposed to more complicated digital transmission, and development of inexpensive repeaters, splicing techniques, a simple device to hook into the TV set and prototype work on a switching system that may make it possible for individual subscribers to dial up the programs or services they want from a central “bank.”

Companies at work on fiber optics include Bell Laboratories, International Business Machines, International Telephone & Telegraph and General Electric.

Mr. Stern told the NCTA board he knew of three telephone companies that plan to test the use of fiber in parts of their systems as early as next year. He won’t identify the systems except to say they are “small independent telephone companies.” (He also notes that they will still have to retain the copper to make the telephones ring, because fiber carries little energy, but he regards this as a temporary problem.)

Asked when he thought fiber would be tested in an operating cable system, he said he knew several operators were keeping tabs on developments and “I’d guess there’d be some test cable—perhaps in piecing or in extension of a trunk—next year.” But, he added as a general caveat, fiber “doesn’t mean we’ll replace what’s up there now: just new uses, new services.”

Mr. Stern is himself in transition, having resigned as vice president and director of engineering for Goldmark Communications Corp. to form his own telecommunications consulting company, concentrating initially on CATV, telephone and data services. He held key engineering posts with CBS in more than two decades before helping to form Goldmark Communications in 1972. He is currently chairman of a panel advising FCC on future uses of fiber optic uses—and also is shopping for New York offices for his new consulting firm.

Technical Briefs

Stronger signal. WRCO TV Atlanta (ch. 17) has installed 2,224 kw Harris-Intertype transmitter. Power increase should extend city zone contour to 40 mile radial and outer coverage or grade B contour should extend 1,056 miles from downtown Atlanta. Station formerly operated with a 1,038 kw. Transmitter, developed by Gates division. Harris Intertype Corp., uses redundant visual amplifiers that require less than one watt drive-power to develop full-power output. Price: $500,000.

$700,000 order. RCA Corp. reports sale to American Forces Radio and Television Network of RCA color TV cameras, film originating system and other equipment valued at about $700,000. They will be installed in network's program production center in Frankfort, Germany, for use in bringing news and entertainment programs to American forces stationed in that country.

To handle CSI hardware. Broadcast Communications Industries, Philadelphia, has signed exclusive sales representation contract with CSI Electronics Inc., Cinnaminson, N.J., manufacturer of AM and FM transmitters and audio consoles.

Music

Top 40 goes Cosmic

Increase in album-cut play marks trend toward progressive FM sound in AM radio

The movement of progressive radio stations toward a more commercial sound (BROADCASTING, Nov. 25, 1974) is apparently not down a one-way street: Chaos-musical styles and improving record promotion are making top-40 radio, long a bastion of commercial sounds, move closer to progressive radio.

Twenty-five singles on the “Playlist” are by artists whose successes (at least in recent years) have come through album sales and album airplay on FM rock or progressive stations. One year ago, the chart showed only 12 such songs listed, and only one—Rick Derringer’s “Rock and Roll Hoochie Koo”—was in the top 20. The current number gained by Linda Ronstadt and the Doobie Brothers, performers with past single hits, but most strongly identified with album play and sales, seem to confirm that a change has taken place.

Programming heads at key contemporary outlets have taken notice. “Album artists are more important now,” said Bryan McIntyre of WCOL (AM) Columbus, Ohio, who finds himself taking cues more and more from telephone requests at WCOL’s co-owned FM counterpart. WCOL’s only album-cut programming features selected pieces from immediate hits, such as Led Zeppelin’s “Physical Graffiti” or the new soundtrack from Tommy, but a new single is more likely to receive early attention at the station if it has previously been well received by the FM audience.

Bill Tanner, group program director for the Heftel stations and for WKTQ (AM) Pittsburgh, feels that improved communication with record labels is somewhat responsible for the trend. “One of the major stumbling blocks to the never ending radio records debate has been that record people don’t give us enough factual information on their singles. Now, certain companies are giving us better factual information on crossovers from progressive—and from MOR and country.” He sees more and more stations moving toward what he terms “cosmic” top 40—more progressive—in order to survive. “Top 40 is very concerned about losing the 16-plus male listener to progressive radio. At 25, maybe he’ll turn to a news station or MOR, and then you’ve lost him forever.”

Another element in the trend is the increasing realization on the part of many record labels of the promotional value, for album artists, of a hit single. “Most people view the single as a three-minute free ad for their artist or album,” said John Leader, music director at WQUB (AM) Atlanta. “There’s nothing like a Top 40 hit to give your artist exposure.” Mr. Leader finds an increasing sophistication in the music he programs and in the audience he programs for, and sees top
40's role in the process as one of gradually introducing its audience to new things, a few at a time so as not to lose audience interest. And for his own needs in programming a contemporary station, most progressive singles provide him with "up records, when there aren't many up records around."

One of the record labels most often mentioned as benefitting from the progressive trend is Warner Brothers (Broadcasting, March 3), whose Black Water by the Doobie Brothers Mr. Tanner called "one of the best things to happen to top 40 in a long time," citing its unique sound and unusually broad demographic appeal. Warner Brothers' Leo Sayer was often mentioned by programmers as exemplifying the progressive artists now making it in pop, but almost every label can boast its own example. Among them A&M's Joe Cocker, Elektra's Queen, United Artists' Electric Light Orchestra, Shelter's Phoebe Snow, ABC/Anchor's Ace, and Mercury/Vergo's Kraftwerk.

The progressive stamp is not necessary enough to guarantee a hit, however. CBS/Epic has had enormous success in several formats with Minnie Riperton, who received her first exposure on progressive stations, but one of CBS's most solid hitmakers, Chicago, has apparently missed the mark at many stations with Harry Truman, a detour from the group's brassy commercial successes.

Nor is the trend limited to singles aimed principally at white audiences. Several R&B/jazz groups are following the trail blazing by Stevie Wonder, the O'Jays, and others, in bringing progressive black music to pop stations. Principal exponents of the style now on the "Playlist" include Labelle, Earth Wind & Fire, and the Blackbyrds.

The spirit of progressive-oriented music being recorded may have something to do with some of it finally being heard on top 40. "There's more of us now," said Warner Brothers' Bob Merlis. "I never thought that top 40 had it in' for progressive artists." He does, however, admit that the road has been a long one. "It's taken us about five years to get where we are now," he said, and notes that singles sales of progressive artists are bouncing back from last year's vinyl shortage along with the rest of the industry.

If top 40 stations are then, listening more closely to the work of progressive artists, those artists are accommodating themselves to what those stations want to hear. Part of the record companies' increased awareness of radio's needs has been a willingness to have their artists create at least one song per album that can be worked at top-40 stations. Thus, what the audience hears may not be a group's progressive work, but is often rather an invitation to learn more through the purchase of an album. And if record sales of various artists before and after their first single hits are any indication, those invitations are often tempting.

The best classical sound
in Slayton, Minn. is put out by an AEL FM-25KD Stereo Transmitter

Just ask KRSW

AEL stereo transmitters always send the very best.
FM: 2,500, 15,000, 25,000, 50,000 watts.
AM: 5,000, 10,000, 50,000 watts.

Call or Write:
American Electronic Laboratories, Inc.
P.O. Box 552, Lansdale, PA 19446
Tel: 215/822-2849 TWX: 311/661-076
See us at Booth 404 North—NAB Convention

Tracking the 'Playlist.' Olivia Newton-John's Have You Never Been Mellow this week equals the longevity of the top spot on the "Playlist" of her I Honestly Love You, with its fifth week at number one. Elton John's Philadelphia Freedom is still gaining at five, in a week marked by his first appearance on the syndicated TV show, Soul Train. The big gainer in the top 20 is Sammy John's Chevy Van, now breaking strongly into the major markets and bolted at 10. Tony Orlando & Dawn, B.J. Thomas, Barry White, and the Ozark Mountain Daredevils are also moving rapidly within the top 20. Barry Manilow's disco hit, It's a Miracle, is bolted at 23, with Al Green's L-O-V-E (Love) also gaining at 24. Please Mr. Postman seems to have re-established the Carpenters with pop stations; Only Yesterday, the follow-up to that hit, is at 26 in its second week. Ace is making a strong bid for sleeper of the year honors—How Long continues to rise at 27. Earth, Wind & Fire are experiencing their first crossover success with Shining Star, and another progresssive soul group, the Blackbyrds, are also making first chart progress with Walking In Rhythm. Freddy Fender's Before the Next Teardrop Falls continues to look like the biggest country crossover hit of 1975 (with Jessi Colter's I'm Not Lisa also beginning to cross). Nell Sedaka's Immigrant enjoys another strong week, at 55; and Michael Murphey's Wildfire, at 65, seems likely to continue what has been a very successful winter and spring for Epic. Strongest among new additions to the chart is Herbie Mann's Hulack, which takes additions in New York and Boston to a debut at 39 on the "Playlist." Don't Tell Me Goodnight, bolted at 61, is Lobo's biggest hit in over a year. Two English bands begin to receive their first American pop acceptance, with Pilot's Magic and Supertramp's Bloody Well Right entering at 66 and 67 respectively. Major Harris's Love Won't Let Me Wait is breaking strongly out of Philadelphia and appears at 68. Paul Whiting's Last Farewell (70), Jim Gilstrap's Swing Your Daddy (72) and Loggins & Messina's Growin' also make their first chart appearances.
These are the top songs in all-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears.[(1)] This indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Week</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist-Label</th>
<th>Rank by dept. (6-10)</th>
<th>1  2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Have You Never Been Mellow (3:28)</td>
<td>Olivia Newton-John—MCA</td>
<td>1  1  1  1  1</td>
<td>30 31 32 33 34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Lady Marmalade (3:57)</td>
<td>Labelle—Epic</td>
<td>2  3  2  2  2</td>
<td>35 36 37 38 39</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Lovin' Spoonful (3:20)</td>
<td>Minnie Riperton— Epic</td>
<td>3  2  3  2  3</td>
<td>40 41 42 43 44</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>My Eyes Know You (2:28)</td>
<td>Frankie Valli—Private Stock</td>
<td>4  5  4  5  4</td>
<td>45 46 47 48 49</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Philadelphia Freedom (5:36)</td>
<td>Eubanks Band—Atlantic</td>
<td>5  3  5  3  4</td>
<td>50 51 52 53 54</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Black Water (3:53)</td>
<td>Doobie Brothers—Warner Brothers</td>
<td>6  6  6  6  6</td>
<td>55 56 57 58 59</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>The Last Great Carnival (2:30)</td>
<td>Ringo Starr—Apple</td>
<td>7  8  10 7  7</td>
<td>60 61 62 63 64</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>Emma (3:30)</td>
<td>Joe South—Big Tree</td>
<td>8  7  11 10 10</td>
<td>65 66 67 68 69</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Poet Man (3:15)</td>
<td>Phoebe Snow—Shelter</td>
<td>9  11 7 12 12</td>
<td>70 71 72 73 74</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>Cherry (2:54)</td>
<td>Sammy Johns—GRC</td>
<td>10 12 8 12 12</td>
<td>75 76 77 78 79</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>I Don't Love You (Like I Love You) (3:28)</td>
<td>Tony Orlando &amp; Dawn—Elektra</td>
<td>11 13 9 9 9</td>
<td>80 81 82 83 84</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>Express (3:25)</td>
<td>B. T. Express—Roadshow</td>
<td>12 13 10 10 10</td>
<td>85 86 87 88 89</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>13</td>
<td>You Are So Beautiful (2:39)</td>
<td>Joe Cocker—A&amp;M</td>
<td>13 9 13 13 13</td>
<td>90 91 92 93 94</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>14</td>
<td>Lady (2:58)</td>
<td>Styx—Wooden Nickel</td>
<td>14 8 18 14 15</td>
<td>95 96 97 98 99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td>Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23)</td>
<td>B. J. Thomas—ABC/Dunhill</td>
<td>15 14 19 20 20</td>
<td>100 101 102 103 104</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>16</td>
<td>Shambles, Shambles (4:10)</td>
<td>Shirley (and Company)—Vibration</td>
<td>16 17 19 17 17</td>
<td>105 106 107 108 109</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>17</td>
<td>What Am I Gonna Do With You (3:24)</td>
<td>Barry White—20th Century</td>
<td>17 19 16 18 18</td>
<td>110 111 112 113 114</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>18</td>
<td>Jackie Blue (3:16)</td>
<td>Orrin Marcel—A&amp;M</td>
<td>18 22 17 16 16</td>
<td>115 116 117 118 119</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>19</td>
<td>Once You Get Started (3:28)</td>
<td>Rufus—ABC/Dunhill</td>
<td>19 16 22 15 15</td>
<td>120 121 122 123 124</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>20</td>
<td>Supermen Thing (3:20)</td>
<td>Bob Dylan—Columbia</td>
<td>20 15 21 14 14</td>
<td>125 126 127 128 129</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>21</td>
<td>Don't Call Us, We'll Call You (3:41)</td>
<td>Keith Harper—Clairidge</td>
<td>21 18 20 20 20</td>
<td>130 131 132 133 134</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>22</td>
<td>Long Tall Glasses (3:05)</td>
<td>22 20 22 22 22</td>
<td>135 136 137 138 139</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>23</td>
<td>It's A Miracle (3:16)</td>
<td>Barry Manilow—Arista</td>
<td>23 26 25 25 25</td>
<td>140 141 142 143 144</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>26</td>
<td>Only Yesterday (3:45)</td>
<td>Carpenters—A&amp;M</td>
<td>26 27 24 28 28</td>
<td>155 156 157 158 159</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>27</td>
<td>How Long (3:09)</td>
<td>27 30 27 27 27</td>
<td>160 161 162 163 164</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>28</td>
<td>Aoe—Anchor</td>
<td>28 25 28 30 30</td>
<td>165 166 167 168 169</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>29</td>
<td>Pick Up The Pieces (3:00)</td>
<td>Eagles—Asylum</td>
<td>29 23 24 31 31</td>
<td>170 171 172 173 174</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>30</td>
<td>Average White Band—Atlantic</td>
<td>30 33 30 30 30</td>
<td>175 176 177 178 179</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>31</td>
<td>Lonely People (2:27)</td>
<td>America—Warner Brothers</td>
<td>31 32 30 30 30</td>
<td>180 181 182 183 184</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>32</td>
<td>Sad Sweet Dreamer (3:10)</td>
<td>32 31 36 31 31</td>
<td>185 186 187 188 189</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>33</td>
<td>Mandy (3:15)</td>
<td>33 34 32 32 32</td>
<td>190 191 192 193 194</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>34</td>
<td>Shining Star (2:50)</td>
<td>34 36 29 29 29</td>
<td>195 196 197 198 199</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>35</td>
<td>Earth, Wind &amp; Fire—Columbia</td>
<td>35 36 34 34 34</td>
<td>200 201 202 203 204</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>36</td>
<td>You're No Good (3:30)</td>
<td>Linda Ronstadt—Capitol</td>
<td>36 35 35 35 35</td>
<td>205 206 207 208 209</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>37</td>
<td>I Am Love (5:30)</td>
<td>37 37 37 37 37</td>
<td>210 211 212 213 214</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>38</td>
<td>Walking In Rhythm (2:54)</td>
<td>38 39 39 39 39</td>
<td>215 216 217 218 219</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>39</td>
<td>Hijack (5:32)</td>
<td>39 50 39 39 39</td>
<td>220 221 222 223 224</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>40</td>
<td>Herbie Mann—Atlantic</td>
<td>40 43 41 41 41</td>
<td>225 226 227 228 229</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Broadcasting dominance in ABC revenues, profits pinpointed in 1974 returns

