First class all the way!

"Don Adams Screen Test" going into production for fall 1975 start.

Don Adams is host and "director" in this hilarious prime-time quality production from MCA TV.

Produced at Universal Studios by Marty Pasetta, whose many top network credits include The Oscars (1971-75), Super Comedy Bowls, Goldie Hawn Special, Bing Crosby Christmas Show (1970-74), The Andy Williams Show, The Smothers Brothers.

There's nothing like this half-hour for prime access or any time!
surround yourself with middle georgia.

The Middle Georgia area is surrounded by WMAZ Television, WMAZ AM Radio and WMAZ FM Stereo Radio . . . and that's a lot of surrounding! In fact, since 1922 WMAZ has been a leading citizen in Middle Georgia, surrounding the area with good news and good programs, and surrounding ourselves with good ratings. WMAZ GETS AROUND!
FOR PARTICULARS CALL STAN MOGER OR GEORGE HANKOFF (212) 682-0760.
SFM MEDIA SERVICE CORPORATION, NEW YORK, N.Y. EXCLUSIVE DISTRIBUTORS FOR WALT DISNEY PRODUCTIONS
The ASCAP Talent Quiz

Or
How much do you really know about the music business?

1. What leading songwriter won 5 Grammies this year? What licensing organization does he belong to?
2. According to Cash Box the Top 6 Male Vocalists of 1974 were also songwriters. Who are they? What licensing organization(s) do they belong to?
3. One Country writer has both Top Single and Top Album artist in the Country category, according to Billboard. Can you name him and the licensing organization he belongs to?
4. What writer-performer sold the largest number of LP’s in 1974? How many? What licensing organization does he belong to?
5. According to Billboard, what writer-performer was 1974’s Top Jazz Artist? Can you name his licensing organization?
6. The No. 1 British Rock Star switched American licensing organizations in 1974. Who is he? To which licensing organization did he switch?
7. Which writer-performer became the first songwriter to win three Oscars in a single year? When did he do it? What’s his licensing organization?
8. Six songwriters have been elected to the Entertainment Hall of Fame. Who are they? What licensing organization(s) do they belong to?
9. Which two songs have sold the largest number of records of all time? Who wrote them? Which licensing organization(s) do they belong to?
10. Who is the only songwriter to ever have won 6 Tonys? What licensing organization does he belong to?

Answers
Likely prospects. Successor to David Foster as president of National Cable Television Association won't be announced at this week's annual convention in New Orleans (story on page 55). John Gwin, vice president of Cox Cable Communications, remains odds-on favorite, but selection committee headed by Comcast Corp.'s Daniel Aaron still has large field of candidates to consider. Committee is looking for person "outside the Washington cable establishment" with "operational experience in the field," qualifications both vague enough and pointed enough to prompt comment: "That means his name shouldn't begin with an 'L'"—apparent allusion to Bruce Lovett, outgoing board chairman who's thought to have presidential aspirations.

Intriguing new prospect in contention is Henry Goldstein, who also worked for Cox— as vice president of San Diego system, country's largest — and now is in London attempting to develop toll-free calling business (area code 800 system). He's lawyer, attractive, in early 40's, is said to be close to Congressman Lionel Van Deerlin (D-Calif.).

Priorities. Men who know politicians detect change in pecking order where media are concerned. They say it was no accident that President Gerald Ford addressed National Association of Broadcasters last Monday in Las Vegas (see page 34), and Vice President Nelson Rockefeller spoke at American Newspaper Publishers Association convention last Wednesday in New Orleans. ANPA convention drew estimated 1,800 (including spouses and guests) while NAB attendance at Monday's Ford luncheon was pegged at 3,500 and convention registration at 5,200 with over-all attendance estimated at 12,000.

Next booster shot. Radio stations throughout country have helped sagging auto industry by offering promotional extras to car dealers and have benefited by selling tie-in ad schedules (Broadcasting, April 7). Now numerous stations are adapting same approach to selling new-home business, with promotional-advertising push set for late spring and summer. Stations will emphasize government's $2,000 tax rebate for new-home buyers in promotional-advertising approach.

Probable starters. Sitcoms, including two spinoffs from hit series, dramas ranging from carbon of "The Sting" to new medical series, and variety hours starring Howard Cosell and McLean Stevenson lead speculation as networks reach final deliberation over their fall prime-time schedules. CBS sources say their hottest new-series prospect is "Switch," about two con men, and "The Keegans," melodramatic family chronicle, both from Universal; Robert Stigwood Organization's "Beacon Hill," Americanized version of popular British serial, "Upstairs Downstairs," and three sitcoms: "Phyllis," spinoff from "The Mary Tyler Moore Show," and "Doc," both from TMT Productions, and Norman Lear's "Hello, Ann!" ABC's new contenders include Columbia Pictures' "Gilleville," drama based on John O'Hara stories; "Fay," sitcom from Danny Thomas Productions starring Lee Grant; "Terry," Norman Lear spinoff from "Sanford and Son;" McLean Stevenson variety hour; and "The Look of Eagles," universal medical series with George Peppard. ABC, with most hours to fill by far, is set for Columbia Pictures' "Everything Money Can't Buy" sitcom and Howard Cosell variety hour; sources there say it's too early to speculate on favorites from raft of other ABC pilots.

CBS and NBC are expected to have their 1975-76 prime-time schedules ready by Thursday (April 17), possibly as early as tomorrow. ABC's schedule, by contrast, isn't expected before first week of May.

Winners and losers. Las Vegas was apparently hit with most delegates to NAB convention last week, rating it solid possibility as site for future conventions. Hamilton Shea of WSVA(AM) Harrisonburg, Va., and Wendell Mayes of KNOW(AM) Austin, Tex., both members of NAB convention site committee, said upon returning home that despite temptation of gambling tables attendance at exhibits, workshops and major sessions was good, perhaps better than usual. (On final morning, FCC session drew huge crowd, in contrast to empty house at closing program at Houston convention year ago.) Next week site committee will visit other potential locations — St. Louis, Dallas, New Orleans and Atlanta. But that is no indication that choices for 1978 and after have narrowed to those four. Chicago is set for 1976 convention, Washington for 1977.

As were probably to be expected, there were some reports of uncomfortable losses by NAB delegates inexperienced in casinos until their Las Vegas visit last week. One Eastern station group executive and wife complained they were "had" by slot machine on which they lost gambling fund they had put aside and reserve they dipped into in hope of recovery. At least few others were said to have cashed in airline tickets in unsuccessful efforts to beat slots, wheels or tables.

180-degree turn. Details of background of President Ford's decision not to use broadcast-oriented speech at NAB convention continued to emerge at week's end. They indicate one of those struggles for mind of President that go on among White House aides. Variety of sources from government and industry were tapped for ideas for original draft. But after reviewing it, some White House aides, including John Eger, acting director of Office of Telecommunications Policy, who provided material for speech to which broadcasters could relate, decided draft was too disjointed and perhaps too much a trade speech.

Domestic Council and President's close adviser, Robert Hartmann, apparently shared view speech was not sufficiently "presidential," as one aide put it. Speech writers and others including President's television adviser, Robert Mead, argued for going with original draft. But President finally decided to order up speech on those national and international issues that have been dominating his thoughts.

Federal eye. U.S. Commission on Civil Rights is about to look into television programming in Phase II of its study of equal employment opportunities in TV ("Closed Circuit," Feb. 17). Helen Franzwa, project director, has written eight stations (picked at random out of 40 major-market stations originally queried) to request personal interviews with management. Dr. Franzwa says affirmative employment efforts would logically be reflected in what's on station's air that appeals to women and minorities.
Top of the Week

And we quote, In Las Vegas, NAB's TV board pressed home the family viewing standards, banishing "inappropriate" programs from the 7-9 p.m. period. The exact language of the amendment (Page 24), negative reaction on part of conventioners (Page 25) and FCC Chairman Wiley's denial that he or government imposed the family concept (Page 26).

Blackout blues. FCC report to Congress says antiblackout law hasn't appreciably affected professional sports, but it has put a crimp in radio's ratings and rights payments. Page 26.

State of the industry. Keynote address by President Wasi- lewski at the NAB convention cites restrictions on all sides: government, consumer groups and thicket of pending legislation. Page 32.

Presidential drop-in. Addressing himself to national and international topics — with only passing reference to industry regulation — Mr. Ford made little broadcast news in Vegas. Page 34.

License-renewal priority. FCC Chairman Wiley comes through with a promise to lighten the license load, sides with the President in citing "too much federal regulation" and plugs family viewing idea before NAB. Page 36.

No kidding on obscenity. NAB workshop on FCC enforcement reveals hard-nosed commission-staff attitude on obscenity, indecency, hyping; self-regulation takes rap from citizens group lawyer. Page 40. Broadcasters get tips from FCC Broadcast Bureau Chief Gibbon on license-renewal forms and from attorney Robert Head on community ascertainment surveys. Page 42.


Cable's turn. Action moves to New Orleans this week for National Cable Television Association convention. Page 55.

New high for spot TV. Final tally for 1974 shows it was a $1.6 billion-year. Page 57.

ENG is in. A minicam and mobile tape unit, roving by van with a microwave dish, transmitting remotes back to the studio equals electronic news gathering. ENG is SRO at NAB. Page 62.

Three-ring equipment show. Demonstrations of equipment and services — solid state transmitters, AM stereo, new minicams among them — highlight the technical side of the NAB convention. Page 65.

Once again into the breach. FCC's renewed interest in VHF drop-ins prompts Association of Maximum Service Telecasters Executive Director Lindow to call for greater support of AMST's opposition. Page 67.

'Fighter and bulldog.' A look at Bruce Lovett as he winds up his year as NCTA chairman and gives his views on cable's gains and losses and the problems that still lie ahead. Page 83.

Breakthrough for Army advertising on radio as Hebert relents long enough for 15-market test

There was breakthrough last week in policy impasse that has kept Army from buying time on radio. According to spokesman for N.W. Ayer, New York, agency which handles entire Army advertising account, Army has been given clearance by Defense Department to undertake test for paid radio advertising in 15 markets. Test will run 13 weeks beginning first week in May. Over-all cost will be $600,000, although Ayer executive did not know how that would break down per market. Test cities are: New York, Philadelphia, Buffalo, Providence, Cleveland, Cincinnati, Minneapolis-St. Paul, Milwaukee, Indianapolis, Des Moines, Houston, New Orleans, Oklahoma City, Sacramento and Phoenix.

Purpose of experiment, Ayer spokesman said, is to test radio's effectiveness in markets where other media efforts have failed to draw out enough qualified personnel. Army will be looking for stations which reach young people and people who influence them. Spokane was careful to point out that radio buys will not supplant public service announcements, and that Army is still seeking public service support from stations.

Experiment was given green light after private agreement was reached early last week between Secretary of Army Howard H. Callaway and Representative F. Edward Hebert (D-La.), according to Hebert aide. He said congressmans has not loosened his opposition to Army using paid radio advertising, but was persuaded to permit test with stations that have in past run Army PSA's. Mr. Hebert was, until this year, chairman of House Armed Services Committee, and it was because of his opposition that Army has refrained from buying radio time in last four years.

Family viewing, too much for many, not nearly enough for Macdonald

Representative Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, posted storm warnings for broadcasters last week if they do not take stronger measures to sweep sex and violence off TV. His reaction to NAB TV board's vote to put family viewing stricture in TV code (story page 24): "I think the family hour is the best P R gimmick NAB has come up with . . . I don't think it approaches the problem that this committee and others have expressed such interest in." Then he added: "Congress and this committee are not ruled by the code in what we do."

Congressman amplified last comment, saying there are number of things government can do without running into First Amendment to force stations to cut back on sex and violence. For one thing, government can hold broadcasters accountable through ascertainment. Ultimately, FCC can begin "lifting license if any given station doesn't serve public interest," Mr. Macdonald said. "And the public interest, in my judgment, is not a steady fare of sex and violence."

Mr. Macdonald said another possibility is licensing networks. He said he has another thought, but is not willing to share it, because "I haven't made up my mind if I want to go that far."

He said that until now, Congress has been doing "gentle manly thing," using "friendly persuasion" to let broadcasters know they are not on right track. But last Thursday he was saying, "They've got the word . . . if there is no overt sign that they read our signs, we can make them larger and clearer."

Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, was not available for reaction to TV board move late last week, but earlier had said he would withhold comment until Senate Commerce
THE WORLD'S FIRST FCC TYPE ACCEPTED 100% SOLID-STATE AM BROADCAST TRANSMITTER!

From the power amplifier/modulator to the oscillator and audio driver, the one-kilowatt MW-1 is totally transistorized, for the ultimate in performance and reliability!!

Another first — the Progressive Series Modulator (PSM)* is brand new, combining the operating simplicity of conventional series modulation with greatly increased modulator efficiency. Overall transmitter efficiency is greater than 50%!

Add to this a 125% positive peak modulation capability, and you have the most exciting, broadcaster-oriented AM transmitter to be introduced in many years.

MW-1, from Harris — the pioneers with Direct Carrier Frequency Modulation, with the Pulse Duration Modulator, with IF Modulation . . . and now with total solid-state design and PSM.

For more information write Harris Corporation, Broadcast Equipment Division, 123 Hampshire Street, Quincy, Illinois 62301.

*Patent Pending
Thanks-Again

For the sixth consecutive year, NBC has received more Peabody medals than the other two major broadcast organizations. This time, we were honored with seven of the prestigious awards for distinguished achievements in television and radio in 1974. The range represented by NBC's winning efforts is particularly gratifying. It spans such diverse elements as news specials, dramatic programs and children's entertainment.

Our thanks to the Peabody Board, as well as to the many talented men and women whose work contributed to these honors.
The List of NBC Peabody Winners:

Julian Goodman
Julian Goodman, Chairman of the Board, NBC, "for his outstanding work in the area of First Amendment rights and privileges for broadcasting."

Carl Stern
NBC News correspondent Carl Stern "for his exceptional journalistic enterprise during a time of national crisis."

Television Drama
NBC Television Network "for the distinguished variety and quality of its dramatic programs, as evidenced by 'The Execution of Private Slovik,' 'The Law,' and 'IBM Presents Clarence Darrow.'"

News Special
NBC News for its presentation of "Tornado! 4:40 p.m., Xenia, Ohio"—"not only for its dramatic impact, but for its searching analysis of how the community reacted in the months following."

Children's Programming
NBC Television Network for its "Go" series, "consistently of the best to be found in today's television world for children."

Network Radio News
NBC News for "Second Sunday" on the NBC Radio Network, "a truly noteworthy use of the documentary form in radio."

Community Involvement
WNBC, the NBC Owned Radio Station in New York, for "Pledge a Job," which attacked the problem of unemployment in its listening area, "an innovative and effective effort."

NBC
In Chicago Bonneville is WCLR

You hear it everywhere in Chicagoland:
The foreground sound of WCLR Stereo.
It's the proven Bonneville beautiful music sound. Music that people like—and listen to.
Live personalities. Crisp, incisive news.
Special features that get to the heart of the
community's interests, and its needs.
Commercials are carefully limited so they never have to fight for attention. Every one gets showcase treatment.
Bonneville's WCLR Stereo. It's the quality sound of radio in the great Chicago market.

<table>
<thead>
<tr>
<th>City Location</th>
<th>FM Radio</th>
<th>AM Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, N.Y.</td>
<td>WRFI Stereo</td>
<td>KBRT 10,000 Watts</td>
<td></td>
</tr>
<tr>
<td>Los Angeles/Avalon, Calif.</td>
<td>KBIG Stereo</td>
<td>KBRT Stereo</td>
<td></td>
</tr>
<tr>
<td>Skokie/Chicago, Ill.</td>
<td>WCLR Stereo</td>
<td>KIRO Stereo</td>
<td></td>
</tr>
<tr>
<td>Seattle, Washington</td>
<td>KMIR Stereo</td>
<td>KIRO 50,000 Watts</td>
<td>KIRO</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>KMBZ 5,000 Watts</td>
<td>KSSL 50,000 Watts</td>
<td>KSL</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>KSL Stereo</td>
<td>KSL 50,000 Watts</td>
<td>KSL</td>
</tr>
</tbody>
</table>

The stations built on service

Bonneville International Corporation
Committee's oversight hearings on FCC scheduled for April 21 and 22. Hearings on broadcast sex and violence are next on agenda of Mr. Macdonald's House subcommittee (following hearings on educational broadcasting facilities), but date has not yet been set.

AIM agrees to make amends for inaccurate ads challenging networks for fairness in news

Accuracy in Media has agreed to take advertisements in two newspapers to provide full details of fairness case involving NBC's Pensions: The Broken Promise. Agreement, submitted to U.S. District Court in Washington for approval, was part of overall settlement with Securities and Exchange Commission, which said AIM had violated SEC rules in running original ads in Wall Street Journal and Palm Beach News. Ads were designed to persuade stockholders of CBS Inc. and RCA Corp. to vote for AIM-sponsored resolutions calling for "more accuracy and fairer coverage of the news on TV." SEC said ads constituted illegal solicitation of proxies. It said AIM did not provide shareholders involved or SEC with information required in connection with proxy statements; and that ad was misleading in simply asserting that commission found NBC violated fairness doctrine in connection with Pensions. SEC said AIM failed to report that panel of U.S. Court of Appeals had overturned commission decision and that full nine- judge bench, after first agreeing to rehear case, later reinstated panel's decision. Besides requiring AIM to make second ad, settlement calls on AIM to make written offer to return contributions it received in response to original ad. That had called attention to resolutions to be voted on by CBS stockholders at their annual meeting, on April 16, and by RCA's, at theirs, next month.

Minorities' cause pleaded at long-range hearing

Need for increased minority programming and employment in public broadcasting was given major emphasis in most testimony submitted on Public Broadcasting Financing Act (H.R. 4563) Thursday during third consecutive day of hearings before House Communications Subcommittee, headed by Torbert Macdonald (D-Mass.). As in previous days of hearings (story page 53), concept of long-range funding was supported by all.

But FCC Commissioner Benjamin L. Hooks, speaking for himself, and Pluria Marshall, Washington representative of National Black Media Coalition, advocated insertion in bill of provisions that would guarantee that portion of funds be earmarked for minority efforts. Representative William Clay (D-Mo.), of Congressional Black Caucus, though not present, asked for minority funding in written testimony. John Eger, acting director of Office of Telecommunications Policy, asked by Chairman Macdonald if he would recommend presidential veto if funding ceilings were increased, as amended by Senate Commerce Committee, said answer would be "premature" at that time. OTP wrote original proposal with federal matching funds peaking at $100 million; Senate committee boosted ceilings to $150 million. Both Commissioner Hooks and Mr. Marshall favored boost, but Mr. Marshall reaffirmed position that funds alone are not enough to improve minorities' status in public broadcasting.

Pacific United to join Combined Communications

Combined Communications Corp., Phoenix has announced agreement in principle for Pacific United Services Corp. to be merged into CCC. Basic exchange ratio would be two CCC shares for each PUSC share, which translates to approximately $8,532,000 based on Friday's closing price for CCC common. Number of CCC shares will be decreased if average closing price for CCC common rises above $15 at closing of agreement. In event stock dips below $15, CCC will add up to $1.5 million in cash.

Principals of PUSC, controlled by Hal W. Brown family, includes $13-million promissory note stemming from CCC's 1973 acquisition of its Pacific Outdoor Advertising division; supermarket merchandising operation; candy manufacturing and indoor advertising business.

CCC, group broadcaster and outdoor advertising concern, is purchasing assets of Globetrotter Communications Corp., in move that ultimately could lead to 20-station portfolio (Broadcasting, March 10). Board Chairman John J. Louis Jr., President Karl Eiler, and their families own about 40% of company's stock that is publicly traded on New York Stock Exchange.

Teleprompter seeks FCC's OK to keep on operating in Johnstown

Armed with new 10-year cable-television franchise from city of Johnstown, Pa., Teleprompter Corp. has made fresh start in seeking FCC authority to continue operating there. Already under consideration at commission is question of whether Teleprompter's involvement in bribery of city officials to obtain franchise in 1966 is reason for disqualification. Company last week filed new application for certificate of compliance based on franchise it received from city on April 8 following "extensive public hearings" regarding Teleprompter's character and other qualifications.

New franchise "complies in all respects with the rules and regulations of the commission," Teleprompter said. Accordingly, it said proceeding involving 1966 franchise is moot, and it asked commission to dismiss application based on 1966 franchise. However, commission is reported to have indicated opposition to Teleprompter's continued operation in Johnstown. Following oral argument on issue in January, commission is said to have reached tentative decision, on 4-to-3 vote, to disqualify Teleprompter for certification (Broadcasting, Feb. 3).

Pastore puts it in gear

Senate Commerce Committee has scheduled FCC oversight hearings April 21 and 22, to be presided over by Communications Subcommittee Chairman John Pastore (D-R.I.). FCC Chairman Richard Wiley and six commissioners, who will appear en masse, have been asked by committee to come prepared with progress report of agency's activities for year past as well as outline of major matters pending. Following week, April 28-30, Communications Subcommittee will hold hearings on three pieces of legislation to alter Communications Act. First bill is Senator Pastore's S. 608, to exempt presidential and vice-presidential candidates from equal time requirements of Section 315. Other two are S. 2 by Senator William Proxmire (D-Wis.) and S. 1178 by Senator Roman Hruska (R-Neb.), primary provisions of which are to abolish FCC's fairness doctrine and to prohibit FCC from any influence of broadcast programming.

Satellite networking of pay cable in works

Plans for national pay-TV network via satellite have been announced by Home Box Office Inc., New York, and UA-Columbia Cablevision Inc., Westport, Conn. Under it, HBO programming of current movies, sports and special interest topics is to be extended from present Northeast to UA-Columbia cable systems in Florida, Midwest and West. RCA Global Communications Inc. is to furnish satellite communications facilities and UA-Columbia will build earth systems to receive HBO programs at sites adjacent to its cable systems in Fort Pierce and Vero Beach, both Florida; Fort Smith, Ark.; Laredo, Tex.; Yuma, Ariz.; El Centro, Calif.,
and Pasco and Kennewick, both Washington. Plans are subject to FCC approval.

HBO plans to transmit by satellite later this year, initially to UA-Columbia's Florida systems and to other locations in 1976. HBO has almost 100,000 subscribers, now served via microwave, on systems in New York, New Jersey, Pennsylvania and Delaware. UA-Columbia systems to be linked by satellite have about 85,000 subscribers. Satellite deal is said to have resulted in part from consultancy of Transcommunications Corp., Greenwich, Conn., to HBO (Broadcasting, March 17).

The best for SDX

Sigma Delta Chi Distinguished Service Awards for journalistic efforts were announced yesterday (April 13) with six broadcasters winning honors.

Radio reporting award is shared by reporters Jim Mitchell, Gary Franklin and Herb Humphries, who covered Symbionese Liberation Army shoot-out in Los Angeles for KFWB(AM) there. WIND(AM) Chicago took radio public service award for its documentary, EMH: Board of Education Dumping Ground for Spanish Students. Jim Branch, news director at WRFM(FM) New York, won radio editorializing award and was praised by judges for localizing societal problems.

Award for TV reporting was earned by Lee Louis, news photographer at KGTU San Diego, for his coverage of police shoot-out with suspect in Ocean Beach, Calif. ABC News documentary unit won TV public service award for its ABC News Close-up — The Paper Prison: Your Government Records. Jay Lewis, editorial director, WSFA-TV Montgomery, Ala., took TV editorializing award for editorials on overcrowding and poor security at county jail.

Broadcast winners, along with those chosen in field of print journalism, will receive awards May 3 at Southwest Conference of The Society of Professional Journalists, SDX in El Paso.

In Brief

Family week? Council on Children, Media and Merchandising has petitioned FCC to extend its definition of children's viewing to include programs children actually watch in large numbers — many of them reruns of programs originally made for adults. Council is concerned about advertising for products potentially dangerous to children seen on those programs, and says it will seek judicial relief if commission does not act in 60 days. Commission is amending its television renewal form to determine whether broadcasters are adhering to commercial standards for children's programs that National Association of Broadcasters and Association of Independent Television Stations adopted at urging of FCC Chairman Richard E. Wiley. Definition of children's program adopted by commission is essentially same as that in NAB code — program "designed" for children 12 years old and younger. Council's petition, similar to one it filed with Federal Trade Commission (Broadcasting, March 17), says definition ignores eight of 10 programs most watched by children. Robert Choate, who heads council, said commission had in effect made "private agreement" with industry to leave to it "the regulation of commercials."

'Question' up to 27. Viacom Enterprises reported Friday (April 11) that six more stations have signed for 1976 version of The 864,000 Question, bringing to 27 total signed for series thus far. New signers are WISN-TV Milwaukee (replacing WTMJ-TV there; see story page 30), WAGA-TV Atlanta, WBAL-TV Baltimore, WBNS-TV Columbus, WDAU-TV Scranton, Pa., WLWD (TV) Dayton.

FTC denies ACT. Federal Trade Commission will not issue any blanket rule with respect to advertising of foods to children. Such is the thrust of FTC's decision to deny petition from Action for Children's Television, which requested rule preventing ads for edibles on children's TV. Among issues ACT raises is question of sugar-laden foods as possible health hazard. FTC deferred matter, pending review by Food and Drug Administration. Chairman Lewis Engman and Commissioner M. Elizabeth Hanford dissented in part, saying they would have granted petition to extend it seeks rulemaking on question of foods commercial fairness under FTC act.

Double talk restricted. FCC has adopted rules that would limit dual-language TV prograiming to 15 hours per week and three hours per day. Commission noted reason for rule-making was to ensure that uncontrolled expansion of dual language programming (program is telecast in one language and participating FM station simultaneously broadcasts aural portion in another language) might deprive FM listeners of program diversity to which they are entitled. Rule-making was directed primarily at practice common to broadcasters in Puerto Rico.

Thinkers, talkers. More than 100 representatives of government and academia will gather at Airlie House, Warrenton, Va., for three-day "1975 Telecommunications Policy Research Conference," beginning April 16. FCC Chairman Richard E. Wiley will address luncheon on April 19, and Commissioner Glen O. Robinson will participate in one panel. Matters to be discussed include "Television Programming and the Consumer," "Media Concentration and the First Amendment," public broadcasting, two-way cable television, communications satellites and impact of communications technology on print media. Annual conference is sponsored by Office of Telecommunications Policy and Aspen Institute.

Banished. FCC has terminated Sierra Broadcasting Inc.'s authority to operate KICU-TV Visalia, Calif., and ordered station's call letters deleted. In denying Sierra's applications for license renewal and change in transmitter site and studio location, FCC said Sierra had failed to respond to repeated requests for further information concerning relocation application. Commission also said that KICU-TV has been silent without FCC authorization since Dec. 19, 1970, and that failure to advise commission of any substantial progress on new construction has reduced KICU-TV to paper license, without physical assets necessary for broadcasting.

MARLO THOMAS IS THAT GIRL

STILL THE FAVORITE OF WOMEN 18-49

DALLAS-FT. WORTH LOVES "THAT GIRL"
KTVT MF 6-6:30 PM 91% Lead—Women 18-49—
Over Closest Competitor

MILWAUKEE LOVES "THAT GIRL"
WVTV MF 6-6:30 PM 70% Lead—Women 18-49—
Over Closest Competitor

BALTIMORE LOVES "THAT GIRL"
WMAR MF 5:30-6 PM 43% Lead—Women 18-49—
Over Closest Competitor

MADISON LOVES "THAT GIRL"
WKOW MF 5:30-6 PM 38% Lead—Women 18-49—
Over Closest Competitor

PITTSBURGH LOVES "THAT GIRL"
KDKA MF 5:30-6 PM 21% Lead—Women 18-49—
Over Closest Competitor

PHONE, WIRE OR WRITE TODAY FOR THE COMPLETE "THAT GIRL" STORY

METROMEDIA PRODUCERS CORPORATION
485 LEXINGTON AVENUE, NEW YORK, N.Y. 10017 • (212) 682-9100 • CABLE: METPROEAST

*Source — NSI-October 24-November 20, 1974
10 years ago we gave New York a new number to dial for information.

1010.

On April 19, 1965, WINS started New York's first non-stop newscast. It's still going strong. 10 years of blackouts and walkouts, moonwalks and peacetalks, lootings and shootings, pols and dolls. Crime and grime and time, weather and whether or not. We were there every step of the way. And so were you.

First in New York with all news. Then in Philadelphia. And Los Angeles, too. Wherever GroupW (Westinghouse Broadcasting) has taken All-News Radio, the impact and success of the format has been dramatic.

As we celebrate our 10th birthday, we hope you'll join us in making a wish. Better news in a better world.

All news. All the time. For information in New York, just dial our number.
First in New York with All News

WINS 1010

WESTINGHOUSE BROADCASTING COMPANY
AT&T’s reminders help friends do their thing

You meet a lot of ad guys on the train to Connecticut. One night last year the General Foods man and the Kellogg’s fellow were talking about new products. I wouldn’t have minded except that the Kellogg’s guy, my bridge partner, wasn’t paying close attention to his hand. I pointed that out to him, patience of course, by suggesting that he hold the chatter until, say, Glenbrook. Whereupon Kellogg’s turns to General Foods and said: “Hutch doesn’t have to worry about new products.” That was all right, but the sniper wasn’t.

“Oh, I don’t know,” I said. “Down at Long Lines we’re working on a new product that we’re willing to bet a third of our budget on in 1975.”

“Ma Bell’s going into corn flakes?” suggested General Foods.

“Nope. It’s called ‘Friends.’ You’re kidding, of course.”

Kidding? The research had been going on since mid-1973. This train ride took place in the fall of 1974 and the launching date was irrevocably set for the first week in January 1975. The Bell System had been in the business of actively promoting residential long distance for 20 years and the theme hadn’t varied much. “Long distance is the next best thing to being there,” was our slogan. But implicitly we had always meant “... the next best thing to being there for members of a family separated by schooling, jobs or just plain moving away.” We had been suggesting in emotional terms, for many years that we held the key to keeping the family feeling going.

Our research was at the same time telling us that a lot more of our subscribers were calling their friends as well as their families, or calling them more often than they did. For their own good as well as ours.