The breakdown of ABC Inc.'s annual financial report shows broadcasting led all other operations of the company in 1974, with 73.5% of revenues and 83.9% of net income. Revenues from continuing operations for broadcast were $723,670,000 in 1974, compared to $739,900,000 year earlier. Net income before taxes rose to $86,281,000 in 1974 (from $80,150,000 in 1973).

Results from other operations: Revenues from records advanced to $143,916,000 in 1974 from $106,514,000 in 1973; pre-tax income to $4,195,000 from $2,332,000. Revenues from theaters were $664,438,000 in 1974 as against $537,545,000 in 1973; pre-tax income advanced to $9,082,000 compared to $9,028,000. Revenues from publishing, scenic attractions and "other" were $45,173,000 in 1974, as against $33,521,000 in 1973; pre-tax income fell to $1,128,000 from $2,580,000 in 1973. Revenues from motion pictures were $4,843,000 in 1974 compared to $9,240,000 in 1973; income $1 million, up from $287,000.

ABC previously had reported total 1974 revenues of $986,040,000 and after-tax profits of $49,945,000 March 3. Net income before taxes of $102,806,000 in 1974 rose 8.8% above $94,431,000 in 1973 (BROADCASTING, March 3).
“Cut the rope!” he cried, and the crowd gasped.

The year is 1853. Elisha G. Otis, before a spellbound crowd at New York’s Crystal Palace, gives a daring demonstration of his new “safety hoister” elevator that would transform the look of cities forever.

The story of Otis’ pioneering efforts is one of a series of new educational public service announcements, entitled “Great Men and Great Moments in American Business,” about to be distributed to selected TV stations coast to coast.

These one-minute, mini-documentaries, created by Doremus & Co., and produced by Universal Studios, are a presentation of the Chamber of Commerce of the United States, in celebration of America’s Bicentennial.

The National Chamber expresses its appreciation for the help of broadcasters in interpreting business to the American public. Hugh Guidi, director of broadcast relations, will be attending the NAB convention and he looks forward to thanking you in person.
### Stock Market Summary

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Wed. April 2</th>
<th>Closing Wed. March 26</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974 High</th>
<th>1974 Low</th>
<th>P/E Ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HARRIS CORP.</td>
<td>HRS</td>
<td>19 1/4</td>
<td>20 1/2</td>
<td>- 1 1/4</td>
<td>6.09</td>
<td>33 1/2</td>
<td>13 1/8</td>
<td>6,175</td>
<td>118,868</td>
</tr>
<tr>
<td>INTERNATIONAL VIDEO</td>
<td>TVCP</td>
<td>0</td>
<td>2</td>
<td>- 1 1/4</td>
<td>6.11</td>
<td>7 1/2</td>
<td>1 1/4</td>
<td>2,730</td>
<td>5,460</td>
</tr>
<tr>
<td>MAGNAVOY</td>
<td>MAG</td>
<td>6 1/8</td>
<td>6 7/8</td>
<td>- 1 1/4</td>
<td>6.11</td>
<td>7 1/2</td>
<td>1 1/4</td>
<td>17,799</td>
<td>109,018</td>
</tr>
<tr>
<td>MMM</td>
<td>MMM</td>
<td>50 1/2</td>
<td>51 5/8</td>
<td>- 1 1/8</td>
<td>5.67</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>113,831</td>
<td>5,748,445</td>
</tr>
<tr>
<td>MOTOROLA</td>
<td>MOT</td>
<td>49 1/4</td>
<td>49 1/8</td>
<td>+ 1/8</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>28,053</td>
<td>1,381,610</td>
</tr>
<tr>
<td>OAK INDUSTRIES</td>
<td>OEN</td>
<td>8 1/8</td>
<td>8 1/8</td>
<td>0</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>1,639</td>
<td>13,316</td>
</tr>
<tr>
<td>RCA</td>
<td>RCA</td>
<td>15 7/8</td>
<td>15 5/8</td>
<td>- 1/4</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>74,463</td>
<td>1,182,100</td>
</tr>
<tr>
<td>ROCKWELL INTL.</td>
<td>RKD</td>
<td>19 1/2</td>
<td>20</td>
<td>- 1/2</td>
<td>6.25</td>
<td>28 3/8</td>
<td>18 3/8</td>
<td>30,802</td>
<td>600,659</td>
</tr>
<tr>
<td>RSC INDUSTRIES</td>
<td>RSC</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>3,453</td>
<td>6,916</td>
</tr>
<tr>
<td>SONY CORP.</td>
<td>SNE</td>
<td>7 9/16</td>
<td>8 5/8</td>
<td>+ 3/8</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>122,500</td>
<td>1,703,437</td>
</tr>
<tr>
<td>TERIOTONIS</td>
<td>TEK</td>
<td>29 3/4</td>
<td>28</td>
<td>+ 1 3/4</td>
<td>6.25</td>
<td>47 3/4</td>
<td>18 1/2</td>
<td>8,651</td>
<td>257,367</td>
</tr>
<tr>
<td>TELEVISION</td>
<td>TIMT</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>1,050</td>
<td>1,050</td>
</tr>
<tr>
<td>TELEPRO IND.++</td>
<td>O</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>475</td>
<td>3,800</td>
</tr>
<tr>
<td>VARIAN ASSOCIATES</td>
<td>VAR</td>
<td>6 7/8</td>
<td>6 5/8</td>
<td>- 2/8</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>6,638</td>
<td>60,667</td>
</tr>
<tr>
<td>WESTINGHOUSE</td>
<td>WZ</td>
<td>17 5/8</td>
<td>17 5/8</td>
<td>0</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>7,770</td>
<td>1,250,722</td>
</tr>
<tr>
<td>ZENITH</td>
<td>ZTE</td>
<td>17 5/8</td>
<td>17 5/8</td>
<td>0</td>
<td>5.77</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>331,297</td>
<td>35,888,926</td>
</tr>
</tbody>
</table>

| Standard & Poor's Industrial Average | 92.4 | 93.9 | -1.5 |

### Media


**Robert E. Rice**, executive VP and general manager, WRAL-TV Peoria, Ill., elected president and general manager.


**Edward J. Owen**, salesman and sportscaster for WLBZ(AM) Bangor, Me., named station manager.

**Neil Rockoff**, VP and general manager, VLAK(FM) Chicago, elected VP and general manager, WHN(AM) New York, effective April 21, succeeding John D. (Jack) Kelly, who retires after 18 years with Storer Broadcasting Co., owner of WHN.

**Lee Andrews**, program director, WLTY-(FM) Cleveland Heights, Ohio, named station manager.


**Ridley Bell**, station manager, WRL-TV Columbus, Ga., retires. No successor has been named.

### Broadcast Advertising

**Cal Druxman**, account executive, WRAP-(AM)-KSCS(FM) Fort Worth, named sales manager, KKOL(AM) Fort Worth.

**Stephen Mathis**, Eastern manager, ABC-TV Spot Sales, New York, named national sales manager, KJTV-LA Angeles.

**George Moody**, account executive, KNBR-AM-FM San Francisco, named general sales manager.


**Larry G. Shrum**, from Katz Television New York, named assistant general sales manager of WANE-TV Fort Wayne, Ind. O. Burtch Drake, VP and management supervisor, Dancer Fitzgerald Sample, New York, elected senior VP.

**Harry Smith**, local sales manager, WFLA-TV Tampa-St. Petersburg, Fla., named general sales manager.

**Donald K. Wiese**, assistant general manager, KXOK(AM) St. Louis, named general sales manager, KLIF(AM) Dallas-Ft. Worth.