But could we be sure? At our agency, N.W. Ayer ABH International, some people had often thought the same thought. Last year we did a commercial called “Friends,” all about a couple moving away and another couple who were neighbors and friends, and how they decided to call each other now and then. But that theme had never been given major attention. The 20 years of the family campaign made a good run, for an idea, even if the idea is family love. Dare we ever be slightly away from it? Let’s get the research going.

We learned quite a bit from behavioral psychologists. They told us that while individuals have strong personal needs to keep in touch with family members, those needs are partly based on social pressures. Relationships outside the family are free of social obligations and offer more latitude. They help you grow and develop ... do your own thing. They’re elective.

We now began a series of focus group interviews in which men and women of several age groups talked about the role of friendship. As anticipated, the interviews proved that the new mobility of our society meant that most people had friends who lived a long-distance call away, that those relationships were important, and that there was a basic need to maintain contact.

I’ll skip several stages of research, creative approaches, media planning and other types of months-consuming work, and get on to our decision to start an all-broadcast campaign in January of ’75.

Heavy television. That’s because we have found that the emotional kind of message we deliver works better on the tube than on the page. (We’ve got other jobs for the printed page.) Four Clios in as many years for our family campaign had demonstrated that Ayer’s creative gang know how to write and produce emotionally effective and artistic commercials. Radio would give us what is sometimes called a leg-up to the ride.

So with the new year we threw a switch and all of our many network television participations turned off the family track onto another main line called Friendship. After a solid run of three months, backed by radio, we moved back to family — still and perhaps always a sure thing — and then alternate between the two themes as long as we found both profitable.

Using actors, we made three commercials about friendships between women. We chose three decades — women in their 20’s, in their 30’s and in their 60’s. Our sole male commercial employing actors was about men in their 50’s.

And then there was Bill Russell, whose age is less important than his personality.

As you know if you watch any sports on television, Russ had been working for us for about a year. He’s made that improbable sitting-down shot from his desk chair to point out to businessmen that they ought to “put ‘em through themselves” — that is, dial their business calls direct and save money over station calls or personal to-person. The fancy hook shot (frigh handed, as most basketball fans noted was achieved in the interest of direct dia for residence. Finally, in a third commercial, Bill tells the world to dial direct on this weekend before the rates go up at 5 p.m. Sunday.

Now, it turns out that Bill Russell has a dear friend named Ron Watts. Ron’s a insurance executive in Washington. Lon ago, for a couple of years frustrated by lot of benchwarming due to an injury, Ro Watts had been a Boston Celt. But whe Ron was dropped, he walked out of th locker room with a valuable piece of proper ty, the close friendship of his coach Bill Russell. The two men kept in touch through telephone when possible and at other times by long distance.

So Bill and Ron, separately, sat down and told the film camera what this rela tionship meant to them. The result is or of the most talked-about commercials.

To introduce friendship on radio we bought a 10-week schedule (Jan. 6 March 15) on every major radio network adding up to 125 60-second announce ments a week. All commercials ran be tween 4 p.m. and midnight Mondays through Friday, all day Saturday, and 6 Sundays until the 5 p.m. price rise. Ayer media people tell us we reached 80% of adults 18 years of age and over an average of 12 times during the campaign.

The song we commissioned turned out to be a beauty called “Good Friends A. for Keeps.” The song itself may be fi keeps too, for a couple of artists are no considering recording it for the pop trad a la Coca-Cola. We got Tony Bennett to one of the commercial versions, then pi stars The Carpenters, country-western charmer Loretta Lynn, and finally the le well-known but terrific young artist Valerie Simpson. Each appeals to a slightly different group of listeners.

On television and in radio, we plug our new product, friendship to distance. The associated companies of the Bell System have reacted enthusiasti call with praise and with back-up friend ship promotions of their own. When you at the number of our national spots to the associated companies, it’s a splashy “introduction” indeed.

Dan E. Hutchins, who answers readily to “Hutch,” joined the Bell System with Ohio Bell in his native Cleveland; did two stints at the corporate headquarters of AT&T, (introducing the princess and call-director telephones); served in Seattle with Pacific Northwest Bell — and returned to New York on his present assignment in 1964. Known as a creative client, his hang-ups are nationalism and dull commercials.

Broadcasting Apr 14 1975 16
The closer you look at this season's big new access hit, the more reasons you see to buy it for next season.

"The $25,000 Pyramid" from Viacom.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 17-18</td>
<td>American Association of Advertising Agencies southeast council annual meeting, 10th Anniversary Awards Luncheon, Stouffer's Atlantic Hotel, Atlanta.</td>
</tr>
<tr>
<td>April 18</td>
<td>Radio Advertising Bureau seventh management conference, Lincolnshire hotel, Chicago.</td>
</tr>
<tr>
<td>April 17-18</td>
<td>American Advertising Federation sixth district meeting, Palmer House, Chicago.</td>
</tr>
<tr>
<td>April 19</td>
<td>Louisiana Association of Broadcasters spring convention, Sheraton Chateau-Charlies, Lake Charles.</td>
</tr>
<tr>
<td>April 19</td>
<td>Region 3 conference, the Society of Professional Journalists Sigma Delta Chi, for members in Alabama, Georgia, South Carolina, Florida and Tennessee east of eastern time zone, Carlton House Inn, Orlando, Fla.</td>
</tr>
<tr>
<td>April 19</td>
<td>New Mexico Broadcasters Association annual meeting, Roswell Inn, Roswell.</td>
</tr>
<tr>
<td>April 17-20</td>
<td>American Advertising Federation fourth district meeting, Site to be announced, Fort Lauderdale, Fla.</td>
</tr>
<tr>
<td>April 18-19</td>
<td>First annual Media Bylines for Women conference, sponsored by University of Wisconsin Extension Department of Communications and all Wisconsin women media organizations, Lowell Hall, University of Wisconsin, Madison.</td>
</tr>
<tr>
<td>April 18-19</td>
<td>Indiana Associated Press Broadcasters Association annual meeting, Marriott hotel, Indianapolis.</td>
</tr>
<tr>
<td>April 19-20</td>
<td>Women in Communications Inc., South Carolina Broadcasters Association annual convention, Aorll Inn, Aorll, Ok.</td>
</tr>
<tr>
<td>April 19-25</td>
<td>MIFED, International film, TV film and documentary market, Largo Commodore 2, 20145 Milano, Italy, Contact; Gerald Rapport, 159 West 53rd Street, New York (212) 582-4518.</td>
</tr>
<tr>
<td>April 19-29</td>
<td>Georgia Associated Press Broadcasters Association annual meeting, and awards presentation.</td>
</tr>
</tbody>
</table>

**Also in April**

- **26**—Children's Television Fair, sponsored by Committee on Children's Television, San Francisco and 20 professional and civic organizations. Preview of children's programs, dialogue groups for parents and children workshops.
- **April 21—South Carolina Broadcasters Association** 15th annual convention, Golf Course, Myrtle Beach, S.C.
- **April 22—Kentucky Broadcasters Association** Spring convention, Stouffer's Inn, Louisville.
- **April 23—Missouri Broadcasters Association** Broadcast Day dinner, University of Missouri, Columbia.
- **April 23—International Radio and Television Society's Broadcast Management/Broadcast Credit Association quarterly meeting, Century Plaza hotel, Los Angeles.
- **April 23-24—Institute of Broadcasting Finance Management/Broadcast Credit Association quarterly meeting, Century Plaza hotel, Los Angeles.
- **April 23-26**—International Communication Association annual meeting, Red Lion, Washington.
- **April 23-27**—American Advertising Federation 10th district meeting, Boise, Idaho.
- **April 23-28**—American Advertising Federation 10th district meeting, Los Angeles.
- **April 23-28**—American Advertising Federation 10th district meeting, Los Angeles.
- **June 6-11**—Broadcasters Promotion Association 20th annual seminar, Denver Hilton hotel, Denver.
- **Sept. 17-19**—Radio Television News Directors Association International convention, Falmouth hotel, Falmouth.
- **Sept. 17-20**—Institute of Broadcasting Finance Management annual conference, Century Plaza hotel, Los Angeles.
- **Nov. 12-15**—The Society of Professional Journalists Sigma Delta Chi, 60th anniversary convention, Benjamin Franklin hotel, Philadelphia.
- **Nov. 18-20**—Television Bureau of Advertising annual convention, Americana hotel, New York.
- **Feb. 21-25, 1976**—National Association of Television Program Executives 13th annual convention, Hyatt Regency, Baltimore, Md.

**Major meeting dates in 1975-76**

- **April 13-17**—National Cable Television Association 24th annual convention, Rivergate convention center, New Orleans.
- **April 20-22**—American Advertising Federation 25th annual convention, Century Plaza hotel, Chicago.
- **May 13-14**—Annual convention, CBS TV affiliates, Century Plaza hotel, Los Angeles.
- **May 18-20**—Annual convention, NBC TV affiliates, Century Plaza hotel, Los Angeles.
- **May 22-25**—Annual convention, ABC TV affiliates, Century Plaza hotel, Los Angeles.
- **June 6-11**—Broadcasters Promotion Association 20th annual seminar, Denver Hilton hotel, Denver.
- **Sept. 17-19**—Radio Television News Directors Association International convention, Falmouth hotel, Falmouth.
- **Sept. 17-20**—Institute of Broadcasting Finance Management annual conference, Century Plaza hotel, Los Angeles.
- **Nov. 12-15**—The Society of Professional Journalists Sigma Delta Chi, 60th anniversary convention, Benjamin Franklin hotel, Philadelphia.
- **Nov. 18-20**—Television Bureau of Advertising annual convention, Americana hotel, New York.
- **Feb. 21-25, 1976**—National Association of Television Program Executives 13th annual convention, Hyatt Regency, Baltimore, Md.
New Sony U-matic news team... from action to broadcast in 30 minutes.

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

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

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

Accurate electronic editing is achieved with two Sony VO-2850 mastering recorder/editors and the Sony RM-400 Remote Automatic Editing Controller. The RM-400 provides search, pause, and automatic back-spacing. The VO-2850 has a signal-to-noise ratio in excess of 45 dB for video and audio, also separate editing capability for video and two audio tracks.

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

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

Sony Corporation of America
Video Information Center
Dept. BRM-045A
P.O. Box 1594, Trenton, N.J. 08607

Sony. The proven one!

Sony® U-matic Color Videocassette System
TV reception simulated.
WE JUST SAVED A BROADCASTER IN THE NORTHEAST 56% ON INSURANCE PREMIUMS.

(and were not satisfied yet)

When we introduced the first Insurance Program Tailored For Broadcasters we reported that TV and radio station insurance programs ranged from "fair" to "unprofessional." The facts prove us out.

A station in the Southeast 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 and still saved 22% on premiums.

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

Your station's present insurance program is based on a regional rate. That regional rate is based on risks like textile mills, drug stores, and gas stations. So your station is subsidizing higher risk industries.

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

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 you get better insurance.

Better Coverage At Lower Rates:

The Broadcasters Insurance Program should give you broader coverage for 25% to 50% less.

And even with our lower rates, you'll get more "all risks" coverage than your station has ever had.

Just fill out this coupon. It's easy, and it's free.

MICHAEL J. LEMOLE CO.
635 MADISON AVENUE, N.Y., N.Y. 10022

Please send me your booklet with Free estimate Form. I understand there is no obligation.

Name ____________________________

Firm ____________________________

Address __________________________

City __________ State __________

Zip __________ Telephone __________

In some states, more than one policy may be required to afford the coverage outlined above. In all states, broadcasters liability are written on a separate policy.

Broadcasting Apr 14 1975
Dissenting opinion

EDITOR: With regard to your March 10 editorial, "White Papers," your attempt to link the Supreme Court’s opinion in Cox Broadcasting Corp. et al., v. Martin Cohn with the regaining of "at least some of the ground lost" in the Red Lion case, is a stretch of the imagination. You assert that because Justice White used the word "press" synonymously for print and broadcast journalism "it unquestionably provides additional support to the broadcaster’s claims to the freedom of the press that is guaranteed by the First Amendment."

No doubt your editorial comes well timed in the wake of Senator Proxmire’s S.2 and Representative Drinan’s H.R. 2189 which would grant broadcasters the broad First Amendment protection now enjoyed by print.

In fact, however, a close reading of the court’s decision in Cox v. Cohn shows no relationship with the facts of Red Lion and instead deals solely with the right to privacy vs. the right to print/broadcast. —Paul Mansfield, graduate student, speech communication, University of New Mexico, Albuquerque 87131.

Breaking confidences

EDITOR: It has been our contention that the process of "ascertainment" is an ongoing activity for every responsible broadcaster. So it has long been a policy here that any member of our staff having a meaningful dialogue with a community leader or special group interest should report same in writing for management.

The report concerning the new FCC rules for ascertainment indicates that the ascertainment reports by various staff members for management study will become a part of the public file. We regard this as disastrous.

In the first place, we have scrupulously advised people that their comments are off the record. In this way, we have felt that our ascertainment interviews provide input which would never come about if the community leader felt his comments were to be publicized to his political (or otherwise) opponents.

Secondly, in making their management reports our people have felt free to comment on the validity of certain observations, either suggesting ways in which we might be responsive in our local programming or ways in which it would be impossible to do so. —D. P. Campbell, vice president and general manager, WMAR-TV Baltimore.
‘Family time’ is chiseled in NAB code

Undeterred TV board rules 7-9 p.m. off limits to ‘inappropriate’ fare; shows already on shelf at stations grandfathered until September 1977

The television board of the National Association of Broadcasters overrode the strong objections of some members last week to adopt the “family viewing” standards that had been proposed by the television code review board (Broadcasting, Feb. 10). It was regarded as a victory for FCC Chairman Richard E. Wiley, who negotiated the first draft of the concept with television network presidents and who, in a speech immediately preceding the board meeting last week, plumped for self-regulation as the key to reduction of federal regulation and referred to the impending meeting of “my friends on the television board.”

Mr. Wiley addressed a luncheon during the NAB convention in Las Vegas last Tuesday (April 8). The board met afterward in a session that had been predicted to last perhaps an hour and a half. It went for more than three hours before the code board’s language was adopted— with some embellishments.

The decision was taken a day after another session of the convention—a television members’ assembly on programming—had turned into a sharp debate over the adoption of family viewing standards in the code. At that session opposition to the proposal outweighed advocacy (see opposite page).

The television board met under exceptional security. A guard refused to let outsiders get off elevators on the 30th floor of the Hilton hotel, where the TV board engaged a meeting room.

All 15 members of the TV board were present. So were four newly elected members whose terms did not begin until the next day. So were Andrew Ockershausen (Evening Star Stations), chairman of the NAB joint board; Vincent T. Wasilewski, NAB president, and members of the NAB and Television Code Authority staffs.

The vote to adopt the family viewing standards was 12-to-3, with Earl Hickerson of WGEU-TV Rockford, Ill., Robert Gordon of WCPO-TV Cincinnati and Ray Johnson of KMED-TV Medford, Ore., dissenting.

The board made no change in the code board’s language excluding programs “inappropriate for viewing by a family audience” from the 7-9 p.m. period (6-8 central time) and requiring the use of warnings when programs contain material that might be disturbing to significant segments of the audience.

No attempt was made by the television board to define “inappropriate” programming. In a separate resolution, however, the board instructed the code review board “to study ways and means of effectuating the code provisions pertaining to program policies and practices which have been voluntarily adopted by the industry.”

In a concession to independent television stations, the board waived the family viewing time restriction on programs under contract to a station as of April 8, the day the code amendment was adopted. The waiver will extend to Sept. 1, 1977. The waiver was voted after the board had heard a last-ditch appeal from James Terrell of KTVT(TV) Fort Worth, chairman of the Association of Independent Television Stations, and Herman Land, INTV president.

Wilson Wearn of the Multimedia station group, chairman of the NAB television board, called the waiver an “equitable solution” to the problems of independents, which want the freedom to counterprogram network and network-affiliate programs in the early hours of prime time.

Mr. Terrell, however, was not that impressed. For independents, the board action “still did not cure future operational problems as far as program sources are concerned,” he said. Many programs now running on the networks won’t be put into syndication until after the waiver period is over. Despite the waiver provision, the code amendment “poses a big question for independents as to what to do for future programming” in the early evening, he said.

The code amendment adopted by the television board contains a paragraph—omitted from the code board’s recommendation—that is intended to prevent the misuse of warnings for exploitative aims. That language was added on motion of Peter Kenney of NBC.

In addition, the board adopted a resolution, offered by Richard Jencks of CBS, directing the code board to monitor program advisories. If “substantial violations” of the restrictions against exploitation are found, the code board is to consider adopting standard forms for recommendation to the NAB TV board.

The resolution directing the code board to study ways of “effectuating” code provisions was introduced by A. James Ebel of KOLN-TV Lincoln, Neb. The same resolution directed the code board to consider family standards. Here is the language approved by the National Association of Broadcasters television board for insertion in the NAB television code at the end of the section headed “Principles Governing Program Content.”

“Additionally, entertainment programming inappropriate for viewing by a general family audience should not be broadcast during the first hour of network entertainment programming in prime time and in the immediately preceding hour. In the occasional case when an entertainment program in this time period is deemed to be inappropriate for such an audience, advisors should be used to alert viewers. Advisors should also be used when programs in later prime-time periods contain material that might be disturbing to significant segments of the audience.

“These advisors should be presented in audio and video form at the beginning of the program and when deemed appropriate at a later point in the program. Advisors should also be used responsibly in promotional material in advance of the show. When using an advisory, the broadcaster should attempt to notify publishers of television program listings.

“Special care should be taken with respect to the content and treatment of audience advisories so that they do not disserve their intended purpose by containing material that is promotional, sensational or exploitative. Promotional announcements for programs that include advisories should be on a basis consistent with the purpose of the advisory.”

The board also adopted an additional interpretation in the code guidelines:

“Interpretation No. 5. The scheduling provisions of Section 1, ‘Principles Governing Program Content,’ shall not apply to programs under contract to a station as of April 8, 1975, all episodes of which were then in existence if such station is unable, despite reasonable good faith efforts, to edit such programs to make them suitable for family viewing or to rearrange their schedule to occupy family viewing periods. This exception shall in no event apply after Sept. 1, 1977. Any such programs excepted from scheduling provisions shall, of course, bear the required advisory notices.”

Broadcasting Apr 14 1975 24
visions in other parts of the code to reflect the broadcasters' "responsibilities for children."

The board rejected amendments offered by Messrs. Hickerson and Gordon. Mr. Hickerson's would have confined the family period to 6-9 p.m., would have stressed the need to consider family audiences at all times but would have left he ultimate choice of programming to the individual broadcaster; Mr. Gordon's would have stated that family time was on until sign-off ("Closed Circuit," April 7).

Arthur Taylor, CBS president, said CBS "welcomes" the amendment of the code and offered his interpretation of it. The new code does not mean family viewing should be a shield against reality; or should it shortchange the natural curiosity of the young. It does mean that broadcasters, however, recognize family sensibilities in connection with the impact of television on young, growing minds.

It was Mr. Taylor who first proposed at the opening hour of network prime time be reserved for "family viewing." Broadcasting, Jan. 6) after Chairman Wiley had begun to seek from the network heads a "new commitment" to suppress sex and violence. The hour preceding Mr. Taylor's 8-9 proposal was added later, largely at the urging of ABC.

- FAMILY VIEWING JETS A GOING-OVER FROM THE TROOPS-

roadcasters at NAB TV session indicate strong displeasure with 8th concept, saying it came from government and that it probably won't work anyway.

The controversy over the family-viewing time "lock" into the open and built into a free-wheeling dispute that dominated the NAB invention's TV assembly last Monday—e day before the board voted to adopt (story page 24). The two-hour session saw demonstrations of potential number of estimated 400 broadcasters in the hall at no part of the family-hour concept, and probably many more, like it or not, were convinced it had its origins in government.

When the audience was asked to show its applause how it divided for and against the projected code change, the results seemed to be a stand-off. But independent bursts of applause seemed quick to follow criticism than praise of the milky plan.

The session, thrown open to audience participation almost from the outset by moderator Phil Donahue, rarely got far on the family-viewing question, although it was billed to encompass "Television Programming Today and Tomorrow." And the dispute frequently turned raucous.

Kevin O'Sullivan, president of Worldvision Enterprises, led the attack, calling the family-hour plan "the worst threat in television," an open invitation to government to "sit in," a plan "engineered" by the TV networks in an effort to "neutralize strong independent stations." What's more, he said, existing code language makes it redundant.

Larry White, NBC-TV programing vice president, was the panel's prime spokesman in support of the plan. He was supported by Edgar Scherick, president of Palomer Productions, and Grant Tinker, president of MTM Productions, while Tom Adams, chairman of Campbell-Ewald, Detroit, backed Mr. O'Sullivan—though somewhat less volubly.

Mr. White rejected "the aloneness" Mr. O'Sullivan's assertion that if the change was adopted only the networks would be free to program "real dramatic impact." He also insisted that the code change would be self-regulation, not censorship or a result of government intrusion—a charge frequently raised on the apparent grounds that the family concept was first proposed (by CBS) after FCC Chairman Richard E. Wiley had called all three networks into a meeting to express concern over violent programs.

Mr. Tinker and Mr. Scherick contended—as did Mr. White—that the family-hour change would be a challenge that would result in greater diversity and more meaningful programing. Mr. Adams cast his vote against the change and also said: "I don't think it will work."

The exchanges sometimes had bite in them. Mr. Scherick suggested at one point that Mr. O'Sullivan's opposition to the concept was "economically motivated," an allusion to Mr. O'Sullivan's firm's syndication of Mod Squad and The Rookies. Mr. O'Sullivan said that "I take great personal umbrage," and added that "I sincerely believe this is a very bad thing."

"I believe that," Mr. Scherick replied, but added that "where we sit is where we stand," and "Kevin's business is going to be hurt" if the family-viewing concept is written into the code.

Moderator Donahue, of Avco Broadcasting's Phil Donahue Show, asked Mr. O'Sullivan if he felt Mod Squad qualifies as family viewing. Mr. O'Sullivan first protested that "I'm not running a station," then replied, "I'd say yes," and, when asked the same question about The Rookies, answered, "I'd say yes, absolutely." ABC-TC, on which The Rookies is now running, is moving it out of the family time (Broadcasting, April 7).

In another discussion, he said that if he were a station manager he "wouldn't run Hot l Baltimore anywhere" in the schedule, because he found it "offensive," but that's for each station to decide.

Members of the audience figured prominently in the afternoon's discussion.

David Henderson, president of Worldvision Enterprises, said "the plan originated in government and that broadcasters by adopting it would be, in effect, participating in censorship." Leslie G. Arries of WBN-TV, Providence, R.I. took the position that the family-viewing change would "knock out" some 42 hours of programing a week, because in his view network programs scheduled after 9 p.m. NYT would no longer be suitable for repeat scheduling by stations any time between 3 and 9 p.m. He contended that Hawaii Five-O, Kojak and "some of the stuff you've got, Kevin," will "never see the light of day" in syndication.

NBC's Mr. White repeatedly maintained, however, that the networks would not schedule stronger stuff after 9 p.m. than they do now. "No extra license will be taken after 9 p.m.," he insisted. MTM's Mr. Tinker also said, "I disagree that everything airing after 9 o'clock [on networks] will not be playable [on stations in subsequent syndication]."

Several audience members insisted that parents should police their children's viewing habits. Mr. White said broadcasters have a responsibility too. Mr. White said the family-hour idea represented no change in NBC-TV's long-standing scheduling policies. Mr. O'Sullivan wanted to know why, then, NBC needed to support a code change. Mr. White said NBC's support was "public endorsement of our existing position."

Mr. White also protested: "Untrue" when Mr. O'Sullivan claimed the three networks "got together" and developed the family-viewing plan. That suggested collusion, Mr. White said, when in fact network representatives get together only as members of the NAB code board and then only in the presence of other members.

One audience member chided "you folks" for developing the plan "without input from broadcasters, and was applauded when he asked why, if supporters of the plan are sincere, they don't set up family-viewing hours "in all hours of the broadcast day."

When Mr. O'Sullivan made a similar suggestion, Mr. White replied that he wasn't saying it was an entirely bad notion.

There was some criticism, too, suggesting that soap operas may operate under less stringent standards than programs proposed for the 7-9 p.m. family time.

And there were repeated contents that the plan originated in government and that broadcasters by adopting it would be, in effect, participating in censorship. Leslie G. Arries of WBN-TV.
Wiley and family viewing: Who, me?

In session that puts wrap on NAB convention and features five FCC commissioners, chairman says concept was not imposed by government; other topics touched on included fairness, cable, fee refunds, agreements between stations, citizen groups

FCC Chairman Richard E. Wiley told broadcasters last week that the NAB's adoption of family-viewing standards (story page 24) was "a meaningful self-regulatory effort" that, despite the claims of some critics, was not "government-imposed."

"I'm encouraged," he said. But whether it succeeds, he said, will depend on how broadcasters implement it. The FCC, he continued, should not get into the question of whether specific programs qualify as "family viewing." Nor should this concern for the quality of family programming interfere with the need for television to deal with mature and meaningful adult themes after 9 p.m., he asserted.

He said he recognized that the plan had generated controversy in the industry but that in view TV as a home medium needs tighter standards than, say, motion pictures. In addition he said that though critics have called it a government-imposed plan, that is not "a fair description" of the talks he had with network officials before the plan was publicly offered.

Mr. Wiley gave his views in response to the first question asked by NAB President Vincent J. Wasilewski as moderator of the first question-and-answer session featuring FCC commissioners at an NAB convention in some 10 years. The session, with five of the seven commissioners on hand, closed out this year's convention at Las Vegas last Wednesday.

Commissioner Abbott M. Washburn volunteered his endorsement. "I echo what the chairman said," he asserted, and went a step further, saying that "I wish it hadn't been delayed for two years — I think one year would have been enough."

The questioning from the audience in many cases went over ground covered in other sessions and by several. Chairman Wiley, for example, reiterated his hope that in the near future the FCC will issue a new policy statement on comparative hearings, indicated the FCC staff is working on it but said he could not discuss details.

Commissioner Benjamin Hooks said the audience at Mr. Wiley's speech the preceding day let a good point escape unapplauded and therefore presumably unnoticed. He was referring to a projected weekly "petition-to-deny day" on which the commission would sort out petitions to deny license renewals and dispose of those obviously without merit.

Commissioner James Quello was critical of extreme demands by citizens groups upon broadcasters seeking renewal, saying some would seem unconstitutional if made by the commission.

Commissioner Hooks urged broadcasters to resist demands they considered wrong. He said he agreed with the principle of citizens agreements with broadcasters but that it's "a cop-out" — and casts doubt on a broadcaster's qualifications to be a licensee — to sign an agreement "just to avoid a petition to deny."

Commissioner Washburn touched off an extended exchange when he said that in his eight months as a commissioner no one had ever told him directly that the fairness doctrine is a problem, and he wondered if it in fact is.

He was assured at some length that it is indeed a problem, both by NAB's Mr. Wasilewski and by several broadcasters from the floor. One of the latter said "in principle it's great but in practice it's terrible." Another spoke of "horrendous" problems arising from application of the doctrine.

Chairman Wiley conceded "it's a difficult subject" and said he didn't expect broadcasters, particularly journalists, to ever believe in any limitation on their freedom but that the FCC tries to keep them as near to equality with print journalists as possible in applying the doctrine. Several commissioners emphasized that the doctrine is a matter of law, not FCC discretion.

Several also emphasized that, as Mr. Hooks put it, broadcasters should read the fairness doctrine before attacking it, and consider the alternatives before advocating repeal.

The commissioners were at pains to emphasize that they must—and do try to—be fair to both broadcasters and cable TV, or, as Commissioner Robert E. Lee put it, "we have to live with both sides."

But the broadcasters gave their applause on that question to Chairman Wiley when he said FCC needs forfeiture authority in regulating cable just as it has in regulating broadcasting.

The commissioners also went to some lengths to explain their position on refunding fees paid by CATV operators but not those paid by broadcasters. They said the former was required because the National Cable Television Association took the issue to the courts and won, but that paying broadcasters is not required because the broadcasters got their refund out of court order.

In response to other questions, Chair man Wiley reiterated his view that automatic radio transmitters can lead in time to elimination of "a host" of technical requirements, and again expressed hope that "before my term is ended we can make this a reality." (His term expire June 30, 1977.) He also offered again, a faint tentatively, his belief that power in creases will be allowed stations whose communities have outgrown their signa coverage—if such increases do not create additional interference.

Just preceding the FCC panel the Rev. Jesse Jackson, president of People United to Save Humanity (PUSH), won a long round of applause with an address pro testing broadcasting's "dismal history of discrimination against and insensitivity to blacks and minorities." He said "none of this will change in a meaningful way without bloodshed and chaos bringing or serious suffering, dislocations for hundreds of thousands and death unless we determine here and now that it will change, and that we are setting up a timetable for this change and that this time will be in the near future, no in the distant future."

In the panel session Commissioner Hooks, the FCC's first black member was asked whether he thought blacks had
AT KY-3-TV,
THE BRAND OF REPORTING
AND THE BRAND OF FILM HAVE
A LOT IN COMMON.

When the people in this picture wave 3 fingers in the air, what they’re saying is, “We’re number one” at Springfield, Missouri, Channel 3. Thanks to hard-nosed reporting and hard-hitting promotion, KYTV is the undisputed broadcast king in the Queen City of the Ozarks. By a margin of 3 to 1.

In addition to top-notch journalism, smart programming has meant using plenty of film. And the film they use is Eastman film.

Over the past year, Channel 3 news cameras unlocked the secret of behavior modification programs in a Missouri federal prison; dug up a problem in the underground water supply; whooped it up at a genuine hoe-down; and made friends with a mountain hermit whose only other visitors dropped in by UFO.

Besides winning viewers, their documentaries have won a silver gavel from the American Bar Association, a certificate of achievement from the state medical association, and an Emmy nomination.

When the KYTV cameras aren’t recording news, the KYTV people are busy making it, through locally produced sports and entertainment shows. Take Virgil Ward (front row left) and the capable assistant you see perched on his lap. You can catch their weekly fishing show on 87 markets in the U.S. and Canada. And when Virgil packs his rod and reel, he includes a reel of Eastman film.