**Vern Hendrickson**, local sales manager, WHN(AM) New York, named to newly
creased position of general sales manager, WVNJ-AM-FM Newark, N.J.
Ivan Egas, sales executive, Spanish International Network, New York, named general sales manager of WXTV(TV), Paterson, N.J., under Cordis ownership.
Reo W. Young, director, advertising planning, consumer marketing division, Eastman Kodak Co., Rochester, N.Y., will retire Nov. 1 at conclusion of special study of division's advertising. Richard H. McCoy, director of administrative operations, that division, assumes Mr. Young's duties in interim.
A. William Thorson, general sales manager and assistant general manager, WRAU-TV Peoria, Ill., elected VP and sales director.
Bob Walton, sales manager, WRLB-TV Columbus, Ga., elected VP.
Lawrence S. Fried, director of network radio and TV supervisor, and Fred G. Jolley and Robert W. Montell, copy supervisors, BBDO, New York, elected VP's. Nick Dawson, VP of BBDO, Boston, elected VP-creative director, succeeding William B. Conklin, who is taking leave of absence.
Louis Honig, chairman of Foote, Cone & Belding/Honig, San Francisco, elected to board of directors of parent FC&B Communications Inc., New York.
Anne Tolstoi Foster and Michael Kahn, group creative directors, Cunningham & Walsh, New York, elected VP's.
Robert Fine, Arie Kopelman, John Leonard and Alan Pando, senior group VP's, Doyle Dane Bernbach, New York, elected to board of directors.
Philip D. Costin, general manager, WIOD(AM) Miami who was reassigned to Cox Broadcasting corporate staff (BROADCASTING, March 3), named retail sales manager, KFT(FM) Los Angeles, also Cox-owned.
David Yoder, media director, elected VP, Hoefer, Dieterich & Brown, San Francisco, continuing over-all responsibility for media planning, analysis and buying, as well as assuming managerial and personnel responsibilities for media department.
Robert M. Frank, associate director in research and planning department of J. Walter Thompson Co., New York; N. Terry Manger, director of JWT's information center, and Dr. Thomas E. Newman, technical director of research and planning department, elected VPs.
George Edwards and John McLaughlin, account executives, KUJS(AM) Los Angeles, named national sales manager and retail sales manager, respectively.
Ken Canada, retail sales supervisor for KFEC(AM-FM) San Francisco, named director, retail sales staff, RKO General Radio, New York, succeeded by Charles Goldmark, formerly sales manager, KFEC-FM.
Robert M. Fried, director of marketing, Quasar Electronics Corp., named marketing director, Home Entertainment Division, Rockwell International Corp.'s Admiral Group, Chicago, responsible for division's advertising.
Barbara Siegel, associate creative director, Kelly, Nason Inc., New York, named creative director.
Percy F. Hall, television and radio producer at Young & Rubicam International Inc., New York, named to same post at Warrick, Welch & Miller, New York.
Carlisle Page, manager of participating program sales administration, NBC-TV, appointed manager, regional sales administration, succeeding John Cramer, who returns to post of manager, sport sales administration, NBC-TV.
Gerald S. Russell, director of research and sales development, WXYZ-TV Detroit, named to same position, WABC-TV New York. Both are ABC-owned stations. He succeeds Mark Handler, who has joined Dow Jones Inc., New York.
Lynda Bardfield, copywriter and radio-TV producer, Premier Maldanado & Associates, San Juan, Puerto Rico, named assistant promotion director, KMPC(AM) Los Angeles.
John M. Farris, account executive, Blair Television, Atlanta, named to head new national rep sales office for Blair. Gulf Life Building, Jacksonville, Fla. 32207. Phone (904) 399-1900.
Jack Daniels, president, Council for Interdisciplinary Communications in Medicine, named director of account development and service, S. Jay Reiner Co., Carly Place, N.Y.
Nori Cross, continuity director, A. Eicoff & Co., Chicago, named traffic production manager, Grey Advertising, Minneapolis.
Cyril Schneider, senior VP and managing director, Ogilvy & Mather, Los Angeles, given Advertising Man of the Year award by Western States Advertising Agencies Association.

Programing
Paul Lenburg, administrator, program testing, NBC, named manager, program testing administration, West Coast, NBC.
Paul Berry, program director, WRLB-TV Columbus, Ga., elected VP. Bill Bowick, program director, WRLB(AM) Columbus, elected VP. Both are Columbus Broadcasting stations.
Harvey Chertok, VP, special projects, American Film Theater, New York, named manager of television advertising and promotion, Time-Life Films, New York.
Jim Gallant, with WMBR(FM) Kansas City, Mo., named program manager, WIOD(AM) Miami.
James Lynn, former program director, KROK(FM) Shreveport, La., named program and music director of affiliated KWKH(AM) there. Roger W. Garrett, with KBRK-FM Houston, succeeds Mr. Lynn at KROK.
Bob Neal, talk-show host, WSBI-TV Atlanta, named sports director, WXIA-TV Atlanta.
Jim Viondi, sportscaster, WSBI-TV Atlanta, named sports director.
John P. Herrin, regional salesman, WGHP-TV High Point, N.C., named Southern division sales representative, Nationa Telefilm Associates, Los Angeles. He will be based in High Point.

Broadcast Journalism
Bob Burton, anchorman and director of special projects, KMGG-TV Denver, named news director.
Ron Magers, anchorman, KSTP-TV Minneapolis-St. Paul, named news director.
Ron Orr, assigned editor, ABC-TV network news, Los Angeles, named new producer, KTVG(TV) San Diego.
Stan Atkinson, formerly news director, KFTY(TV) Santa Rosa, Calif. (now dark) named co-anchorman, KTVA(TV) Oakland-San Francisco.
Lou Forrest, anchorman, WVUE(TV) New Orleans, named anchorman, WBBN-TV Columbus, Ohio.
Lew Chosie, news director and anchor man, WJRT-TV Flint, Mich., named anchorman-reporter, WISH-TV Indianapolis.
Gary Bazner, air traffic controller, Wei Cook Airport, named weathercaster WISH-TV.

Broadcasting Apr 7 1975 100
Public Relations/Contacts is a regular feature of BROADCASTING, the newsworthy of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.
Cable
Richard C. Hickman, director of engineering, Cox Cable Communications, Atlanta, elected VP.

Steven Nayampalli, senior consultant, internal consulting department, Chemical Bank, New York, named director of management information services, Telepromter Corp., New York.

Equipment & Engineering
K. Blair Benson, director of audio and video engineering, Goldmark Communications Corp., Stamford, Conn., promoted to VP in charge of engineering. He succeeds Joseph L. Stern, who resigned to open consulting firm.

Bernie Sasek, studio engineer, KOLN-TV Lincoln, Neb., named chief engineer, KMGE-TV Sioux City, Iowa. Both are Fetzer Communications stations.

Melvin F. Riedberger, director of field operations, technical services, RCA Service Co., Camden, N.J., elected division VP.


Frank J. Haney, independent consulting engineer for broadcast, CATV/CCTV, elected VP-director of engineering and operations, Aero Marc Inc., Seattle marketer of audio and video products and services.

Allan J. Behr, general manager of Video-max, Sunnyvale, Calif., and Donald E. Prather, general manager of CMX Systems, elected VP's of parent Orro Corp.

Gene Francis, in sales, Rohn Manufacturing, Peoria, Ill., named Western division sales manager, based in Reno.

Allied Fields
Alan McKie, management analyst with FCC executive director's office, Washington, named assistant chief for management at FCC's Common Carrier Bureau.

Sidney Goldman, legal assistant to FCC Commissioner Robert E. Lee since January 1971, becomes assistant chief/international, Common Carrier Bureau. Before joining Commissioner Lee's staff, Mr. Goldman was assistant to financial VP, Communications Satellite Corp., Washington.

Carroll C. Carter, manager, Hollywood office and regional representative, A. C. Nielsen Co., elected VP.


Cleve Mathews, former news and public affairs director, National Public Radio, Washington, named chairman, journalism department, Wichita State University, Wichita, Kan.

Deaths
Lucille G. Taylor, 46, national director of public relations, Woman in Communications Inc. and editor of Matrix, WICi's quarterly, died March 25 of cerebral hemorrhage in Austin, Tex. She is survived by her husband, Joseph, and one daughter.

As compiled by Broadcasting, March 24 through March 28 and based on filings, authorizations and other FCC actions.

Abbreviations: ALI—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aut.—autoral. aux.—auxiliary. CH—critical hours. CP—construction permit. D.—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khr.—kilohertz. kw.—kilowatts. MEGV—maximum expected operation value. mhz—megahertz. mod.—modification. N.—night. PSA—presubmit service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U.—unlimited hours. vis.—visual. w.—watts. *—noncommercial.

New stations

TV application
F State College, Pa.—Nittany Communications seeks ch. 29 (560-566 mhz); ERP 630 kw vis., 107 kw aud., HAAT 1,109 ft.; antenna height above ground 499 ft., P.O. address: 750 S, Atherton St., State College, Pa. 16801. Estimated construction cost $50,480; first-year operating cost $42,000; revenue $50,000.


AM action
F Amery, Wis.—FCC returned application by Polk County Broadcasting for construction permit for new station to operate on 1190 kHz, since proposal could prevent possible future assignment of class II-A station on 1200 kHz. Polk County requested waiver of rules, which provides that such applications may be accepted for filing if no interference or prohibited overlap would be caused to assumed class II-A station on unduplicated channel. FCC found that Polk County's arguments were insufficient to establish that proposed operation would not prejudice assignment of new class II-A station. Action March 26.

AM start
F KMDS Milbank, S.D.—Authorized program operation on 1510 kHz, 2 kw-D. Action March 17.

FM applications
F Stockton, Calif.—McLean Communications Corp seeks 100.1 mhz, 1 kw, HAAT 100 ft., P.O. address: 234 E. Fremont St., Stockton, Calif. 95202. Estimated construction cost $102,400; first-year operating cost $40,000; revenue $50,000. Format: Adult Contemporary. Principals: McLean Communications, Lloyd A. Dakin, director, appellant; McLean Communications, Lloyd A. Dakin, president, appealed. Action March 28.

F Holyoke, Mass.—Holyoke Community College seeks 89.5 mhz, 10 kw, W.P.O. address: 103 Homesera Ave., Holyoke, Mass. 01040. Estimated construction costs $2,270; first-year operating cost $1,500. Principal: Everett T. Cleen, director of AVSC, appellant; Holyoke Community College, director, appellant. Action March 27.

F Richmond, N.Y.—State University of New York seeks 88.9 mhz, 10 kw, W.P.O. address: 1100 Otea Terrace, Richmond, N.Y. 10301. Estimated construction cost $5,270; first-year operating cost $1,000. Principal: Ronald V. McCarr, station manager, chief of appellant. Action March 27.

FM actions

FM starts
F WCPJ Tifton, Ga.—Authorized program operation on 102.3 mhz, ERP 1 kw, HAAT 30 ft. Action March 12.

F KIBQ Idaho Falls, Idaho—Authorized program operation on 91.9 mhz, ERP 1 kw, TPO 10 kw. Action March 1.

F WBSD Burlington, Wisc.—Authorized program operation on 89.1 mhz, TPO 10 kw. Action March 1.

FM licenses
F Broadcast Bureau granted following licenses covering new stations:

F KRWS Hardin, Mont.—Alfred E. and Melod Sargent (BLH-6598). Action March 20.


Applications

- **KPCA(AM)** Marked Tree, Ark. (1580 khz, 250 w-D)-Seeks assignment of license from Poinsett County Radio Broadcasting Co. (J. E. Singleton, Archie H. Bray, and Elbert S. Chester) to Poinsett County Radio Broadcasting Co. (J. E. Singleton [33%], Archie H. Bray [31%] and Dewitt W. Jenkins [36%]), to be paid within 7 days for $15,000. Seller: Ethel S. Chester wishes to sell interest to Dr. W. W. Whites in general manager of KPCA(AM). Ann. March 24.


- **WQVQ(AM)** Watertown, Conn. (1590 khz, 5 kw)-Seeks transfer of control of Watertown Radio from Benjamin J. Friedland (71% before; 25% after) to Marshall A. Fite (25% before; 75% after). Consideration: $1 plus assumption of debts. Principals: Mr. Fite is electrical engineer/stock owner in truck leasing company, Mr. Fite is general manager of WQVQ. Ann. March 28.


- **KWOA-AM** Worthington, Minn. (AM: 730 khz, 1 kw-D; FM: 91.1 mhz, 100 kw)-Seeks transfer of control of Worthington Broadcasting Co. from Josephine Olson and Northwestern National Bank of Minneapolis (co-executors of estate of Richard W. Olson) to same, as trustee of R. W. Olson Trust. No consideration. Transfer is in fulfillment of terms of R. W. Olson's will. Principals: Josefine Olson is president of Worthington broadcasting. Ann. March 24.


- **WLTI(AM)** Littleton, N.H. (1400 khz, 1 kw-D)-Seeks assignment of license from Littleton Broadcasting Co. to Profile Broadcasting Co. for $160,000. Seller: John Bowman, sole stockholder, desires to sell and be retired. Buyer: Peter C. Aydelott (100%) is marketing consultant in Waterville Valley, N.H. Ann. March 24.

- **WILH(AM)** Lakewood, N.J. (1170 khz, 5 kw-AM)-Seeks assignment of license from Midstate Broadcasting Co. to Radio Midstate for $110,000. Seller: Seymour Abramson, Del Sharbeit and Mel Lieberman are owner of retail business, souvenirs for Mutual Broadcasting and RCA em- ploye, respectively. Buyer: Jim Rodio (100%) was WRTI(AM), Hammonden, and WRDE(AM) gg Harbor, both New Jersey. Ann. March 24.


- **KCOR(AM)-KQXT-FM** San Antonio, Tex. (AM: 1350 khz, 5 kw; FM: 101.9 mhz, 100 kw)-Seeks assignment of license from Inter-American Radio to KQJQ-KQXT Radio for $2,400,000. Seller: Allen E. Wolin and Arnold B. Hartley are also stockholders in Key Communications, licensees of KATZ(AM) St. Louis. Buyers: McHenry T. Tichenor, owner of Mutual Broadcasting and RCA em- ploye, respectively. Buyer: Jim Rodio (100%) was WRTI(AM), Hammonden, and WRDE(AM) gg Harbor, both New Jersey. Ann. March 24.

Call letters

- **KETQ** Arkansas Educational Television Comm., Arkadelphia, Ark.
- **KXMN-TV** Spanish Television of New Mexico, Albuquerque, N.M.
- **WKLW** McVic Inc., Fort Kent, Me.
- **WUSD** Brown County Radio, Georgetown, Ohio
- **WLSX** Wisconsin Public Broadcasting Group, Williamson, Conn.
- **K11MN** Washington Radio, Washington, Iowa
- **WTMF** Stowe School, Stowe, Vt.

Existing AM

- **KZAM** KBES Bellevue, Wash.
- **WBLM** WARI-FM Abbeville, Ala.

Grants

- **Call** Assigned to
- **New TV**
- **WHRM-TV** Educational Communications Board, Chicago, Ill.
- **New FM's**
- **WWCL** Jerry J. Collins, Hibbing, Minn.
- **WBNV** WANY Inc., Buena Vista, Va.
- **New FM's**
- **WAYX-FM** Lee County FM, Lehigh Acres, Fla.
- **WBCL** Fort Wayne Bible College, Fort Wayne, Ind.
- **KABR** Fremont Unified School District, Fremont, Calif.
- **WEVL** Southern Communications Volunteers, Memphis
- **KCTB-FM** Christian Tower Broadcasting, Flagstaff, Ariz.
- **KMSA** Mesa College, Grand Junction, Colo.
- **WREM-FM** Cardinal Broadcasting Co., Jenkans, Ky.
- **KCCB** St. Vrain Valley School Dist. Re-Ir, Longmont Colo.
- **WWPH** West Windsor-Plainsboro School Dist., West Windsor, N.J.
- **KPCR-FM** Plainview High School Dist, Bowling Green, Mo.
- **Existing TV**
- **WOWK-TV** WHTN-TV / Huntington, W. Va.
- **Existing AM's**
- **KWDN** KDRK Las Vegas
- **WRRK** WRAC Radio, Wash.
- **Existing FM's**
- **WHCJ** WNBM Savannah, Ga.
- **KQOR** KICR Cedar Rapids, Iowa
- **WRUM-FM** WKIA Rumford, Me.
- **KZAM-FM** KZAM Bellevue, Wash.

Facilities changes

- **AM applications**
  - **KUAJ Agana, Guam- Seeks CP to reduce power to 1 kw between midnight and 6 a.m. Mon. through Sun. Ann. March 27.
  - **WVAV Sauk Rapids, Minn.- Seeks CP to make changes in ant. system. Ann. March 27.
  - **WTJS Jackson, Tenn.-Seeks CP to change day-
<table>
<thead>
<tr>
<th>FM stations</th>
<th>Licensed</th>
<th>On air</th>
<th>CPs on air</th>
<th>Total on air</th>
<th>CPs on authorized</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,408</td>
<td>3</td>
<td>25</td>
<td>4,436</td>
<td>45</td>
<td>4,481</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,005</td>
<td>-</td>
<td>-</td>
<td>2,005</td>
<td>-</td>
<td>2,014</td>
</tr>
<tr>
<td>Educational FM</td>
<td>695</td>
<td>0</td>
<td>0</td>
<td>695</td>
<td>94</td>
<td>699</td>
</tr>
<tr>
<td>Total radio</td>
<td>7,706</td>
<td>3</td>
<td>25</td>
<td>7,731</td>
<td>94</td>
<td>7,824</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>700</td>
<td>1</td>
<td>8</td>
<td>708</td>
<td>32</td>
<td>740</td>
</tr>
<tr>
<td>UHF</td>
<td>508</td>
<td>0</td>
<td>3</td>
<td>511</td>
<td>30</td>
<td>541</td>
</tr>
<tr>
<td>Educational TV</td>
<td>192</td>
<td>0</td>
<td>5</td>
<td>197</td>
<td>27</td>
<td>224</td>
</tr>
<tr>
<td>VHF</td>
<td>89</td>
<td>0</td>
<td>3</td>
<td>92</td>
<td>9</td>
<td>99</td>
</tr>
<tr>
<td>UHF</td>
<td>131</td>
<td>0</td>
<td>10</td>
<td>141</td>
<td>15</td>
<td>156</td>
</tr>
<tr>
<td>Total TV</td>
<td>920</td>
<td>10</td>
<td>21</td>
<td>951</td>
<td>41</td>
<td>1,010</td>
</tr>
</tbody>
</table>

| Source: | Summary of broadcasting 1995 |

### FM start

Following stations were authorized program operating authority for changed facilities on date shown:


### In context

#### Designated for hearing

- Princess Anne and Pocomoke City, Md., FM proceeding: Marana Inc. Leisure Time Communications and Peter and John Radio Fellowship, competing for 102.5 mhz (Doc. 20388-90)—Broadcast Bureau designated for hearing applications of Marana Inc., Leisure Time Communications and Peter and John Radio Fellowship. Hearing issues include whether lower height and location proposed by Leisure would constitute menace to all navigation areas: population of hearing service and availability of other rural services in areas Action March 19.

- Sardis and Batesville, Miss., FM proceeding: Tallahassee Broadcasting and Panola Broadcasting Co., competing for 90.9 mhz (Doc. 20386-9)—Broadcast Bureau designated for hearing applications of Tallahassee Broadcasting and Panola Broadcasting Co. Hearing issues include financial issues against Panola; determination issues against both Tallahassee and Panola and areas and population that would receive FM service and availability of other rural services. Action March 17.

#### Procedural rulings


- Apost-Capitola, Calif., FM proceeding: Progresive Broadcasting Co., applying for 87.5 mhz (Doc. 19506)—Review board scheduled oral argument for April 29 on objections and briefs to initial decision granting application of Progressive Broadcasting Co. Action March 21.

- WCFL-Chicago, renewal proceeding: Chicago Federation of Labor and Industrial Union Council (Doc. 20360)—Review Board scheduled oral argument for April 28 on application for additional time to complete filing of new television station, WCFL-TV. Action March 21.

### Joint agreement

- Polson, Mont., FM proceeding: Lake County Broadcasting and KBRM Radio, competing for 1050 and 1070 kHz (Docs. 20310-1)—AL Joseph Stimmer granted joint request by applicants for approval of agreement with Reuben Knight to relicense and reposition their stations to receive authorization for operation at approx. 1050 and 1070 kHz. Action March 25.

- Richlands, Va., FM proceeding: Clinch Valley Broadcasting and Panola Broadcasting Corp., competing for 105.5 mhz (Docs. 20420-1)—AL Robert Stirmer motion for approval of agreement by applicants; authorized payment by High Knob to Clinch Valley of $5,255 and to Panola for license fee. Action March 21.

### Initial decisions

- Westbrook, Me., FM proceeding: Japat Inc. an Down East Broadcasting, competing for 100.9 mhz (Docs. 20039-40)—AL Lenore E. Hargraves motion to dismiss applications for failure to meet technical requirements. Action March 21.

### Fines


### Address change

Please send

Broadcasting
The newsmagazine of broadcasting and allied arts

Please print new address label on form or print address including zip code. Please allow two weeks for processing.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Company and Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward F. Lorentz &amp; Associates</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Gallant &amp; Jones</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Lohnes &amp; Culver</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Cohen and Dippe1, P.C.</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Steel, Andrus &amp; Adair</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Silliman, Moffet &amp; Kowalski</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Silliman</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Jules Cohen &amp; Associates</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Hayfield &amp; Dawson</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Rosner Television Systems</td>
<td>Consulting &amp; Engineering</td>
</tr>
<tr>
<td>Terrell W. Kirksey</td>
<td>Consulting Engineer</td>
</tr>
<tr>
<td>John H. Mullaney</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Vir James</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Oscar Leon Cuellar</td>
<td>Consulting Engineer</td>
</tr>
<tr>
<td>John F. X. Browne &amp; Associates</td>
<td>Consulting Telecommunications Engineers</td>
</tr>
<tr>
<td>Ralph E. Evans Assocs.</td>
<td>Consulting Telecommunications Engineers</td>
</tr>
</tbody>
</table>

### Service Directory

<table>
<thead>
<tr>
<th>Name</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Radio Monitoring Co.</td>
<td>Precision Frequency Measurements, AM-FM-TV</td>
</tr>
<tr>
<td>Cambridge Crystals</td>
<td>Precision Frequency Measuring Service</td>
</tr>
<tr>
<td>CableData</td>
<td>Accounts Receivable, Data Processing</td>
</tr>
<tr>
<td>John F. X. Browne &amp; Associates</td>
<td>Consulting Telecommunications Engineers</td>
</tr>
</tbody>
</table>

### Contact Information

- **Atlantic Research Corp.**
  - Jansky & Bailey
  - Telecommunications Consulting
  - 5300 Cherokee Avenue
  - Alexandria, Virginia 22314
  - (703) 354-3400

- **Edward F. Lorentz & Associates**
  - Consulting Engineers
  - 1234 G St. N.W., Suite 500
  - Washington, D.C. 20005
  - (202) 766-3000

- **A. D. Ring & Associates**
  - Consulting Radio Engineers
  - 1711 N St., N.W., 294-2115
  - Washington, D.C. 20006
  - Member AFCCE

- **Gallant & Jones**
  - Consulting Radio Engineers
  - 2922 Telesat Ct.
  - Falls Church, Va. 22042
  - Member AFCCE

- **Lohnes & Culver**
  - Consulting Engineers
  - 1156 15th St., N.W., Suite 406
  - Washington, D.C. 20005
  - (202) 292-3272
  - Member AFCCE

- **Silliman, Moffet & Kowalski**
  - Consulting Engineers
  - 711 1st St., N.W.
  - Washington, D.C. 20005
  - Member AFCCE

- **Steel, Andrus & Adair**
  - Consulting Radio Engineers
  - 2009 K Street, N.W.
  - Washington, D.C. 20006
  - (202) 233-7175
  - Member AFCCE

- **Hammatt & Edison, Inc.**
  - Consulting Engineers
  - 56th, International Airport
  - San Francisco, California 94128
  - (415) 941-3200
  - Member AFCCE

- **Jules Cohen & Associates**
  - Consulting Engineers
  - 1730 M St., N.W., 659-3707
  - Washington, D.C. 20006
  - Member AFCCE

- **Carl E. Smith**
  - Consulting Radio Engineers
  - 2300 More Area Road
  - Cleveland, Ohio 44141
  - Phone: 216-526-4366
  - Member AFCCE

- **Vir James**
  - Consulting Radio Engineers
  - Applications and Field Engineering
  - 365 Colorado Blvd., Suite 2106
  - Suite 2000
  - Denver, Colorado 80222
  - Member AFCCE

- **John H. Mullaney**
  - Consulting Radio Engineers
  - 9616 Pinkney Court
  - Potomac, Maryland 20854
  - 301-299-3900
  - Member AFCCE

- **Terrell W. Kirksey**
  - Consulting Engineer
  - 520 Avenue P
  - Austin, Texas 78751
  - (512) 454-7014

- **Hatfield & Dawson**
  - Consulting Engineers
  - Broadcast and Communications
  - Seattle, Washington 98122
  - (206) 324-7860

- **Midwest Engineering Associates**
  - Consulting Engineers
  - Applications/Field Engineering
  - P.O. Box 3127-Olympic Station 34012
  - Beverly Hills, Calif.
  - (213) 272-3344

- **Dawkins Espy**
  - Consulting Radio Engineers
  - 300 30th Avenue
  - Sacramento, Calif. 95815
  - (916) 441-4310

- **Ralph E. Evans Assocs.**
  - Consulting Telecommunications Engineers
  - 25 West Long Lake Road
  - Bloomfield Hills, Mich. 48013
  - Tel (313) 642-6262

- **CableData**
  - Accounts Receivable
  - Data Processing for Cable Television.
  - P.O. Box 13040
  - Sacramento, Calif. 95813
  - (916) 441-4310

- **A. Earl Cullum, Jr.**
  - Consulting Engineers
  - Inwood Post Office
  - 7000
  - Dallas, Texas 75209
  - (214) 631-8360
  - Member AFCCE

- **A. Harold Munn, Jr., & Associates, Inc.**
  - Broadcast Engineering Consultants
  - 230
  - Coldwater, Michigan 49036
  - Phone: 517-276-7233

- **E. Harold Munn, Jr., & Associates, Inc.**
  - Broadcast Engineering Consultants
  - 1563 South Hudson
  - (303) 756-8456
  - Denver, Colorado 80222
  - Member AFCCE

- **John H. Battison Assocs.**
  - Consulting Broadcast Engineers
  - 10012 Echo Hill Drive
  - Cleveland, Ohio 44141
  - 216-526-3906
**Other actions**

- FCC rejected additional requests to refund fees, other than cable television annual fees, collected under §703(e) for show cause reasons it previously denied other similar requests. New petitioners made same arguments and raised no new circumstances warranting change in its position, commission said.
- Requests to suspend the rule were denied by Natural Broadcasting Association, Inc., and Katz Broadcasting Co., Brandywine, Del.
- FCC held that the interest of the public in obtaining cable service would not be advanced by a rule allowing the return of ancillary services to cable facilities.