Then there’s Promotion Director Clarence Martin (front row right). His 10-second-film ID spots for the station not only built awareness, but they helped develop a new market for locally produced commercials.

In the words of News Director Bill Williams (2nd row, 4th from right), “Film is essential to everything we do. After all, TV is the visual medium, and it wouldn’t do to have a person on camera merely reading a piece of paper. We use film to tell our story. And, besides, our anchormen just aren’t that pretty.”
made progress in broadcasting. "A great deal of progress," he said—"considering where we came from." But while the industry has been moving at 110 miles per hour, he said, blacks have been moving at "about eight miles per hour."

FCC tells how lifting blackouts on TV lowers the boom on radio

Commission again advises Congress that 1973 law has had little effect on professional sports, but that radio continues to suffer

The FCC last week told Congress that the law banning television blackouts of professional sports has had minimal effect on the clubs ("Closed Circuit," April 7). But, as expected, the commission's findings confirmed the plight of radio broadcasters who suffered ratings slumps when their game coverage bucked TV competition. Further, the National Football League clubs said that rebates of about 7% had to be made on radio rights.

The impact on the sports teams was largely in dollars of revenues realized from such operations as parking fees and concessions. The law was not expected to have any great effect on ticket sales since only those home games sold out three days in advance could be telecast.

Those conclusions were part of a 113-page report that Alan Pearce, plans and policy office economist, prepared for Congress. Submission is in accordance with the provisions of the antitrust amendment, that require an annual evaluation of any "long term economic injury" to the professional sports business. Congress, in enacting the statute in September 1973, provided for the law to be repealed by Dec. 31, 1975, absent further legislation.

The FCC report analyzed professional football, baseball, basketball and hockey and broke down its findings by league and team.

Noting that different circumstances are involved in baseball, basketball and hockey, including the fact that blackout provisions had been lifted in these three sports before the law went into effect, and the limited number of games under TV-league contracts, no "significant impact" was reported there from the antitrust rule.

The report pointed out, however, that although there was no supporting information on their revenues from concessions, souvenir sales and parking fees, both the National Basketball Association and the National Hockey League claimed that a decline in attendance for any given game translated to a direct decline in such collateral revenues. The FCC submitted that the collateral revenue problem may be significant in cases where the ownership of the arena is affiliated with team ownership.

Football presented a different story, since many of its games did come under the dictates of the anti-blackout rule.

The report cautioned that any numerical increase in "no-shows"—those people who bought a ticket but did not come to the game and thus consequently affect collateral revenues—should be viewed in the context of other variables and not just ascribed to the fact that the game might be broadcast locally. The general downturn in attendance, gas shortages and last year's NBC's presentation of players' strike and the competitive threat from the new World Football League, should be considered, the report said.

Other circumstances raising no-show statistics were a poor team standing, either by the home team or its opponent, the report added.

Conversely, fair weather or a high win-loss record by the home team brought out maximum attendance, regardless of whether or not the game was blacked-out locally, it was reported. Only in the last weeks of the regular season, when many play-off competitions were definitely resolved, did the number of no-shows during locally televised games significantly outnumber those who did not attend during blacked-out games.

In over-all terms the 1974 NFL season broke down as follows: 1,124,162 no-shows or 11% of the total paid attendance as compared with 1,002,990 no-shows (8.53%) for 1973. The total number of no-shows for the 1972 season, before the anti-blackout law went into effect, was 624,686 (6%)—although only 25 of the 26 teams counted no-shows that year.

A total of 86 games were televised last year (out of 182 regular season games) as compared with 109 televised games in the preceding season. Seven NFL clubs sold out before the season and therefore allowed all local games to be televised; nine clubs did not sell out any games before the three-day advance cutoff, and were able to black out all home games.

Other highlights concerning the 1974 NFL season were:

- At 96 blacked-out games the average number of no-shows was 5,965, only 448 fewer than the no-shows for games that were televised.
- The smallest number of no-shows were reported by Minnesota, a Super Bowl contender (7,949), and Washington, which made the playoffs (3,333).
- Atlanta reported the highest number of no-shows, when its won-loss record further sagged from 9-5 in 1973 to 3-11 last year.
- Another variable was stadium size—the larger the stadium, the more no-shows.
- The anti-blackout rule's impact on radio was reflected by reports of 14 of the 24 NFL clubs that claimed they had already had to pay rebates to radio stations or were currently renegotiating contracts. Of an estimated $2.6 million paid annually by local radio stations to NFL clubs, the report said the 1974 rebate total accounted for approximately 7% of total radio-rights revenues.
- The ant-blackout rule had no effect on the World Football League, since no games were sold out before the prescribed three-day period.

Also part of the FCC report was an overview of complaints received from the public with regard to televised sports. The report noted that none (out of the 39 complaints received) suggested the anti-blackout rule was unfair, and most reflected misunderstandings about how the rule works. A chief area of confusion was with regard to the "territorial extension" involved in the blackout area, where residents of communities like Wichita Falls, Tex., (Dallas Cowboys) and Fort Myers, Fla. (Miami Dolphins) wanted to know why they had been blacked out. Most individuals believed that a 25-mile radius was the deciding factor, when in fact the law had purposefully left that decision up to the individual league, the report noted.

ABC Radio treats its affiliates to all-time superlatives

ABC Radio set an "all-time all-time" high record in the first quarter of 1975 and all divisions had a hand in it, President Harold L. Neal Jr. told the annual meeting of ABC Radio Network affiliates April 6 at Las Vegas.

His upbeat report—on which he did not elaborate—was one of several. Edward McLaughlin, president of the network division, said its four radio network services had achieved audience gains and reached listening levels comparable to "the highly touted research figures of television." He said this year "promised to be our greatest year" since the four services were launched in 1968.

The four services, he said, have grow
Fernseh means television.

NBC has the picture. They've fielded the Fernseh KCN into their O&O news operations. Which gives NBC the flexibility and portability to get to where the news is. And television means some good news, and some bad news. All of which means being there.

So you've got to be flexible. You've got to be portable. And you've got to be ready to go. The battery operated KCN (shown with the cameraman) is completely self-contained and can be used in conjunction with a portable VTR.

Fernseh handheld camera systems are lightweight and offer the speed and portability you need for electronic journalism, plus the video quality required for television production excellence.

The KCR-40 (shown front and center) is completely compatible with our standard KCU-40 and will operate from that system's electronics. You can roam 325 feet on a quarter-inch cable, 2600 on a half. With an additional 50 feet between the head and back pack.

Both KCR and KCN systems use the same camera head, which is the lightest in its class, weighing as little as a 16mm film camera.

Fernseh means television. Television good news. 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
to a total of 1,473 affiliates: 362 stations affiliated with the ABC Contemporary network, 514 with ABC Information, 390 with ABC Entertainment and 207 with ABC FM.

Mr. McLaughlin also reported that the FM network, which he said had been operated at a deficit for seven years, has this year begun to pay compensation to affiliates in its top-25 markets and hopes to extend payments to other markets as network revenues increase.

Mr. McLaughlin also announced that ABC Radio's new "Hot Items" presentation, a collection of retail sales success stories designed to help sell retailers on the value of radio advertising, will be made available to the industry. Affiliates were advised that the price is $140 for a set of 140 slides, two tape cassettes and the script.

Mr. McLaughlin also introduced Geraldo Rivera, star of ABC-TV's late-night Goodnight America series, who was to make his debut the next day as the ABC FM network's first commentator. The Geraldo Rivera Commentary is carried daily through Friday.

Mr. McLaughlin sought to quiet any fears that network sales might encroach on station sales. "The networks even today account for only a small share of radio billing and a minuscule portion of the advertising dollar," he said. "We can have our cake and eat it too."

Stations also were urged by Mr. Neal to get behind—or stay behind—the Radio Advertising Bureau's "Adfation" campaign promoting radio's special values as an advertising medium in a time of economic recession. The campaign has been extended another 13 weeks, to July 11.

ABC News Correspondent Harry Reasoner was presented the ABC Radio Network's "Spirit of Independence Award," honoring his contributions to ABC Radio and independent journalism. In response, Mr. Reasoner thanked station and network managers for withstanding the pressures that he said he knew they, like the network news organizations, receive from critics of network news reporting. News people and broadcast managers, he said, must "stick together in mutual respect and mutual integrity."

CBS O&O's pull out of $64,000 Question

WTMJ-TV Milwaukee also defects from contract for Viacom's revival of big-money quiz

$64,000 Question—which made headlines during and after its run on CBS-TV in the 1950's—was making them again last week. The CBS Stations Division, which had planned to place a revived syndication version of the series on three of its stations in 1976, bowed out of the deal last week, saying that company policy adopted in wake of the quiz scandals prohibited the station from being associated with its facilities. A fourth station—WTMJ-TV Milwaukee—also backed out.

A station official said a sales presentation had incorrectly asserted the original show escaped accusations in the quiz scandals.

Henry Gillespie, senior vice president-marketing for Viacom Enterprises, the distribution organization for the new $64,000 Question, said his company is "in active negotiations" with representatives of ABC and NBC station groups for plays in their O&O markets. WPVI-TV Philadelphia, the Capital Cities station there, picked up the show when CBS's WCAU-TV pulled out because of its parent's policy. (The other CBS defections: WCBS-TV New York and KNXT-TV Los Angeles.)

CBS policy puts a limit of $25,000 on prizes won by any given contestant. Viamcom had attempted to work out a format in which three winners would split the $64,000, but Mr. Gillespie said that tactic was frowned on by the 21 other stations that have signed up for the show. The basic criticism was that audience identification would be too dispersed among three winners, and that the show's strong point—its focusing on one contestant attempting to reach successive plateaus until getting a chance at $64,000—would be nullified.

Mr. Gillespie noted that the sales presentation that had offended WTMJ-TV had been amended (BROADCASTING, April 7), even though Viacom continues to believe the original statement made in behalf of the program's reputation to be accurate.

Two CBS shows dropped

CBS-TV sources revealed that the network has canceled Paramount's Mannix (Sunday, 9:30-10:30 p.m., NYT) and Quinn Martin Productions' Manhunter (Wednesday, 10-11 p.m.).

Manhunter, a period gangster show, had posted solid 33 share averages through December of 1974, but after the first of the year audiences began noticeably defecting to NBC's Petrocelli (a Paramount-TV series about a defense attorney who handles mostly murder cases). Manhunter ended up dissipating an average of five share points from its lead-in, the popular private-eye show Cannon.

Mannix's biggest ratings were mostly scored against the first half of the news specials NBC programmed when its rotating made-for-TV mystery movies ran only to 10 p.m., and against weak theatrical movies on ABC. However, Mannix, now wrapping up its eighth year on the network, was still averaging 36 shares throughout the first three months of 1975 and reports are coming out of Hollywood that Paramount is negotiating with ABC and NBC in the hope that one of them will find a spot for it on their 1975-76 schedules.

Grade makes the grade

Tribute to ATV board chairman set for Friday over objections by Hollywood segment of NATAS

Trustees of the National Academy of Television Arts and Sciences voted to accept a reported payment of $100,000 from Sir Lew Grade of Britain who is to be honored April 18 by the New York chapter of the academy.

The salute to Sir Lew, board chairman of Associated Television of Britain will be recorded by ABC-TV and the entertainment portion will be telecast May. Sir Lew is reported to have made a contribution of $100,000 to the academy and is said to be receiving more that...
What do Xerox and Coke have in common?

A great name.
But that's only part of the answer. In both cases, those great names are also great trademarks.

And great trademarks are as valuable to you as they are to the companies that own them.

That's because they ensure that when you ask for something, you get what you ask for.

The Xerox trademark identifies a range of products.

So it should always be followed by the name of the one to which it refers — "Xerox copier," "Xerox computer" or "Xerox textbook."

Whether you want a certain soft drink or a certain copier, you want to be sure that what you get is the real thing.

XEROX
$100,000 in rights fees from ABC-TV for supplying such entertainers as Julie Andrews, Tom Jones, Peter Sellers and John Lennon for the program.

The Hollywood segment of the academy had objected to the $100,000 contribution by Sir Lew's West. Nor had the academy asked that the payment be made directly to the New York chapter, which arranged for the salute at a hotel in that city. By a voice vote at a meeting in San Francisco April 4-8, trustees of the academy voted to accept Sir Lew's stipend into the national treasury. When the Hollywood trustees attempted to offer a motion that would have specified the contribution was made to the New York chapter of the Academy, it was ruled out of order on parliamary ground.

The trustees also voted to expand the awards committee of the academy from nine to 12, to restructure its publication, Television Quarterly; scheduled to be issued later this spring, and to set up a Committee of the Future to chart plans for NATAS over the next five to 10 years.

Program Briefs

'Harry' coming back. Warner Bros. Tele-
vision, Los Angeles, announces renewal order for next season of its Harry O. Sales on ABC; program, starring David Jansen, began last September, and runs Thursdays 10-11 p.m.

Help for consumer. Frank Yudkin, Louisville, Ky., attorney and at one time consumer reporter for WHAS-TV there, has started Consumer Close Up, syndicated series of TV shows. Main areas covered in reports and interviews: How to spend and buy wisely, explanations of national consumer issues and explanation of laws. 701 West Walnut Street, suite 400, Louisville 40203; (502) 556-0771.

More Martin. NBC-TV has signed new long-term agreement with Dean Martin for unspecified number of 60-minute special series and celebrity roasts during 1975-76 season. Greg Garrison will continue as producer-director.

Bunch for 'Bunch'. Paramount Tele-
vision is developing its hit sitcom, the
Brady Bunch in 43 markets, including nine of top 10. KHTV(TV) Houston, KOA-
TV Denver and KSAP-TF Minneapolis-St. Paul are three of latest buyers.

Well! MCA TV has sold 104 episodes of The Jack Benny Show to number of stations, including wnew-TV New York, KFOX-TV San Francisco, WCNQ-TV New Orleans and WSKD-TV Fort Lauderdale, Fla.

Courting rights. Viacom Enterprises has acquired international distribution rights to April 26 John Newcombe-Jimmy Connors tennis match from Las Vegas.

It's true, seven years. Goodson-Todman Productions, New York, will begin production soon on seventh year of To Tell The Truth, five-times-weekly half-hour series now syndicated to more than 125 TV stations. Series is handled by Fire-
stone Program Syndication, New York.

Media

Wasilewski: Let my broadcasters go

NAB president keynotes convention with catalogue of government restrictions that make radio and television feel they're being 'nibbled to death by ducks'

NAB President Vincent Wasilewski said last week that government seems to be carrying on a "determined and unremitting search for ways to get at broadcasting." In the Bicentennial year, he said, government should instead be looking for ways to loosen fetters, taking "a close look at the sum total of the restriction on freedom of speech it has placed on broad-
casting."

He made these remarks in his annual state of the industry speech, delivered at the opening joint radio-television manage-
ment assembly at the NAB convention.

Mr. Wasilewski saw trouble coming from all sides in Washington—from the FCC, the Justice Department, consumer laws, campaign reform laws, the fairness doctrine, and elsewhere. But the "most dangerous threat," he said, comes from the Justice Department's antitrust division. "In simple terms," he said, the antitrust division is trying to break up the only communications or-
ganizations in this country that have a capa-
bility and the resources to examine gov-
ernment operations or to respond to the government on any kind of equal basis."