**Allocations**

- Petitions
  - FCC received following petitions to amend FM table of assignments (ann. Mar. 24):
    - WVOY(V) (Charlevoix, Mich.)—Seeks to assign ch. to KMBZ, Ch. 12.
    - Ralph Sanders, Little Rock, Ark.—Seeks to assign ch. 272A to Sheridan, Ark.

- Actions
  - Turkel and Paterson, Calif.—FCC amended table of assignments (ann. Mar. 18).
  - WSYR(TV), Syracuse, N.Y.—Cablevision, Winters, Calif.—FCC denied request of N.Y. State Const. of New York, for ch. 20.
  - ITT (Networks of the Americas, Inc.), New York City—FCC denied request of ITT Networks to assign ch. 41.
  - WNYO(TV), Utica, N.Y.—FCC denied request of WNYO(TV), Utica, N.Y., for ch. 31.

**Rulemaking**

- **Petition**

- **Actions**
  - FCC instituted inquiry on extent and use of contract exclusivity between program producers and either conventional cable operators or cable TV systems to ensure that such provisions are in the public interest. In separate proceeding, commission adopted new rules governing use of programming by subscription TV stations—the so-called anti-siphoning rules. Rules will restrict shifting of programming from conventional TV to subscription services so public needs for programming now received via conventional TV without payment. In adopting anti-siphoning rules commission said public interest in retaining conventional TV structure outweighed interest in free competition between identical conventional TV and program services.
  - FCC formally completed rules of govern-

**Certification Actions**

- CATV Bureau granted following operators of cable TV systems certificates of compliance, FCC announced (ann. Mar. 24):

**Translators**

**Application**

- Midland Sun Broadcasters Pipeline Pump Sta-

**Cable**

**Applications**

- Following operators of cable TV systems requested certificates of compliance, FCC announced (ann. Mar. 24):
  - Southern Illinois Cable TV, Box 38, West Frankfort, Ill. 62896.
  - Great Plains Cable TV, 3020 Fairbanks, Seattle, Wash. 98105.
  - Cercac Television Corp., 519 W. State St., Bloomington, Ill. 61701.
  - WAGI (FM), Cape Girardeau, Mo. 63901.
  - WSVN (TV), Hollywood, Fla. 33301.
  - WCAU (TV), Philadelphia, Pa. 19104.
  - KBTX (TV), College Station, Tex.
  - WCLA (TV), Santa Monica, Calif. 90404.
  - WNED (TV), Buffalo, N.Y. 14202.
  - WOIR (TV), Wellsboro, Pa. 16901.
  - KTVV (TV), Des Moines, Iowa 50309.
  - WTVK (TV), San Antonio, Tex. 78201.
  - KUHT (TV), Houston, Tex. 77004.
  - WEDT (TV), Orlando, Fla. 32801.
  - WCXV (TV), Staunton, Va. 22801.
  - WOKR (TV), Charleston, W. Va. 25302.
  - WRGB (TV), Schenectady, N.Y. 12303.
  - KWMR (TV), Hot Springs, Ark. 71901.
  - WUTF (TV), Appleton, Wisc. 54914.
  - WTVI (TV), Columbus, Ohio 43215.
  - WJGL (TV), Jacksonville, Fla. 32202.
  - KSNV (TV), Las Vegas, Nev. 89101.
  - WAIR (TV), Gretna, Neb. 68842.
  - WTVB (TV), New York, N.Y.
  - WVRW (TV), West Virginia, W. Va.
  - WPBF (TV), West Palm Beach, Fla.
  - WITM (TV), Muncie, Ind.
  - WCIR (TV), Bakersfield, Calif.
  - WDIR (TV), Madison, Wis.
- Many other cable operators were also granted certificates of compliance.

**Certification Actions**

- CATV Bureau granted following operators of cable TV systems certificates of compliance, FCC announced (ann. Mar. 24):

**Rulemaking**

- **Petition**

- **Actions**
  - FCC instituted inquiry on extent and use of contract exclusivity between program producers and either conventional cable operators or cable TV systems to ensure that such provisions are in the public interest. In separate proceeding, commission adopted new rules governing use of programming by subscription TV stations—the so-called anti-siphoning rules. Rules will restrict shifting of programming from conventional TV to subscription services so public needs for programming now received via conventional TV without payment. In adopting anti-siphoning rules commission said public interest in retaining conventional TV structure outweighed interest in free competition between identical conventional TV and program services.
  - FCC formally completed rules of govern-

**Certification Actions**

- CATV Bureau granted following operators of cable TV systems certificates of compliance, FCC announced (ann. Mar. 24):

**Rulemaking**

- **Petition**

- **Actions**
  - FCC instituted inquiry on extent and use of contract exclusivity between program producers and either conventional cable operators or cable TV systems to ensure that such provisions are in the public interest. In separate proceeding, commission adopted new rules governing use of programming by subscription TV stations—the so-called anti-siphoning rules. Rules will restrict shifting of programming from conventional TV to subscription services so public needs for programming now received via conventional TV without payment. In adopting anti-siphoning rules commission said public interest in retaining conventional TV structure outweighed interest in free competition between identical conventional TV and program services.
  - FCC formally completed rules of govern-

**Certification Actions**

- CATV Bureau granted following operators of cable TV systems certificates of compliance, FCC announced (ann. Mar. 24):

**Rulemaking**

- **Petition**

- **Actions**
  - FCC instituted inquiry on extent and use of contract exclusivity between program producers and either conventional cable operators or cable TV systems to ensure that such provisions are in the public interest. In separate proceeding, commission adopted new rules governing use of programming by subscription TV stations—the so-called anti-siphoning rules. Rules will restrict shifting of programming from conventional TV to subscription services so public needs for programming now received via conventional TV without payment. In adopting anti-siphoning rules commission said public interest in retaining conventional TV structure outweighed interest in free competition between identical conventional TV and program services.
  - FCC formally completed rules of govern-

**Certification Actions**

- CATV Bureau granted following operators of cable TV systems certificates of compliance, FCC announced (ann. Mar. 24):
Help Wanted Announcers

Northern New England, top-flight Beautiful Music station with exceptional ratings looking for exceptional voice and production person interested in creative broadcasting to large area and large population away from the City. Box C-274, BROADCASTING.

Help Wanted Announcer.

Be a part of the winning team. Good Pay, Benefits. Call

WANTED: Self-starter announcer to handle all production. Send resume to Box 1012, 1077 W. 70th St., Chicago, IL 60637.

Help Wanted Announcers

Small market Arizona station needs assistant manager. Must be strong on sales. Send resume including salary requirements to Box C-278, BROADCASTING.

Small market Maryland station. Individual with first lick who can handle programming and sales, and work closely with manager. Send wage demands, photo and resume. Box D-15, BROADCASTING.

Sales manager, major market. $15,000 plus percentage. Must be a leader as well as a strong agency person. Box D-30, BROADCASTING.

WDUN-FM, 100kw Bonneville station, building new staff and call letter identity similar to manager who can sell. Contact John Jacobs, Post Office Box 15, Gainesville, GA 30501.

General manager, metropolitan station. Knowledge of Mexican frontier desirable. This is a job to manage and sell, not simply to manage. Call Ms. Erman 301-650-5219.

Southwestern group has opening for AM-FM Manager. Sales background essential; experience in small markets necessary. Must have FCC knowledge and ability to work with staff. Super opportunity in mid-California. Earn over $15,000 at start. Call Ray Kendall, 2588 Newport Corp., Suite 2102, 2222 Ave. of the Stars, Los Angeles, 213-277-4980. Interviews also at NAB.

Help Wanted Sales

Wanted: Salesperson for eastern North Carolina's eading AM-FM full-time. We offer salary plus commission. Excellent opportunity to resume to manager, Box C-211, BROADCASTING.

Company negotiating to purchase radio station seeks 3rd person, strong on sales, to head sales department and will need to resume to 30% ownership. Send letter of interest, box D-19, BROADCASTING.

FM radio sales, full time position open with major West Michigan, 50,000 watt Stereo FM. Position includes part-time out of board. Contact: Bill.Vinchesell, General Manager, WOWG, 616-722-1681.

Sales manager, full time. Must have previous experience. Draw and commission. Fine opportunity. Call Ms. Erman 301-650-5219.

experienced sales person to take over sales director position. Must have some sales experience. Send resumes to Box 3-45, BROADCASTING.

Help Wanted Announcer

New York State market. This station is a winner. If you are city-savvy, you'll profit. Two years of sales experience. Send resume to Box 3-35, BROADCASTING.

Major market station on Atlantic seaboard wants a mature air talent. Heavy on production. Salary open, and resume to Box D-49, BROADCASTING.

radio as a career? Willing to learn all facets of radio? Experienced persons preferred. First ticket required. If interested, contact program director, Doc e-Vore, KPQW, Box 94B, Powell, WY 82435. An equal opportunity employer.

annive drive DJ's wanted. Must have experience in sales and promotion. Send resume to Box D-49, BROADCASTING.

Help Wanted Announcers Continued

Need immediately 1st phone announcer, some maintenance, Maryland directional, call chief engineer. 304-624-6353.

Small market adult top 40 has immediate di-production opening. Call Russ Barrett, 919-357-4184. Equal opportunity employer.

Help Wanted Technical

Missouri AM/FM Automation needs chief engineer. Top equipment, excellent facilities, strong maintenance, profit sharing and more. Move up. EOE. Box B-190, BROADCASTING.

Experienced Broadcast Automation Specialist, strong on digital, computer circuits. Some travel. Box C-2-5, BROADCASTING.

We are currently taking applications for a chief engineer's position. We are a 500-watt, 2 stick daytimer. Must have complete knowledge of FCC regulations and be a top maintenance person. Salary $12,000 to start plus fringe benefits. Box C-299, BROADCASTING.

Challenging position open for sharp Broadcast Engnr. with solid 50KW AM background. Some travel. Box C-299, BROADCASTING.

America's Northernmost radio station needs a chief engineer. We're Alaska's newest public AM station strong on sales. Contact: Chuck Brown, Post Office Box 1971, Delta Junction, AK 99743. We depend on you for news, information, and lots of local entertainment. We'd like you to help us keep our 5 KW installation in good shape, pull a board shift, and become a part of our professional staff. Experience like to hear from you. Write to: Alex Hills, KOTZ Radio, Box 79, Kotzebue, AK 99752.

Wanted experienced chief engineer with FM stereo, 301L AM, audition background for strictly full time engineering job starting salary $1,000 a month, and up, 4,000 feet above sea level. Dry climate, great for hay fever or asthma sufferers, 65 miles from mountains in the air irritant valley. Send resume to Dave Button, manager, KSVF, 317 West Quay Ave, Miami, 89210.

Chief Engineer wanted for what is currently 2 AM station chain that is about to expand. Good salary plus benefits. Must be available for in-person interview. Contact Mr. Vaughan or Mr. Roberts at WARE in MA.

Chief Engineer, AM 1kw directional, 50,000 watt FM stereo. Proof of performances. Good salary. Send resume and photo to: WNBR, P.O. Box 511, Beacon, NY 12508. E.O.E.