Furthermore, the antitrust division is trying to get the FCC to move against these communications companies "without any evidence of abuses," he said.

For its part, the FCC, in an honest but misjudged move, Mr. Wasilewski said, has announced "it is going to slay the dragon that abides" in several markets across the country. "And where is the FCC flushing these dangerous monopo-
lists from hiding?—from Hope, Ark.; from Owosso, Mich.," one can wonder aloud, "Did the commission make 17 consecu-
utive errors?" Mr. Wasilewski surveyed the scene of what he termed government abuses of its authority over broadcasting and paused briefly at the issue of license renewal. For some, he said, the licensing process is regarded as a device for exercising con-
trol over the broadcasting station.

But he said, "the renewal process is a perfect tool. The power to grant or withhold a license is the power of life or death over a broad-
casting station. . . . This is an issue that must be dealt with by Congress. It will not go away."

And in passing, he touched on the fairness doctrine, which he said, "has always carried in it the seeds of government intrusion, and thus inhibited broad-
casters from exploring vital issues."

Figuring in Mr. Wasilewski's list of other government intrusions into the territory of First Amendment freedom for broadcasters, was Congress's ban on or broadcast cigarette advertising, "a cos-
icmetic action that accomplishes nothing other than to discriminate against broad-
casting," and the FTC's proposed guide for disclosing nutritional data in food advertisements, designed by consumerists Mr. Wasilewski said, to make the "re-
quaintance with commercial advertising on TVJ advertising is impossible." He saw danger to broadcasters, too, in consume-
demands to do away with commercial on children's programs. "If that happens good children's programming will decline in quality and many will disappear fr the air altogether."

Mr. Wasilewski labeled the last three activities as consumer activities pushed by special interest groups that do no represent the public as whole. "Such pro-
posals and actions should be looked very critically by Congress and the regu-
latory agencies and not merely adopted blindly because someone has put it-
therribly pleasing label 'consumer' o them," he said.

Still another abuse of power, Mr. Wasilewski said, is the heavy fees th FCC levies on broadcasters "for ever increasing restrictions and regulations. He drew a scattering of applause from his audience when he said, "The (the FCC, with Congress's advice an-
cent) devised an improvement o Parkinson's Law—not only would it work expand to fill the available time o the FCC employees, but additional em-
ployees could then be hired to write new regulations which would give rise to the need for more fees which would give rise to
Mr. & Mrs. Thomas never realized that TEAMSTERS are . . .

TEAMSTERS are... DRAFTSMEN, night auditors, technical writers, school administrators, computer operators, social workers, engineers, hotel & reservation clerks.

TEAMSTERS are... FLIGHT CONTROL AGENTS, commercial pilots, flight engineers, navigators, construction pilots, ground support & engineers on the missile sites.

TEAMSTERS are... LAB TECHNICIANS, bacteriology employees, chemists, nurses, x-ray technicians, surgical technicians and pharmacists.

TEAMSTERS are... INTERIOR DECORATORS, dental & optical lab technicians, design draftsmen, cosmetic employees and opticians.

TEAMSTERS are... LINEMEN, telephone repairmen, technical radio mechanics, cable operators, communication technicians.

TEAMSTERS are... ANNOUNCERS, tv technicians, news directors, audio & video engineers, but foremost, Teamsters are . . . A part of the American Life.
A low-profile Ford appearance at NAB convention
President sticks to national issues, scrubbing an earlier script that went into broadcast basics, but added attractions of Mrs. Ford and Henry Kissinger make it an event

President Ford flew into Las Vegas and the National Association of Broadcasters convention, en route from Palm Springs, Calif., to Washington last week, delivered a speech at a management luncheon on Monday, then flew out again, leaving hardly more than a ripple of excitement in his wake.

The presence in the presidential party of Betty Ford and, as a late-added starter, Secretary of State Henry Kissinger, added luster to the visit. But the speech, in which President Ford dealt again with his quarrels with Congress over economic policy, restated his warning to America's potential adversaries not to misjudge this country's will and "challenge us," and promised aid for "the helpless civilian victims" of the Vietnam war, did not start the juices flowing through many of the 3,500 in the Las Vegas Hilton.

The speech was reasonably well received—particularly one passage in which the President warned against the danger of the "growing government overregulation of many industries." The audience responded warmly, too, to the statement:

"You know at first hand how government regulations can stifle economic growth and creativity.

"A complex society obviously requires some limited controls, but the proliferation of regulations has strangled far too many of our enterprises in recent years.

"We must re-examine our laws for their applicability and our precepts for their validity in light of changing times."

But that was the President's only venture into issues of specific interest to broadcasters, although he had been expected to discuss a number of such issues, and in some detail.

His speech writers had prepared an address dealing with self-regulation on the part of broadcasters (he would have been for it, and thus would have given a boost to the proposal to add the family viewing amendment to the NAB code), a five-year license period (he would have said he would recommend the necessary legislation), and the First Amendment (he would have said broadcasters were as entitled to its protection as the print media) ("Closed Circuit," April 7).

White House sources said that speech was scrapped on Sunday (April 6). They said the President decided that he would use the forum provided by the NAB for a discussion of those national and international issues which were of particular concern to him. So he directed his speechwriters to do a complete rewrite.

A lot of the self-regulation theme apparently survived in the paragraphs on "overregulation."

Despite the President's failure to generate much excitement, his celebrated likeableness was apparently functioning well. A number of broadcasters commented on "what a nice guy" the President is. And at least one member of the audience observed that President Ford had been wise to bypass any mention of self-regulation that would have included a reference to the family viewing issue. A presidential endorsement of an FCC-conceived proposal, dealing with a proposed NAB code amendment concerning programming, the analysis went, might have

Wasilewski
to the need for additional employees—and soon—a truly quantum jump in creative and circular bureaucracy."

Mr. Wasilewski said he was not trying to say that government is engaged in a monolithic attempt to suppress broadcasting. "Rather, broadcasting is being assaulted by so many governmental bodies from so many different sides that we feel we're being nibbled to death by ducks."

He also took the opportunity to level a broadside at another irritant to the industry—pay cable television. He said "competition, by their [pay cable operators'] definition, involves building a wired network using as a base programs that have been paid for and distributed by broadcasters... That is a perverted definition of free competition."

In concluding, Mr. Wasilewski said there are some who regard broadcasters as arrogant in demanding First Amendment rights. "The truth is," he said, "that in arguing freedom of speech and freedom of the press, we are not really arguing for our own rights, we are arguing for the people's rights to know and hear, their right to have channels of communication, information and opinion unencumbered by government."

Eau Claire, Wis., co-chairman of the 1975 NAB convention committee; the President; Harold Kreinstein, Plough Broadcasting Co. chairman of the NAB radio board; Arthur Taylor, president, OBT Inc.; Rosal Hyde, communications attorney and former FCC chairman; Sol Taishoff, editor, Broadcasting; Clark Pollock, president Broadcast Education Association. The cordiality of the occasion outweighed the consequence (to broadcasting) of his remarks.
Here are thousands of reasons to go from film to the Akai VTS-150. All of them dollars.

Tony de Haro, KRIS-TV
“We feel we got our 3 VTS-150 systems and Time Base Corrector for nothing because of the $40,000 they saved us in film costs last year. And they'll continue to save us about $3,000 a month.”

James E. Mays, WTAR
“I project, on a conservative estimate, a 15 percent or $9,000 a year cut in film costs by using just two Akais.”

Richard Spratling, KUTV
“We’re going to get out of the film business as soon as we can. By the end of 1975, there should be a 20 to 80 percent cost reduction by switching from film to the Akai.”

James S. Fleming, WLOX
“The savings with Akai video equipment over film is about $2,000 a month. In a year’s time, it will average out to that.”

David Daughtry, WSM
“We are using one unit at the moment, and thus far saving about $140 a month. In the future we will be going more and more into video tape — and away from film.”

Emerson A. Ray, WTOG
“We went right to the Akai, bypassing film. We are consequently not having to spend the $3,000 a month on film and chemicals.”

Gordon F. Galbraith, WXLT
“We’re really a very small news staff. However, we are saving $100 to $200 a week using the Akai instead of film. We’re just about to phase out film completely.”

Larry Estepa, WLYH
“We’ll be saving about $11,000 per year in film costs with the Akai VTS-150.”

C. Stephen Currie, WCBD-TV
“On film costs alone we’re saving about $15,000 a year with the VTS-150.”

Arnell Church, WOAY
“I’m looking forward to a tremendous savings by using Akais instead of film; it will save us many thousands of dollars this year.”

(213) 537-8765
Call Akai Monday through Friday, 8:00 am to 4:30 pm Pacific Coast Time. We’ll be glad to talk about what the VTS-150 can do for you.
Big Markets
Colorado Springs, Fort Myers, Sarasota, Tallahassee, Columbus, Elgin, Springfield, Belleville, Elkhart, Peru, Owensboro, Golden Meadow, Shreveport, Lewiston, Beacon, Jamestown, Utica, Asheville, Greensboro, Bismarck, Medford, Salem, Lebanon, Scranton, Wilkes-Barre, Austin, Everett, Fond du Lac.

Small Markets

BAT Systems Are Working!
They do all the Billing, Accounting, Traffic and Payroll work for AM's, FM's, AM/FM's, TV's, Radio/TV's, and Groups. And they do it faster, more accurately, and at less cost.

Get more information on these in-house, complete mini-computer systems. Write or call...

Palo Paperwork Systems Inc.
A. O. Box 36 2005 "A" St., Belington, WA 98225 (206) 739-8508

Man of the year. George Storer Sr. (l), founder and chairman of the executive committee of Storer Broadcasting Co., was given the NAB’s Distinguished Service Award at last week's convention. The presentation was made by Andrew Ocker- shausen (Evening Star stations), chairman of NAB joint board. Mr. Storer described it as the most cherished honor of his 48 years “In this business or a better one.” He was escorted to the ceremony by five former recipients of the award: Rosel Hyde, former FCC chairman; Clair McCollough, Steinman stations; Richard W. Chapin, Stuart stations; Ward Quaal, consultant, and Sol Taishoff, Broadcasting.

placed the President—and the NAB—in an awkward position.

The excitement quotient of President Ford’s appearance may have suffered by its comparison with the last two presidential visits to NAB conventions. But those were both at a time of, and a part of, national trauma.

President Lyndon Johnson flew to Chicago on the morning of April 1, 1968, some 14 hours after he had stunned the world with his announcement that he would not seek re-election. He reminded the NAB delegates of the “enormous power” in their hands, and urged them to use it to clarify rather than confuse the great issues of the day (Broadcasting, April 8, 1968). Last year, President Nixon visited the NAB convention in Houston, on March 19, 1974, at a time when his presidency was disintegrating (Broadcasting, March 25, 1974). The bizarre, televised news conference, in which members of the NAB joint boards sat on the stage of Jesse Jones Hall with the reporters asking questions and applauded the President’s answers, was a personal success for Mr. Nixon. It was also his last public session with the press.

The kind of excitement that surrounded those visits, of course, is something neither the NAB nor the country was looking for last week.

A Wiley pledge for action on renewal reform
He tells NAB convention of his determination to come up with new policy, based on de-regulation, to simplify and ease the burden of re-applying for licenses; he also reveals plan for speeding up pace of dealing with petitions to deny

For FCC Chairman Richard E. Wiley, 1975 is to be the year of license-renewal policy. The issue, by definition of the regulated industry in which it operates, is of utmost importance to broadcasters now, development of nothing less than a “rational and coherent renewal policy” that will be fair to broadcasters, their critics and the general public is of utmost importance to Chairman Wiley.

Mr. Wiley laid out the program for his second year as chairman at a management luncheon at the NAB convention in Las Vegas last week. It emerged as a “flexible” plan aimed at assuring speedy renewals of stations that meet “reasonable levels of performance.”

It emerged too as one in which stress will be laid on reducing the burdens license renewal imposes on broadcasters. In spelling that out, Chairman Wiley added the information—“in case you haven’t figured it out”—that he too (Pres
The remarkable new Fujinon lenses with EBC are revolutionizing the television industry, and here's why:

1. **Glass** — Any lens can only be as good as the glass it's made from. So, to assure ourselves that we get absolutely the finest quality glass, we make our own. Traditionally, glass manufacturers use clay crucibles for the melting of their raw materials. However, at the extremely high temperatures required, reactions take place between the clay and the molten glass resulting in minute optical impurities in the finished glass. At Fujinon we use expensive platinum crucibles, thus eliminating all possible reactions between glass and clay.

2. **Computers** — The designing of sophisticated lenses involves calculations that would take an expert mathematician years to complete. Therefore, at Fujinon, one of the most modern computer installations in the world constantly works to maintain the superb quality of our lenses.

3. **Electron Beam Coating** — Fujinon's unique and exclusive coating process is the most advanced in the world, and it holds several advantages over conventional coating systems. One is that thinner and more uniform coatings can be applied. Another is that there is a greater range of substances that can be used for coating. Thirdly, a greater number of coatings can be applied to a surface.

4. **Optical Transfer Function** — The exceptional performance resulting from the Electron Beam Coating of Fujinon lenses can be measured in several different areas. The optical transfer function is a measure of total lens performance; resolution, sharpness plus various kinds of aberration and contrast. By this critical criterion the Fujinon lenses clearly deliver superior optical performance.

5. **Flare Factor** — This is stated as the percentage of the light reflected by the lens' surfaces, the inside of the lens' barrel and the internal mechanism.

Here again Fujinon lenses have lower flare figures than comparable conventional lenses.

6. **Spectral Transmission** — Color definition is determined by the degree to which a lens transmits the various wavelengths in the light spectrum. Fujinon uses rare earth elements in making their optical glass, plus their exclusive Electron Beam Coating make their lenses the ultimate in color transmission.

7. **Fringe Transmission** — One common drawback to many zoom lenses is inferior fringe transmission, especially in their extreme wide-angle position. Not so with Fujinon lenses and their Electron Beam Coating. These lenses enjoy outstanding fringe transmission.

8. **'72 Winter Olympics** — The exceptionally fine picture quality transmitted from Sapporo, Japan during the '72 Winter Olympics was acclaimed by both the public and commercial broadcasting companies worldwide. Fujinon zoom lenses were utilized throughout by NHK (Japan Broadcasting Corporation), which originated the coverage of the Games.

9. **First Time Available in the U.S.A.** — Up until now you may not have been very familiar with Fujinon broadcast lenses, but there's a very simple reason why: This marks the first time they'll be available in the United States. So if you want to get the jump on your competition by a marked improvement in the quality of your picture transmission, then your next lens has got to be a Fujinon.

For information on the complete Fujinon optical systems, contact Fujinon in New York.

Fujinon Optical, Inc., 420 West End Avenue New York, N.Y. 10024 Phone: (212) 724-9634
THE 2.59 BILLION Data Subject

With the NAB television directors scheduled to vote on whether to adopt a family viewing amendment to the code following his speech (story on page 24), the chairman said: "I am trying responsibly to do something about excessive government regulation. Although I have taken heat here and on Capitol Hill, I believe meaningful self-regulation can make an important contribution to this process."

Much of what the chairman discussed—either as actions taken or that he would like the commission to take—was already public knowledge. But there was one new element—the establishment at the commission of a monthly "petition-to-deny" day, on which every new petition will be examined to determine if the commission can make a quick decision as to whether it requires a hearing, and thus resolve petitions in a matter of weeks or months rather than years, as at present.