Midwest 5k/1k seeks qualified chief engineer. Must know rules, handle full responsibility as chief and have directional experience. Good pay, benefits. Contact the manager, 812-425-2221. EOE.

Need immediately 1st phone announcer, some maintenance. Maryland Directional. Call chief engineer 304-624-6353. No collect calls.

Help Wanted News

News Director, eastern state capital 50,000 watt AM/FM. Resume to Box D-9, BROADCASTING.

Newsperson needed immediately for CBS Affiliate in Pennsylvania's third largest metropolitan market. Must gather, write and air local news. An Equal Opportunity Employer. Send resume to Box D-38, BROADCASTING.

Newsperson, AM/FM operation in northern N.J. Gather, write, and on air delivery. Send tape and resume to News Director, WNIN, Newton, NJ 07860.

English news editor required for Christian radio station. Experience with creative writing and broadcasts news material daily to Africa chiefly from agency wires. Applicant needs three years with professional radio media, preferably radio trained, college degree, good radio voice, typing, willing to work with multi-racial staff. Two-three year contract. Excellent fringe benefits. Write: Application, Personnel Office, Radio Voice of the Gospel, P.O. Box 654, Addis Ababa, Ethiopia.

Help Wanted Programming, Production, Others

Creative production person—PD with good copy for automated rock FM. Salary to $600. Send tape of production and resume to KQIT, Box 340, Grand Junction, CO 81501.

Florida coastal station wants night time copywriter 5-8. A. Must be excellent typist, touch system and good detail person for jobs including making up FM logs and servicing automation. Preference given person capable of making over $125 dollars a week. Send resume, sample copy and tape of production. Hudson, WFAA, Fort Pierce. Equal opportunity employer.

Executive secretary. The Intercollegiate Broadcasting System, Inc., a non-profit trade association, with 500 members seeks first full time paid employee. 7.5K salary plus benefits. New opening. Great challenge, unlimited advancement. Must be familiar with college radio and be dedicated to creating a national network of full-time station personnel. $18-21, 914-565-8740. Newburgh, NY 12550.

Situation's Wanted Management

Experienced team in management, sales, engineering, programming, permanent or temporary assignments. Proven record will solve your problems, Box B-223, BROADCASTING.

Manager—small to medium, multi-station market, if you're looking for a motivator, 14 yrs experience, we're looking for someone who is currently taking applications for AM/FM operation opening. Box C-299, BROADCASTING.

Successful GM/Sales Manager, 30 years radio, seeking medium market or suburban position. Profit oriented, professional broadcaster, knowledgeable FCC. Community-involved family man, 18K minimum, small capital investment considered. Box C-318, BROADCASTING.

Ambitious, aggressive, hardworking account executive, top ten market, desires sales manager's position with progressive company. Box D-39, BROADCASTING.

William Shaw, an experienced professional is looking for an opportunity to use his advertising skills. Willing to work in a competitive environment. Box D-39, BROADCASTING.

Contemporary manager for 18 years seeks GM position in large city market. Excellent product, good experience, wide contacts. Write or call Harold Vester, 508 Iredell Drive, Raleigh, NC 27608. Phone 919-834-8799.


Station field, Selling manager over 16 years, prefers southern market or small market. Needs $25,000 incentive, community involvement. Excellent references. Available now, to: Dudley Russell, 811 Ashby, Charleston, SC 29407.

Honest, hard working general manager with 9 years broadcasting experience and references. Available immediately. Call 919-752-5263.

Situation's Wanted Sales

First phone. Wants sales, will do all 2 years experience. 502-688-3747.

Situation's Wanted Announcers

Personality Morning Man wants top 100 market AM or FM rocker, 3rd. Box C-264, BROADCASTING.

DJ, 3rd phone, right board, good news and commercial, ready now, anywhere, Box H-5, BROADCASTING.

Young, married, 1st, 21+. 3 years experience. Voice impressions. Seeking advancement preferably Missouri or Midwest. Box G-8, BROADCASTING.

Young, eager black DJ. Seeks any position at station. Resume, record library or announcer. Your profit is a result from my dedication. I was born to be in radio. Box D-10, BROADCASTING.

3 years experience. 1st phone jazz lock needs gig. Creative production, contract basis. Resumes to me, Box D-10.

First phone, 4 years experience, eager to relocate, play-by-play, news. Box D-12, BROADCASTING.
Situations Wanted Announced
Continued

2½ years experience, MOR, EZ and CW. Prefer positions in surrounding states. Box D-14, BROADCASTING.

First phone performer with copy and production experience seeks challenge in southeast medium market with contemporary format. Must have experience. Tape and resume. Box E-18, BROADCASTING.

Experienced play-by-play, jack, production, looking for another midwest position. Programming and news experience. First phone, Box D-20, BROADCASTING.

Top 40 jock, 7 years in the business, medium market experience. Currently employed. Tape and resume. Box D-18, BROADCASTING.

New England morning man/manager for MOR and/or MOR Top 40. Excellent attitude. Must have copywriting/programming experience in medium or metro market. Knows contemporary and beautiful music, local news, great copy, great people, and promotion. Reply Box D-25, BROADCASTING.

Experienced announcer. News jock, excellent, dependable, creative, versatile, authoritative, aggressive. Operate tight board. Third class operator. Licensed. Box D-9, BROADCASTING.

Casting.

Market

Situations Wanted Technical

Recent graduate in Electrical Eng. with first phone seeks expanded job. 23 years of age, single. Box C-287, BROADCASTING.

First phone technical. Have brains, will relocalate. Solid electronics experience. No training required. Resume Box D-7, BROADCASTING.

First phone, 24, married. Heavy audio tape recording background. Will relocate. Box D-23, BROADCASTING.

Situations Wanted News

Skilled Broadcast Newsroom, gather, write and report.

Major market experience. Box C-282, BROADCASTING.

Smart, responsible newswoman, BA, first 5 years in radio, employed. Clamped in small market. Want competitive spur working with solid medium major team. Box D-3, BROADCASTING.

Experienced, inside, outside, Not expensive. Wants news-writing/voiceover position in medium market. Now employed. Box D-13, BROADCASTING.

Experienced broadcast reporter wants position in small market. Strong news copy. Ready to move up. Box D-26, BROADCASTING.

Sports caster/salesman, six years experience college basketball, pro football, high school ppb. RAB salesman, good trouble shooter, college admin., will relocate. Box D-47, BROADCASTING.

News, sports director at small market station seeks position in larger market with play-by-play a necessity. TV work also desired. Prefer west coast, southwest, south. Box 751, E 17th St., Boulder, CO 80302.

I'll have your audience sitting up and listening! Experienced news/sports reporter available. Write or call now. Rod Morrison, 23 Harvard Avenue, Belmont, MA 617-494 2067.

Sports-news director for #1 small market station looking for move up. Strong on play-by-play. Contact Steve. 314-432-2742.

Sports Director with music and news, looking for right move anywhere. PBP, commentary. Medium-large market.

Situations Wanted Programing, Production, Others

Major market production director with progressive FM seeks similar position with larger market program operation. Prefer personality former, possibly as music director or assistant PD combination. Broad background. My work entertains while it informs and sells. Box C-242, BROADCASTING.


Program Director wants to relocate. 14 years on-air experience, Top 40, progressive and news. Director of entire market. Box D-31, BROADCASTING.

Experienced programmer seeks career advancement opportunity. Box D-44, BROADCASTING.

Presently employed announcer, production specialist with wide knowledge of music seeking challenging opportunity in a large market. Young, married, BA, third endowed. Box D-48, BROADCASTING.


Need experienced help? Have done all phases of radio. Have current excellent radio references and third endorsed. Call John Howard 317-742-2492 before noon.

Country music programs, presently employed, Salary requirement over five figures annually. Phone 815-933-9989.

Situations Wanted Programing, Production, Others, Continued

Top production/announcer looking to move up, demo ready to relocate. Seek $10,000 annual. J. Alexander, 430 N. East St., Boyle City, MI 49712, 616-592-1979 evenings.

TV.

Help Wanted Management

Promotion manager with solid on-air promotion experience and knowledge of other media promotion. Prefer aggressive individual leading creative promotion campaign. Equal Opportunity Employer. Contact Ian K. Harwarre, WTAW-JV, Athens, GA 30607, box 602.


Help Wanted Technical

Maintenance engineer, best technical qualifications, needed for VHF, Texas resort city. Box D-40, BROADCASTING.

Excellent opportunity for qualified assistant chief engineer, southwest VHF. Box D-41, BROADCASTING.


Two first phone engineers needed. One for studio operations and one for maintenance (VHF and studio). Good benefits, chance to break into TV and/or career to box C-271, 317-653-3151, Robert Hardle or write WIFI-TV, Box 18, Lafayette, IN 47902.

Chief engineer, Ready to advance from assistant chief or just ready to move a lot? Midwest network area looking for a strong, capable and technical and professional, Salary commensurate with experience and years. Send resume to Curtis & Company, O'Herre Place, 5725 East River Road, Chicago, IL 60615.

Electronic technician. The University of Maryland at Baltimore needs an electronics technician to be responsible for the design, operation, maintenance and repair of closed circuit color TV systems. Requires high school plus completion of a recognized electronics program and five years experience or B. S. in electrical or electronics engineering and three years experience. A first class FCC license is desirable. Submit resume only U.M.A.B. Employment Office, 685 W. Baltimore St., Baltimore, MD 21201, EOE.

July 1, 1975 opening, TV Engineer. Salary $15,000+

Eastern university desires person to assume operation and maintenance, and supervision responsibilities for TV facilities which include a full time operation. First-class license and experience in commercial amateur TV. TV work described in employement descriptions by May 15 to William J. Judd, Director, Education Communications, SUNY, Binghamton, NY 13901.

Assistant Chief Engineer for Albany, New York. Must have experience and knowledge of transmitting operations. An equal opportunity employer. Write to C-1175, 211 W. 44th St., New York, NY 10036.

Consulting Engineer. Midwest firm seeks graduate/undergraduate BSEE with broadcast experience, familiar with FCC APPS (FM/TV). Salary commensurate will experience and education. Send resume with complete history and/for contact at Sands Hotel during NAB. John Fx Brown & Associates, Inc., 25 West 39th, Chicago, IL 60616.

Help Wanted News

Weather person. Got a great weather act ready to top a top 25 market? Meteorologist or otherwise. M/E. Write General Manager, Box C-206, BROADCASTING.

Chief engineer/production top 50 to improve air quality and establish needed procedures. Equal opportunity employer. Box C-277, BROADCASTING.

Aggressive news reporter with television production know-how for South Florida TV station. Journoitalor or comparable degree. Minimum two years TV experience and detailed excellent references. First letter. Equal opportunity employer. Box C-316, BROADCASTING.

Expanding News Operation looking for a solid sales reported who can also anchor and produce a new casi. Send tapes and resumes to: News Center WFTV Television, 1011 West Orange, Mobile, AL 36601. WFTV is an equal opportunity employer.

Broadcasting Apr 7 1975
Situations Wanted News
Continued

Experienced female reporter; heavy feature, consumer interest. Anchorman. Box C-307, BROADCASTING.

Anchor/Producer/Writer looking for growth with medium market aggressive department. Employed degree. Box C-308, BROADCASTING.

Do you need a young, articulate, well educated, versatile news reporter with solid radio and TV experience on top news staff. Inquire for resume. Box C-311, BROADCASTING.

Weatherman. Tremendous presentation utilizing visuals makes show #1 in top 20 market. Outstanding voice, appearance and delivery. Send for VTR. Box D-4, BROADCASTING.


Self-starting TV reporter. Six years in radio-TV include investigative, anchor, talk show, shooting and editing experience. Energetic, competitive, natural on air. Box D-33, BROADCASTING.

News director, presently employed in top 50 market station, limited and disasstified by management attitude toward news, seeks new challenge. Desires ND, Asst. Dir. Producer position with aggressive news station. Box D-35, BROADCASTING.

One man public affairs/feature department seeking full-time position with progressive station committed to adding depth to existing news coverage. I’ll report, shoot, edit, produce and package responsible, people oriented stories and documentaries. Top-notch newsfilm photographer and reporter. Now serving as assistant news director. Box D-42, BROADCASTING.

Newswoman. Experienced investigative reporter/field producer who is young, attractive, and dedicated. Looking for TV station preferably in southwest or south. 617-254-8124 after 2 p.m. EST.

Situations Wanted Programming, Production, Others

Dynamic talk show host/producer. Public Affairs Director and Editorial writer in medium market ready to move to major market. Highly creative with outstanding credentials. Tapes available on request. Box C-176, BROADCASTING.

Promotion assistant. Seek assistant position in Promotion Dept. of station or similar in business. Have ad agency experience in media and production plus several years experience in format. Was D.C. area or 150 mile radius of. Box C-257, BROADCASTING.

20 Years. Sports, news director, talk shows. PHP all major sports Jim Daleman, 54 Shadcock Road, Middlebury, CT 06762-7070.

TV Production Trainee. Remember the person who gave you your first live-in-the-door-beak. BA Communications. Will work my tail off. 201-948-6361.

WANTED TO BUY EQUIPMENT

FM transmitter: 10KW Collins 803F-1 with stereo and SCA. Increasing power. Contact Tom Jones, KWXE, Rochester, MN 55728-7700.

CBS Audiomax 444 $250.00. CBS Volumax 4000 Slimline, near new factory carbon $600.00. Both together $900.00. 577 P.O. Box 699, Ventura, CA 93003 805-826-8597.

SRX TR-3 Hi hand tape machine, color etc., linelevel, good condition, $16,000. WEMT TV, Bangor, ME.


Marl. Immediate delivery from our inventory, dedicated remote pickups and studio transmitter links. Terms available. BESCO, 6855 Stemmings Freeway Suite #200, Dallas, TX 75235 214-351-1580. PR.

PC-70 Color Camera, excellent for studio or remote. New tubes. $30,000. Chief Engineer, 813-334-1131.

VTR--One RCA Highband BBS with new H.B. All Head. Portable unit on wheels, like new. One RCA VIDE C-222, excellent studio/field head on wheels. Very good. Jack Taylor, Box 117, Boyertown, PA 19512-367-6037.

Hälkst-vстроfilax. Large stock--bargain prices--tested and certified. Write for information. Box 301, Western Electric, Box 29795, Oakland, CA 94608.

WANTED ANNOUNCERS

Male First-Phone Announcer, radio or TV. News broadcast experience. Strong sports network stations to west or East Coast. Call 203-391-0233, 212-673-69, Box C-366, BROADCASTING.

22 phone, trainee, same audio, recording, switch; experience. Soon to be married. Richard Stefan, Arbr Drive, South Norwalk, CT 06856, 203-961-2152, mediate jobs only, please.

WANTED ANNOUNCERS

Situations Wanted Technical

Aided recent broadcast graduate. Self starter, knows where it’s at. Waters broadcast position that will lead to management. Box D-25, BROADCASTING.

Situations Wanted Sales

Manic recent broadcast graduate. Self starter, knows where it’s at. Waters broadcast position that will lead to management. Box D-25, BROADCASTING.

Situations Wanted Technical

Aided recent broadcast graduate. Self starter, knows where it’s at. Waters broadcast position that will lead to management. Box D-25, BROADCASTING.

Situations Wanted News

p 50 Anchorman, ready to move up. 30, family, one child. Award winner. Box C-264, BROADCASTING.

Situations Wanted News


Situations Wanted News

16 and 35mm Motion Picture equipment, 16mm Cine/ MAG sound projectors, 35mm and 16mm projectors, amplifiers, reeds, reels, lamps, spare parts, also a good selection of film and equipment. Box 721, 1607 Rainbow, B&H etc. New and Used. Freg Catalogue. I.C.E.C.O. 44-426-3020. 2991 N. Fulton Dr., NE, Atlanta, GA 30305.

BUY--SELL TRADE

CABLE

Help Wanted Management

Asso Executive. Our CATV clients have continuing needs for outstanding sales executives in various sized markets. We have college graduates who have completed school within the last three years. Send confidential resume to Fred Harns, Ron Curtis and Company, 5775 East River Road, Shorewood, Illinois, Chicago 60611.

COMEDY

Deejays: New, sure-fire comedy 11,000 classified one-liners, $10. Catalog free Edmond O’ren, 2786-8 West Roberts, Fresno, CA 93705.

Sick of “Reader’s Digest” humor? Now biggest event since Annette Funicello went 8mm. New, topical comedy, complete five issues $10. Sample $1. Order now and receive sample free. All funny enough for a luncheon monologue. Don Specter, WBAE Suite 2800, 75 L. W. Ecker, Chicago 60601.
Help Wanted News

San Francisco Bay area's 50,000 watt KLOK(AM) needs creative, experienced newswoman. Must be talented at feature writing, newsgathering and news delivery on air. Send tape to: Don Wieman, Program Manager, KLOK, Box 6177, San Jose, CA 95150

Situations Wanted Management

Dynamic, innovative New York broadcaster, 25, seeks management position with established/growing radio organization in programming, production, or operations. Extensive broadcast background in both television and radio, including network writing & audio, audio and video production, announcing (radio & tv), copy, promotion, directing, producing, and TV/radio engineering. FCC First Class license, with broad technical foundation. Education includes B.A. and M.S. Currently seeking management position in Radio-TV combination. Accustomed to long hours and 100% effort consistently. Seeking Northeast MOR or contemporary outlet, $15,000/year starting, Creative, stable, and waiting to grow with your staff. Box C-391, BROADCASTING.

Help Wanted News

A STEP TOWARD RETIREMENT, Major Market Commentator. Journalist now in unfavorable environment due to express opinion with news oriented ownership. No. 1 station Country's most beautiful western city, Major market salary + talent + profit sharing + seventy degrees. Confidential resume to: Box C-579, BROADCASTING.

Help Wanted News Continued

KFRC

KFRC-KGO General, San Francisco, Now searching nationwide for a professional! News Anchorperson-Reporter who knows how to creatively handle a news filler. KFRC is an Equal Opportunity Employer (M/F). Tapes and resumes immediately to Dave Cooke, News Director, 415 Bush St., San Francisco 94108.

Situations Wanted Production, Programming, Others Continued

Television

Help Wanted Technical

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

SALES ENGINEER

Video broadcast industry background essential. National travel involved.

Outstanding opportunity offering excellent earnings potential. Send resume with salary history to:

Personnel Manager

P.O. Box 11427, Santa Ana, Ca. 92711

Help Wanted News

Top 10 Market seeks experienced anchors, reporters, producers, soap writers, and other program writers. We want the best communicators available. An equal opportunity employer.

Box D-45, BROADCASTING

Help Wanted Programming, Production, Others

TV — N.E. — Top 25

TV Production Supervisor

Minimum 2 years exp. Organize facility use & supervise directors, photographers, creative services.

TV Producer/Director

Minimum 2 years exp. Directing, switching, writing creative origination.

Equal Opportunity Employer

Reply to Box D-6, BROADCASTING

Cable TV Slides:

$6

Program Topics

News & Weather

Specialties

Send for complete list! Doral Films 540 E. 55 St. NYC 10022

If you need help, the right job . . . or for any needs related to Broadcasting:

 Broadcasting Apr 7 1975

110
For Sale Equipment

FOR SALE
Used TV Equipment

Many pieces of used TV equipment too numerous to list. Includes such items as TK41 color cameras, various sizes and lengths camera cable, etc.

Write: WESTERN COMPANY
2668 Territorial Road
St. Paul, Minnesota 55114

OR CALL
612-644-4087

RUST CORPORATION
ENTIRE PRODUCTION LINE FOR SALE
Remote control systems, strip chart loggers, gas loggers, audio video switching systems, wireless FM distribution system, alarm panels, and many other products. Possible patent ownership, $18,000 purchases designs, finished goods and work in process.
617-322-1313

For Sale Equipment Continued

AMPEX AVR-1
Mint condition, less than 300 hours, 2 years old, 14" color monitor, one spare head, the price is right.
Written by: G. Alfred Dodds
Applied Video Electronics, Inc.
P.O. Box 26, Brunwick, OH 44212

Business Opportunity

WILLIAM J. ELLIOTT JR. & COMPANY, INC.
PROGRAMMING SPECIALISTS
50 S.W. 3rd Avenue
Suite 110F
Boca Raton, FL 33432
305-392-4210

SALES
"OPPORTUNITY UNLIMITED"
SELLING A VERY UNIQUE
ADVERTISING-MERCHANDISING
CONCEPT
In Wisconsin and Minnesota

Thinking about a change? Want to sell something that offers challenge—opportunity—reward, plus security?

Then investigate our "Opportunity Unlimited" Advertising Sales positions. Former broadcast (16 years) is searching for experienced advertising-oriented Salespeople for many major and metropolitan cities in Wisconsin and Minnesota.

Recent National—Economy Crunch—has created a big demand for our Advertising-Merchandising services. We need self-starters, who can plan and work an eight hour day. We're looking for salespeople (male or female) who can help us supply and fill the demands for our Advertising-Merchandising services. Presently over 200 categories of business (mostly retail) are leasing or buying our Advertising-Merchandising services.

We'll provide for expenses (no overnight travel required) with substantial guaranteed draw against commission. We'll furnish all sales materials—exclusive sales territories, and total sales training.

If you're available and interested—have a car and Sales Experience—plus advertising experience, send us your resume now or call (your nickel) 608-782-0580.

Glenn H. Pederson, Vice-Pres., Sales
Norm Trautmans, General Manager
COMMANDER BOARD SALES, INC.
Box 746, 32 S. Third
La Crosse, WI 54601

Miscellaneous

Need expert sales representation for studio equipment? Are you unhappy with results of your present method of marketing?

Texas, Oklahoma, Louisiana and Arkansas. Talk about your products and problems with manufacturer's representative in Dallas. 17 years experience in broadcast equipment marketing.

Benson Marketing Agency
1915 Lakeglen Road
Carrillon, Texas 75006
(214) 242-1112

You belong in "Broadcasting"

The newspaper of broadcasting and related arts

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo station in the most ideal of the top 15 markets. Combined price: $14 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Fulltime AM — $350,000
Class "C" FM — $250,000

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential $160,000.

Reply Box C-277, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo station in the most ideal of the top 15 markets. Combined price: $14 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Fulltime AM — $350,000
Class "C" FM — $250,000

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential $160,000.

Reply Box C-277, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo station in the most ideal of the top 15 markets. Combined price: $14 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Fulltime AM — $350,000
Class "C" FM — $250,000

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential $160,000.

Reply Box C-277, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo station in the most ideal of the top 15 markets. Combined price: $14 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Fulltime AM — $350,000
Class "C" FM — $250,000

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential $160,000.

Reply Box C-277, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo station in the most ideal of the top 15 markets. Combined price: $14 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Fulltime AM — $350,000
Class "C" FM — $250,000

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential $160,000.

Reply Box C-277, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo station in the most ideal of the top 15 markets. Combined price: $14 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Fulltime AM — $350,000
Class "C" FM — $250,000

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential $160,000.

Reply Box C-277, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo station in the most ideal of the top 15 markets. Combined price: $14 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Fulltime AM — $350,000
Class "C" FM — $250,000

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential $160,000.

Reply Box C-277, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo station in the most ideal of the top 15 markets. Combined price: $14 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Fulltime AM — $350,000
Class "C" FM — $250,000

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential $160,000.

Reply Box C-277, BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.
BROADCASTING'S Classified. opens doors for you!
So, if you're looking for employment, the right employee, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.
Your Classified Ad in
BROADCASTING will reach virtually 100% of the industry's decision makers.

For Sale Stations Continued

Ralph E. Meador
Media Broker
P.O. Box 96
Lexington, Missouri 64067
816-259-2544
NAB Convention Sands Hotel

For Sale Stations Continued

Sovran Associates, Inc.
Brokers & Consultants
Suite 217
11200 North Central Expressway
Dallas, Texas 75231
(214) 360-8545

Larson/Walker & Company
Brokers, Consultants, and Appraisers
Los Angeles, Calif. Washington, D.C.
Suite 831-833-833A
MGM Grand Hotel
April 4-9
Ben Larson Bill Walker

For Sale Stations Continued

William A. Exline, Inc.
31 Carroll Court
San Rafael, California 94903
(415) 479-0717
Media Brokers - Consultants

NATIONAL ASSOCIATION OF BROADCASTERS
Stardust Hotel
April 4-April 9, 1975
Paul H. Chapman William A. Hammond
Arthur H. Simmers E. Kersh Walters, Jr.
Robert H. McKendrick
Chapman Associates
Business brokerage service
Atlanta - Boston - Chicago - Detroit
Dallas - San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

For Sale Stations Continued

BILL EXLINE & DICK SHAHEEN
NAB Convention Headquarters
MGM Grand Hotel
Suite 1508-1510-1510A

William A. Exline, Inc.
31 Carroll Court
San Rafael, California 94903
(415) 479-0717
Media Brokers - Consultants

At your service with 20 years experience.