He also noted that two critical issues remain to be resolved by the commission. One involves the proposed clarification of commission policy on citizen group-station agreements; the other, "the most complex question of all, the comparative challenge to an incumbent licensee."

However, Chairman Wiley made it clear, as he has before, that he feels the basis for the commission's judgment in determining whether a license should be renewed lies in what broadcasters told Congress last year, in testifying on license-renewal legislation: A broadcaster must run primarily on his record of service. "And it is self-evident that programming is the primary factor in that record," he told the NAB gathering.

Chairman Wiley discussed his developing policy in terms of what he understands to be the broadcaster's obligations, under the Communications Act, to serve the public interest, and the commission's mandate to make the system work—though without interfering in broadcasters' freedom of speech. These provisions cause the commission to walk a "tightrope" between doing too much and doing too little in the way of regulation, he said. But that is not the only problem the act poses for the commission in regulating broadcasting in the chairman's view.

The act, he noted, fails to distinguish among different kinds and sizes of stations. And while it permits challenges to station licenses, he said, "a renewal policy which does not allow for some reasonable stability within the industry is simply not in the public interest."

What's more, there is the sheer volume of work, 8,000 renewal applications every three years generate—even without the hundreds of petitions in deny that have been filed recently. Chairman Wiley noted that the commission is facing a backlog of some 250 petitions to deny, and despite the establishment of a task force to attack the backlog, "most petitions are still not decided for many years."

The chairman's preferred plan for dealing with these problems is a "flexible" one which "recognizes the licensee's responsibility to contribute to an informed public" but which will also permit the commission to reserve the bulk of its "limited resources" for those broadcasters "who may really need remedial attention."

The plan is one under which the staff would delegate authority to renew licenses of stations—otherwise qualified and free of challenges—that meet "reasonable levels of performance . . . based not on artificial government standards but primarily on what most responsible broadcasters actually do." The application of a station that does not meet the standards would be reviewed by the commission itself.

The entire renewal process, he said, will be one easily completed, logically explained and easily understood. "And, for perhaps the first time," he said, "the broadcaster and the public alike will know how the commission is actually processing renewal applications."

The plan has been in partial operation for more than a year, with the staff authorized to pass on various matters under specific delegations of authority. However, the delegations are now under review. Chairman Wiley said that, in addition to programming, the delegations might encompass commercial policy and premise vs. performance.

"This program," he said, "will greatly enhance the manner in which uncontested renewal applications [which account for more than 95% of all renewals] are handled at the FCC." He also said the concept of expedited decision-making—something which is at the heart of my entire commission program—must also be introduced into the comparative case."

The chairman was interrupted by applause six times. But one passage that was greeted in silence—the surprise of some commission officials who had expected a warm reception—dealt with the proposal to exempt, on an experimental basis, radio stations in communities of under 10,000 population from
In 1896, Thomas A. Sperry and Shelly B. Hutchinson started the S&H Green Stamp service. People liked the "extras" stamps brought. They still do. More than half of America's families save them.

But The Sperry and Hutchinson Company today is other things, too. Quality companies such as Bigelow-Sanford, of "title-on-the-door" carpet fame. And Gunlocke, "the chair people." Your publisher probably sits in one—or should. And furniture manufacturers like Daystrom, "the dining room people," Lea, "the bedroom people," and American Drew. You've probably seen American Drew suites. The best homes have them.

Then, too, The Sperry and Hutchinson Company also means business and consumer services. Bayly, Martin & Fay is one of the biggest commercial insurance brokers. They insure things like the Long Beach, Cal. "Queen Mary," major motion pictures, and some of the nation's best properties. And there's The State National Bank of Connecticut. They hold the country's second oldest bank charter.

And there's Hens & Kelly, a Buffalo, N.Y. department store chain. Do they give S&H Green Stamps? Of course they do.

In 1974, it all came to sales of nearly $600 million. Still, $260 million came from the trading stamp side of the business.

S&H. The Green Stamp people. And a lot more.
It takes a cool head and a warm heart to be a Delta professional.

You're a Delta line mechanic, and that jet at the gate belongs to you until you're ready to turn it over to the captain. You check out everything from engines to instruments to ailerons to ashtray lids. Your jet is one big, beautiful piece of machinery and you want it nothing short of perfect.

There's more to it than personal pride, of course. The people who board your jet count on you for a smooth flight. And when it comes to people, a Delta professional couldn't care more.

FCC hard-liners offer word to wise at NAB

Hardy and Ray indicate tough follow-up at commission on indecency and indecency; action soon on hypochondria.

For the more than 300 broadcasters attending the workshop on "FCC enforcement" at the National Association of Broadcasters convention in Las Vegas last week, the major item of concern, as measured in terms of the time spent on it—was the commission's latest crackdown on obscenity and indecency.

The workshop developed nothing new in the way of information, but the two commission staffers on hand—Gen. Counsel Ashton Hardy and Complaints and Compliance Chief William Ray—provided something in the way of insights: they indicated they are not only serious but hardnosed on the subject.

The broadcasters also learned that the commission, possibly in tandem with the Federal Trade Commission, will, within the next two months initiate action aimed at hypochondria. They were also advised that commission rules requiring broadcasters to warn persons before they tape telephone interviews for broadcast may pose problems for the revived syndicated TV show, Candid Camera.

But it wasn't all the commission warning broadcasters. The commission staffers took some stuff questioning from a public interest lawyer on the "self-regulation" that the broadcast industry was undertaking at the commission's urging. Ellen Agress, of Citizens Communications Centre, called self-regulation a "sham."

Mr. Hardy, who said the commission has an obligation to enforce that provision of the criminal code barring the "utterance" of indecent, obscene or profane language, sought to reassure the broadcasters who largely filled the gold room of Las Vegas's convention center.

"Common sense and common decency" will provide a good guide to staying out of trouble, he suggested.

But then he indicated there might be differences of opinion on what constitutes common sense and common decency. Would it have any difference to the commission, he was asked, if WBAI(FM) New York had played the George Carlin comedy record, that led to the commission's ruling on indecency, at 2 a.m. instead of 2 p.m., when children were in the audience to hear it? "If it has no serious social value, and I think it did not," he said: "This record would be prohibited."

What had defending its airing of the record, on the seven words that could not be said on the air, on the ground it was part of a general discussion of language.

At another point Mr. Hardy took an absolutist position when asked what the commission's position would be if indecent language were used in an interview...
on the air. If it is aired at a time when children can hear it, he said, it is barred "per se."

However, Mr. Ray noted that the question of the ruling's applicability to news and public affairs programs is the subject of a petition for clarification that was filed by the Radio Television News Directors Association (Broadcasting, March 31). So the commission's position, he said, will be coming out "officially." But in the meantime, he indicated his own difference of opinion with Mr. Hardy—in his view, there could not be an absolute bar. He noted that there have been cases of news film depicting men at war who in the heat of battle were heard to use words "not used in the drawing room. We let it go as part of the news," he said.

For his part, though, Mr. Ray made it clear he felt broadcasters were moving into dangerous territory with some programming. In answer to a question, he said there were some people who complained about sex and violence on the air who would never be satisfied by any government regulation or industry self-regulation. But then he said, "it's not just the far-out types who are complaining—all kinds of members of the public are complaining. As an old broadcaster"—he had been an executive with NBC News in Chicago before buying and operating a station of his own—"I was an old broadcaster"—he had been an executive with NBC News in Chicago before buying and operating a station of his own—"I was an old broadcaster"—he said, "I'm conservative, and I'm just shocked personally by some of the stuff put on the air in recent years. It's beyond belief."

As for joint action with the FTC on hyping—defined as running special promotions or programs at rating time to inflate audience measurements—Mr. Hardy said the target date is "six to eight weeks. The commission is moving toward the adoption of a rule banning the practice, and the staff months ago completed a draft of a notice of proposed rulemaking. However, the commission wants to move in step with the FTC, which has primary jurisdiction in the area—but which has not felt the issue was as pressing as a number of the other matters on its agenda. It was not clear what action the FTC would take, other than it would be in the form of a notice.

The commission's notice of proposed rulemaking, Mr. Ray said, will make it clear the "Don't say hello" (say the call letters of the station conducting contest) will be a target of the commission's hyping rule. So will efforts on the part of broadcasters to mislead advertisers and audiences who their station is "number one" when, in fact, it is number one only during a part of the day. And radio will not monopolize all of the commission's attention in the rulemaking; Mr. Ray said television's use of movies figures in the staff's draft.

The possibility that Candid Camera may be getting a surprise of its own from the FCC came out of a report from a broadcaster who said the commission staff had told him that, in taping interviews for broadcast, it was not enough to inform the persons involved in the taping before the broadcast. "How do you square that with Candid Camera?" he asked. The show's producers obtain releases from those they film, but the program's premise would be defeated if the persons used were aware of the camera.

"We're going to have to face up to the situation presented by Candid Camera," Mr. Ray said. Mr. Hardy, however, felt the rule, as written, is not reasonable. The intent is to save individuals from embarrassment, he said. He felt a broadcaster should be permitted to tape an interview so long as he obtained permission to use it. The rule, he said, should be changed.

Ms. Agress, who as a member of Citizens has caused commercial broadcasters a fair amount of trouble, took off on the commission's use of self-regulation as a regulatory tool in the discussion on obscenity and indecency. Noting that the commission has amended its television license renewal form to obtain information on how well broadcasters are adhering to the commercial time standards in children's broadcasting that the NAB and the Association of Independent Television Stations have adopted, she asked, "Isn't it confusing to call that self-regulation?"

Both Mr. Ray and Mr. Hardy, in their responses, appeared to suggest the commission was resorting to unorthodox measures forced on it by conflicting legal, moral and political pressures. Mr. Ray, referring to the latest bit of self-regulation that NAB was to adopt at its convention—the family viewing amendment to the code—said there have been more complaints about children's programing sex and violence than any other subject. "I'm not saying the commission could not misuse regulation by raised eyebrow," he said. "But the commission is trying to advance the public benefit within the technicalities of the law and with the cooperation of industry leaders."

Mr. Hardy saw the commission's approach as involving a cooperative effort on the part of government and industry to head off a development neither would welcome. "The industry is establishing standards, and the government says, 'We're willing to go along.' If self-regulation is not adequate, you'll get direct government involvement. It's better to have industry do what it feels appropriate."

But Ms. Agress was not moved. "What you have is not self-regulation. You are regulating," she said. "It's a sham to say you're not."
Free advice from the FCC

Broadcast Bureau Chief Shiben, at NAB workshop, stresses caution for stations in discharging licensee duties; attorney Heald posits importance of care in doing ascertainment surveys

For most of the hour-and-a-half workshop on tips for broadcasters in completing their license-renewal forms, the expert was an FCC staffer, Richard Shiben, and a private communications attorney, Robert L. Heald—provided solid, professional advice which boiled down to: be careful. But toward the end of the session, at the NAB convention in Las Vegas last week, Mr. Shiben, chief of the commission's Renewal and Transfer Division, lashed out at what he suggested was the action of some groups in bringing complaints to stations late in the license period.

"There is a continuing obligation [on the part of the station] to ascertain community needs," he said. "And there is a continuing obligation [on the part of citizen groups] to talk to the station. I hate to see people sandbag people late in the license period, and I think that's what happens."

His comment had been prompted by a question from Ellen Agress, a lawyer for the Citizens Communications Center. She wanted to know when the commission's expected policy statement clarifying the agency's position on citizen-group-station agreements would be issued. She noted the matter had been under consideration for about a year, although the commission did not begin focusing on a policy statement until late last fall.

The commission is expected to issue either a proposed statement or a notice of inquiry in a matter of weeks. And Mr. Shiben said he could not anticipate what the commission would say in the document. But he gave some indications.

As long as the commission encourages a dialogue between stations and citizen groups, it must assume agreements will be struck at renewal time. But if an agreement "binds a licensee inflexibly to a point of view held by a group it will have no force and effect."

"Some matters are extraneous to the commission's regulatory function," he added. "Some agreements call for deposits in minority-owned banks. That has nothing to do with license responsibility. We can't look at that. . . ."

"The bottom line," he said, is licensee responsibility. A broadcaster can reach agreements on programming and employment, "but he must retain responsibility."

Twice during the run-down, he stressed the need for "continuous" dialogue between groups and stations, before he came down hard on the alleged "sandbag" effort.

For the rest, the workshop followed the more conventional path of helpful hints.

Mr. Shiben warned broadcasters to keep constant check on how their programming squares with the promises they made at their last renewal and, if there are substantial deviations, either to take remedial action or to inform the commission of the change and the reason for it. What constitutes substantial change? Mr. Shiben said there are cases indicating a deviation of up to 30% would not cause a broadcaster trouble; but he said broadcasters would be well advised to consider deviations of 5-10%, either on a category-by-category or on an over-all basis, a matter of concern to the commission.

As for problems in the area of equal employment opportunity, Mr. Shiben advised broadcasters who find themselves "understrength" in terms of minority-group or female employees to develop procedures for affirmatively searching out candidates from those groups. Broadcasters who rely on walk-in applicants, he said, will find themselves overloaded with white males.

For his part, Mr. Heald focused largely on broadcasters' obligation to ascertain community needs, as those obligations are now spelled out in commission rules, not as the commission is proposing to amend them. But much of his principal bit of advice would apply to any report a broadcaster files with the commission: "Do it right. Remember, someone is looking over your shoulder."

He also said broadcasters should treat the commission's ascertainment primer as the "bible" of the ascertainment process, and reminded his audience to specify the area to be served.

Take pains in surveying community leaders, he suggested. Have a reason for picking the leaders to be interviewed, keep notes on the interview, and write thank-you letters so that the leaders, if asked (possibly by anyone wishing to oppose the renewal), will remember being contacted.

As for the public survey, make sure it is a random one, done by station employees under management supervision, he said, or by a qualified outside organization. (Mr. Shiben commented that a group like the League Of Women Voters could be used if the station demonstrated it was qualified to do the job.)

One broadcaster asked the question: many broadcasters have asked in connection with the elaborate procedures the commission requires them to undertake as a means of assuring the public interest is served. "We ascertain, and we do the programs" designed to deal with the problems and needs uncovered, he said. "But how do you get people to listen?"

He received no sympathy.

"Everyone knows you have a responsibility to devote time to informed-electorate programing, whether people are listening or not," Mr. Shiben said. "That's why the electronic spectrum is made available for broadcasting."

Furthermore, he said, "radio has a number of formats available—for example, a one- or two-minute vignette on drug abuse in a rock program." He also warned against "burying" public affairs programing in post-midnight hours.

Mr. Heald was tough also. "If broadcasters spent more time than they do on public affairs, they might find they don't have to lose all of their audience."

Acting out frustrations

Broadcasters laugh because they can't cry at one-act satire, "The Renewal," at NAB convention

The show wouldn't have run five minutes in any of the pleasure palaces on Las Vegas's strip, but "The Renewal" had
them rolling in the aisles at the NAB convention last week. Which probably says as much about the delegates as about Las Vegas.