RICHARD A.
SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040

Rates, classified listings ads:
- Help Wanted: 50c per word—$10.00 weekly min.
  mum. (Billing charge to stations and firms: $1.00)
- Situations Wanted, 40c per word—$8.00 weekly
  minimum.
- All other classifications, 60c per word—$10.00
  weekly minimum.
- Add $2.00 for Box Number per issue.
Rates, classified display ads:
- Situations Wanted (Personal ads) $25.00 per Inch
- All other $45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employ
tment Agencies and Business Opportunity advertisers
require display space.
- Agency Commission only on display space.

Word Count: Include name and address. Name of cit
t (Des Moines) or of state (New York) counts as tw
words. Zip Code or phone number included area cod
counts as one word. Publisher reserves the right t
omit Zip code and/or abbreviate words if space doe
not permit. Count each abbreviation, initial, single
figure or group of figures or letters as a word. Symbol
such as 35mm, COD, PD, GM, etc. count as one wor
Hyphenated words count as two words.
Spearheading the fight for renewal reform: Zeifang

During the final weeks of the 93d Congress last December, while the license renewal bill’s fate was still uncertain, Don Zeifang reflected a moment on his first year as vice president, government relations, for the National Association of Broadcasters: “I never really had any notion when I was growing up that I wanted to be a lobbyist. I don’t know if anyone does.”

NAB had lured him away from a comfortable practice in a Washington law firm, where, after seven years of working “harder than I had ever worked in my life,” he was made a partner. And, of that move, he said, “I have absolutely no regrets,” then added in a half-kidding afterthought, “until we lose the renewal bill.”

It was becoming apparent at that time that the renewal bill was gasping its last, although Mr. Zeifang and his associates at NAB talked of plotting new strategies to keep it alive even while most congressmen were booking reservations on flights out of town.

The death of the renewal bill was a defeat difficult to accept with grace at NAB. There had been other victories last year on legislation such as copyright and a consumer protection agency. But license renewal had progressed from “lost cause” status in 1973 to NAB’s number-one legislative priority in 1974. And for a while it looked as if the measure would fly; a renewal bill passed the House with only 14 dissenting votes; then another passed the Senate with only two members opposing it.

The rest is painful history to the members of the NAB government relations staff. The bill died of neglect, never reaching House-Senate conference committee. The momentum was lost. The earlier victories counted for “not a thing,” Mr. Zeifang said, “not as far as the membership is concerned.”

But facing the membership proved not to be as unsettling as might have been anticipated. In refusing to explain why he never appointed the House’s conferences on the bill, House Commerce Committee chairman Harley Stoggers (D-W.Va.) in effect funneled all the blame for the bill’s eath from the industry to himself.

Last December, Mr. Zeifang said NAB might carry its renewal fight to the FCC this year and forgo legislation. That was in December. NAB has since decided firmly that it will again seek legislation from Congress and license renewal is again the number-one legislative priority for the association, Mr. Zeifang said. He gave several reasons. First, if the industry waited on the FCC to take care of issues like community ascertainment, industry stability and crossownership, “it would take two years, and we can’t wait that long.” Second, renewal-related FCC rulemaking will always be subject to court review, but “if you pass a bill that takes care of stability and ownership … all you have to worry about is whether the act is constitutional.” And perhaps most important, the FCC lacks the authority to lengthen the renewal term to five years, a key reform NAB seeks.

Despite the overwhelmingly favorable votes the renewal measures won last year in both houses, reviewing this issue this year is not going to be easy, Mr. Zeifang indicated. “This is an antibusiness Congress,” he said, looking mainly at the House, which turned over 75 seats to new Democrats in the last election. Furthermore, Congress is currently preoccupied. “We understand that we can’t expect to get front-burner treatment of our problems,” Mr. Zeifang said.

NAB has its own problems as well, having been hobbled by the loss of its senior executive vice president, Grover Cobb, who died last month of a heart attack. Mr. Cobb was considered a talented and respected advocate for the industry in Washington, among whose responsibilities was the direction of the NAB government relations department. The reins of the department have temporarily passed to Mr. Zeifang, who himself has been called a “lawyer with a touch.” He is counseled by observers as among the candidates, if not for the number-two spot Mr. Cobb occupied at the association, at least for the job of executive vice president in charge of the government relations department. For himself, Mr. Zeifang candidly admits he is ready to step up, although he added, “I’m not seeking it.”

As early as October, it was guessed he would be where he is. Work in broadcasting back when he was a student at Notre Dame was little more than a pleasant diversion, an excuse not to study. After graduating from high school in his hometown of Niagara Falls, N.Y., where he was a talented pitcher for whom most of the president, he embarked on a “dismal” undergraduate career that did not end until five and a half years later. At Notre Dame he began working part-time for the university’s radio and television stations, WNDU-AM-FM-TV South Bend.

Mr. Zeifang dropped out of school for a year while working as a Niagara Falls factory, scraping carbon off carbon electrodes and cathodes by hand, but eventually he was graduated from Notre Dame in 1960 with a degree in English literature.

He said he entered law school at Georgetown University because “I didn’t have anything else to do,” and completing his JD degree in 1963, was persuaded by a roommate to remain in Washington and try to land a clerkship.

But what is striking now about Mr. Zeifang’s first Washington job is the man he worked for, U.S. District Court Judge John J. Sirica, whose hand most of the Watergate defendants have been convicted. “He was one of my few heroes,” Mr. Zeifang said.

With fond memories of his college work in broadcasting, Mr. Zeifang chose to specialize in communications and was hired by the Washington law firm, Dow, Lohnes & Albertson

Profile


Broadcasting Apr 7, 1975 113
Dream world

The Committee for Economic Development's proposals for long-range changes in the regulation of broadcasting and cable, described elsewhere in this issue, suffer first of all from their timing. Coming on the eve of the annual conventions of the National Association of Broadcasters and the National Cable Television Association, they seem likely to accentuate the fundamental conflicts between those two organizations.

The proposals contain much to consider and much to deplore. It is pertinent, we think, that the only broadcasters associated with them and in a position to cast a vote, John A. Schneider of CBS and C. Wrede Petersmeyer of Corinthian, both voted no—not only on the cable issue but on others as well.

The Office of Telecommunications Policy in advocating a calculated transition in government regulation. They assume that it is possible to program the government in such a way that when broadcasting reaches point X and CATV arrives at point Y, government will dilute its regulation by, say, one-tenth of Z.

The trouble with this and with much of CED's rationale in general is that government just doesn't work that way. Bureaucracy doesn't give up anything. To expect it to do so is contrary to, oh, say 199 years of U.S. government experience, not to mention the irrevocable laws of human nature. Given the realities, then, the timing is probably the least of the plan's defects.

Military waste

As reported here a week ago, N.W. Ayer, recently reappointed as the agency for Army recruitment advertising, will be spending up to $45 million in the next year, but none of it in the media that provably are best to reach Americans of recruitment age. As an Ayer spokesman explained, the agency has recommended the use of radio and television, but the Army has turned it down, in accord with a Defense Department policy against the use of paid broadcast advertising.

The policy, as the Ayer man was too discreet to mention, was adopted largely at the urging of Representative F. Edward Hebert (D-La.) when he was still the powerful chairman of the House Armed Services Committee. Mr. Hebert, deferring the discredited refrain that broadcasting, being licensed by the government, must carry the government's word, directed the military to quit paying for broadcasting exposure. Since Mr. Hebert controlled budgets, the military did what he said.

It must also be recognized that others around the government share Mr. Hebert's added view of broadcasting's obligation to give free time to messages that the government knows better than to ask other media to carry without payment. But even so, the unseating of Mr. Hebert from the Armed Services chairmanship takes at least some of the pressure off the Defense Department. The time ought to be right for a new presentation that seeks review of the ban against broadcast advertising.

It is wanton misuse of public funds when the military excludes the most efficient media from its advertising mix. The misuse is only encouraged when broadcasters put the military's free-loading spots on the air in available holes in their schedule—in the least efficient use of radio and television.

Why not a full-dress pitch to the Department of Defense? Being on the scene in Washington, the National Association of Broadcasters could coordinate it, with the Radio Advertising Bureau and Television Bureau of Advertising filing in the details. It just might end the discrimination emanating from the Pentagon and give the taxpayer a bigger return on the money spent to man the armed forces.

Pointed question

In a revival of an old custom that was discontinued in recent years, members of the FCC will appear at a question-and-answer session at the National Association of Broadcasters convention this week. We have a question that would be pertinent in light of the commission's repeated rejection of appeals by broadcasters for refunds of fees that were declared illegal by the Supreme Court: Do you, Mr. Commissioner, really believe that broadcasters are not entitled to refunds though you did not hesitate to arrange refunds of fees that cable operators paid, or is this a political ploy to make it look as though you are protecting the federal treasury? It would be interesting to hear individual responses.

For the third time a fortnight ago the FCC restated its position that the Supreme Court ruling permitted only to cable fees—carefully avoiding reference to the commission's decision to overhaul its whole fee schedule after the Supreme Court acted. Broadcasters must now proceed with the expense of recovering procedures in the courts. This is speed-trap justice on a massive scale, and it demeans a federal agency that is supposed to be making national policy on matters as serious as communications.

The test

As had been expected, the Justice Department has announced its intention to take the FCC to court on the commission's new media-crossover ownership rules.

In essence, Justice has been arguing, both in petitions to deny individual license renewals and in oppositions to the general crossovership rulemaking, that the FCC ought to apply antitrust standards where it finds undue concentrations of control. But at the same time it asks the FCC to exact penalties under its broad public-interest standards, which are infinitely looser and hence easier to sustain in court, than the antitrust laws.

The hope must be that the appellate courts will recognize the Justice Department's case for what it is: an attempt to get cheat convictions on antitrust accusations that ought to be tried in federal courts.
INTRODUCING THE NEW CP-16R INFORMATION DISPLAY

Our information display system for CP-16R reflex cameras keeps you posted at all times about critical camera operating conditions. It is logically organized, easy to interpret, reliable and dependable in performance.

This is how it works.

Advanced solid state circuitry permits the use of dependable light emitting diodes (LEDs) as monitoring devices, rather than the usual delicate metering needles which are so susceptible to damage.

Above and below our unique CP-16R fiber optics viewing screen, various LEDs light up or change in intensity as they monitor vital camera functions. You get all the information you need, only when you need it. Most of the time, no more than two LEDs will be on at any given moment. So you can concentrate on your prime objective: filming the scene!

The following indicators are standard equipment on all 1975 CP-16R reflex camera models:

6 — for “Battery.” It lights up only when your battery is low.
S — for “Sync.” It lights up only when your camera is running out-of-sync.
F — for “Footage.” It lights up only when you’re about to run out of film (whether you’re shooting with 200 ft. or 400 ft. film loads).
VU — for “VU Meter,” of course. Here, the varying intensity of illumination indicates modulation levels in the CP-16R/A camera with built-in Crystasound amplifier.

The exposure information (at the bottom of the display) is featured only in CP-16R reflex cameras equipped with our optional semi-automatic or fully automatic exposure control system. In which case, the illuminated 0 represents “Correct Exposure.” And the symbols to the right and to the left, progressing in ASA half-stop increments, light up to indicate over- or underexposure.

Our CP-16R information display truly informs, without distracting. Without cluttering up the viewfinder, Sure, 1975 CP-16R camera models cost more. But the information display alone is well worth the increase. And it is but one of the many new innovative design features that make the CP-16R reflex the most outstanding 16mm camera system ever!

For further information, please write to: Cinema Products Corporation, 2037 Granville Avenue, Los Angeles, California 90025. Telephone: (213) 475-0711. Cable: Cinecineco.
His birth certificate would have us believe he was 80 years old.

But as everybody knows, he wasn't a day over 39.

The Jack Benny Show
104 unforgettable half-hours.

mca tv