The theory seemed to be that, if you are going to stuff broadcasters with information they have heard before, you might as well ladle out a few laughs to make it all go down easier. And the more than 1,000 broadcasters who attended the small-market radio session on Monday to view the skit may well have learned something about commission renewal procedures.

The skit, by Charlie Jones, director of NAB's Radio Information Office (with help from the ad libs of his players), sought to make clear that applications should be prepared carefully to avoid delay in processing and that excess documentation should not be included.

But the fun of the skit, and its success, was in showing broadcasters as they see themselves—in their worst nightmares, that is. For if ever there was a poor-shnook broadcasting Everyman, it was the small-market broadcaster from Mankato, Minn., as played by Dick Painter, of KYSM(AM) Mankato. As a man who had come to Washington to check on the status of a renewal application that had been filed in 1968, he took the audience on a voyage through the corridors of the damned.

Tough and aggressive on entering the commission with his lawyer, played by John Summers, NAB's general counsel, Mr. Painter turns to mush when he confronts real live FCC staffers: he is forever seeking to ingratiate himself with Richard Shiben, chief of the Renewal and Transfer Division, and Wallace Johnson, chief of the Broadcast Bureau, with cigars and flattery.

When Mr. Shiben calls for Mr. Painter's application, his secretary (Valerie Waddlelove) wheels it in in a hand-truck, so bulky it has become.

And then there are the problems posed by his application. "You didn't identify the fifth District alderman you contacted in your ascertainment survey," Mr. Shiben said. "Oh, that's my news director," replies Mr. Painter. "I hope he wasn't on the air during the election campaign," Mr. Shiben said, worrying about the equal-time problems. "Of course he was," Mr. Painter shot back. "How do you think he won?"

Equal employment opportunity was another area of difficulty. Did Mr. Painter affirmatively seek to obtain minority-group employees. Of course, he advertised in La Raza. Where does that circulate? Why, Albuquerque, N.M.

And so it went, through a series of problems involving the listing of community problems (according to Mr. Painter, the problems in Mankato were that his billings were not what they might be), the need to inform the commission of technical alterations and changes in programming plans.

Broadcasters' problems with the commission are not overlooked. Mr. Summers at one point complains about the definitional assistance the commission provides. "Calling a public affairs program a pro-

No other tape cartridge machine can do so much for so little

Compare for yourself

- ITC's famous air-damped solenoid with Teflon coated plunger assures super-quiet operation.
- Deck is milled from a solid block of 1/2 inch thick aluminum. It won't warp...presents the same flat, stable surface to cartridges every time. Assures correct azimuth of heads.
- Heavy-duty micro adjustment head assembly with adjustable tape guides. Designed for easy, accurate adjustments.
- Direct-capstan, 450 RPM, hysteresis-synchronous drive motor—with an electrolyzed shaft—minimizes wow and flutter. Eliminates need for rubber belts and separate flywheel assembly.
- New trim-line design lets you place three units side-by-side in a 19 inch rack. Each unit is only 6¼ inches wide, 5¼ inches high and 15 inches deep.
- Features latest solid state components, even for switching applications. No relays. Printed circuit cards plug in.

At last—a machine that records and plays mono tapes in the "A" size cartridge, stops automatically on the 1kHz cue tone and—offers you longer life, less maintenance and better performance than any other cartridge machine at an economy price.

Call us and we'll prove it to you
For complete information call us collect at 303/838-1381. You'll be talking to experienced broadcasters who not only know what ITC equipment can do—but know what you want it to do.

INTERNATIONAL TAPETRONICS CORPORATION
P.O. Box 241 • 2425 South Main St., Bloomington, IL 61701

No other tape cartridge machine can do so much for so little
So Who Says People are Interested Only in Sex, Violence & Crime?

Sex, violence and crime. The major ingredients of most television entertainment.

But people today are becoming discontent with the same old thing. They know life has to be made up of more than dead-end streets.

For 25 years now, one TV show has offered a positive alternative. Faith for Today. Viewer response has increased all along. But recently something happened. We changed our format to Westbrook Hospital.

The response was immediate and overwhelming.

Westbrook Hospital is concerned with people. And the problems that are affecting their health, family and future. But concern is not enough. We offer solutions. Viewer response indicates we’re dealing with something significant. Something not found in many TV shows. Faith for Today has always been relevant — you don’t last 25 years in television without saying something. But with Westbrook Hospital we seem to have found that often elusive combination of being in the right place at the right time.

We’re determined to keep it that way.

If you haven’t seen Westbrook Hospital, you haven’t seen Faith for Today! Give us a collect call and we’ll airmail a tape. Ask for Eric Graham in Syndication. Our number is (805) 498-6661.

Westbrook Hospital drama finds physicians and staff concerned with more than just physical health.

Faith for Today
If you’ve been involved with cable television at all, you’re probably aware of the name Firstmark. For over 15 years, we’ve been totally involved in the financing of all phases of CATV. — (we were formerly Economy Finance Corp.) Cable TV looked so good to us 15 years ago that we set up a special communications finance division specifically for that purpose! From restructuring of existing debt to a complete turnkey operation Firstmark is and has been involved!

Firstmark has made these contributions to the cable industry:

- The two-year moratorium on principal payments
- 12-year term financing for cable.
- "No equity kicker" under certain qualifying conditions.

Firstmark has been first in so many areas in the communications finance field—especially when it comes to cable

— that we wonder why everyone interested in CATV doesn’t see us first . . . it could save you a lot of time and money. Firstmark has funded over $130 million in cable. Firstmark has experienced cable finance professionals, who devote their entire time to cable finance programs. If you need $100,000 or more for financing a cable system or microwave system give us a call FIRST . . . at Firstmark Financial Corp. One of our 8 FINANCIAL PLANS should fit your needs. Ask Bill Van Huss for a confidential analysis. 317/638-1331 110 E. Washington—Indpls. 46204

Panelists cite flaws in handling problems of equal opportunity

A National Association of Broadcasters convention workshop that featured four black men, one black woman and one white woman, found weak links in the broadcasting industry’s affirmative action efforts to make room for minority members and women, and those weak links are the white middle managers and top executives.

But their diagnosis was that it is not all the whites’ fault. For one thing the white middle managers have ungrounded fears, concluded Gil Griffin of CBS. He said they are afraid to hire blacks who are slightly below par for fear they will not be able to fire them. Blacks, like any employees, he said, should be fired if they are not doing the job.

Timatha Pierce of NBC, the one white on the panel, said many affirmative action plans fail because the whites who are in charge of implementing them have erroneous assumptions about blacks and women. For example, they hold that the minority employee is different from others and must be treated differently. This usually means blacks and women are not given challenging work, she said. “What you did wrong,” she said, “was in denying him the right to fail.”

Assumption number two, she said, is that minority employees do not want to be a part of the company operation, also wrong. She said assumptions such as these create disparate treatment of employees by management, “and disparate treatment has no place, no way, in any affirmative action plan.”

Mal Johnson of Cox Broadcasting said employers should be asking themselves such questions as: Are you training the minority employee to do a realistic job, as opposed to a make-work job? Is he becoming an attribute to the station, and, more important, is he making money for you? “Because that’s the name of the game,” she said.

Ms. Johnson was also concerned about the scheduling of minority-oriented programs. She wondered why some stations schedule their minority programs early Sunday morning, for example, “when nobody’s watching except your mother, because she loves you.”

Too many managers, Ms. Johnson contended, staff their community affairs offices with blacks, “where it is assumed that they will take care of problems of
all blacks." What blacks should do, she said, is insist on becoming involved in the total broadcast community.

The other three panelists, James Long of Storer Broadcasting, William Ford, of Capital Cities Broadcasting, and Cecil Foster of Westinghouse Broadcasting, joined with the others in calling for the active involvement of all employees, from supervisors on down, in working for affirmative action. As long as implementation is left to the affirmative action staff, it will never get off the ground, they said. Let it be clear, they said, that the company means business with the implementation of affirmative action.

Mr. Griffin said CBS currently has a program of sensitivity and awareness sessions involving both middle managers and minority employees in hopes that increased awareness of others' sensitivities will help raise performance standards.

A questioner in the audience touched a nerve in the panel when he used the word "quota" in conjunction with minority hiring. "Never use the word quota," Ms. Pierce returned. "What you are seeking are goals." But, said Mr. Forster, the two words mean the same.

Lionel Monagas, head of the FCC's industry equal employment opportunity unit, came forward from the audience and said the FCC, in its affirmative action guideline, will opt for goals or targets. Goals, he said, are more flexible. "Once you impose an absolute limit on the number of people you'll hire to fill a job, you have established a quota," he said. "And no one has imposed that but you."

One broadcaster in the audience wanted to know how to get affirmative action commitments from labor unions, particularly technical unions. He said some are dead set against affirmative action because it erodes job security. Mr. Monagas said the FCC has no authority to deal with the unions and could be of no help. But FCC Chairman Richard Wiley, also in the audience for part of the workshop, when asked if the FCC could not simply make its opinion known, replied that the union problem is something the FCC can discuss. He added, however, that "there is always a concern" about extending the FCC's regulatory authority into new realms.

The workshop was moderated by Patricia Grace of the NAB office of community affairs.

---

**Minority workshop hears complaints on rating service bias**

Rene Anselmo, Spanish International Network, one of five panelists on the minority workshop at the NAB convention in Las Vegas last week, castigated the TV rating services for what he claimed was discrimination against minorities. Nielsen, he said, has for years had a 10% cut off procedure that does not report on a station that has less than that percentage of the population watching it. In New York, even if 100% of the Spanish-speaking population were to watch SIN's WXTV-(TV) Paterson, N.J., it still would not be registered in the Nielsen book, because, he said, even though it would amount to almost 500,000 people it would still not be 10% of the market. In voicing this complaint about the rating services he announced that SIN was working to get local Spanish-speaking groups to apply for facilities with a view to affiliating the Spanish-language TV stations into a national network. Danny Villanueva, VP and general manager of SIN's KMEX-TV Los Angeles, said that another goal of Latin-Americans now is to get a Spanish-speaking person on the FCC.

Suggestions for speeding minorities progress in the communications field came from Joseph Sitrick, Washington, D.C., who called for a lobbying effort to lift the restrictions that forbid the Small Business Administration from lending money to TV, radio, newspapers or magazines, thereby helping minority businesses in these areas; and from Elliott E. Franks III, general manager of WORC-AM Columbia, S.C., who urged blacks and minorities to build up a body of expertise that can take into managerial positions. He added that minorities have got to forget the "rhetoric" of good intentions and operate a station with definite business goals in mind. The session was moderated by Patricia Grace, director of NAB's Office of Community Affairs.

---

**"Hazards of Everyday Life"**

**A Public Service Series for Radio**

Your station's listeners face many threats to their physical and financial well-being. The State Farm Insurance Companies have produced a series of 13 public-service programs—each 3½ minutes long—on some of the more universal hazards. The subjects include:

- **The Drunk Driver.**
- **Boobytraps Along our Highways.**
- **The Arson Epidemic.**
- **Your Car's Deadly Fuel Tank.**
- **Protect Yourself Against Burglary.**
- **Auto Theft.**
- **Safe Pleasure Boating.**
- **Escaping from a Burning House.**
- **No-Fault Auto Insurance.**
- **What to Do After a Fire.**
- **Inflation and Your Homeowners Insurance.**
- **Young Drivers.**
- **The Right to Drive.**

These programs are non-commercial. They are designed to inform your listeners—not advertise State Farm.

For free tapes and scripts, return the coupon below or call us collect at 309-662-2625.

---

Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Ill. 61701

Please send me your public service series Hazards of Everyday Life. I understand there is no charge.

Name ________________________________

Station _______________________________

Address _______________________________

City __________________ State ______ Zip ______

Broadcasting Apr 14 1975

47
TV climbs another notch in public's eye

Latest Roper survey strengthens medium's standing as first for information and entertainment; now more than half the people rate it most believable for news, more college-educated watch for news rather than read the papers; 71% rate stations as 'excellent.'

The public's opinion of television is inching higher and higher, establishing it more than ever as the number-one medium of news and entertainment.

The results of the latest Roper study for the Television Information Office, released at the NAB convention last week, show that people not only are watching TV more than ever but, in addition, rank its believability higher, like its commercials better and rate it their major source of news more often than at any time since the Roper-TIO studies were launched in 1959.

The study, conducted last November among 2,000 respondents, also found increased acceptance of commercials in children's programs, increased opposition to government control over programs and no dilution of majority preference for the existing balance between entertainment programming and news and public affairs.

Interest in pay-TV did decline—from one person in four (24%) to one in five (20%) after hypothetical rates were increased to reflect general inflationary influences (see table).

TIO Director Roy Danish noted that, with Watergate and most of its echoes past, TV was rated the most believable of media by more than half of the respondents for the first time, while newspapers' score dropped from 21% to 20% (see table).

Television's lead as the source of most news increased as the number voting for TV rose from 64% in 1972 to 65% in 1974, while newspapers' share declined from 50% to 47%. Radio held fast at 21% in both years and magazines slipped from 6% to 4%. In these calculations, multiple choices were accepted. Among those voting for only one medium, TV led newspapers by 36% to 19%, up from 1972's 33% for TV and 19% for newspapers.

For the first time, more college-educated respondents voted for TV (56%) than for newspapers (55%) as their main source of news.

Viewing time also had increased by 1974—not only among respondents generally, but also among the college-educated and those in the upper economic levels (see table).

Mr. Danish said viewers did seem "slightly more critical" of TV's handling of "things like sex relations, homosexuality and venereal disease" in 1974 than in 1972. Those who thought TV handles such subjects "responsibly and informatively" dropped from 57% to 55%, while
The relative credibility of media

"If you got conflicting or different reports of the same news story from radio, television, the magazines and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or television or magazines or newspapers?"

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>29 %</td>
<td>39 %</td>
<td>36 %</td>
<td>41 %</td>
<td>41 %</td>
<td>44 %</td>
<td>49 %</td>
<td>48 %</td>
<td>51 %</td>
</tr>
<tr>
<td>Newspapers</td>
<td>32 %</td>
<td>24 %</td>
<td>24 %</td>
<td>23 %</td>
<td>24 %</td>
<td>21 %</td>
<td>20 %</td>
<td>21 %</td>
<td>20 %</td>
</tr>
<tr>
<td>Radio</td>
<td>12 %</td>
<td>12 %</td>
<td>8 %</td>
<td>7 %</td>
<td>8 %</td>
<td>10 %</td>
<td>8 %</td>
<td>8 %</td>
<td>8 %</td>
</tr>
<tr>
<td>Magazines</td>
<td>10 %</td>
<td>10 %</td>
<td>10 %</td>
<td>10 %</td>
<td>10 %</td>
<td>11 %</td>
<td>9 %</td>
<td>10 %</td>
<td>8 %</td>
</tr>
<tr>
<td>DK/NA</td>
<td>17 %</td>
<td>17 %</td>
<td>18 %</td>
<td>18 %</td>
<td>20 %</td>
<td>16 %</td>
<td>12 %</td>
<td>13 %</td>
<td>13 %</td>
</tr>
</tbody>
</table>

Trends in hours of viewing

"On an average day, about how many hours do you personally spend watching TV?"

|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>College-educated</td>
<td>1:48</td>
<td>2:04</td>
<td>2:10</td>
<td>2:17</td>
<td>2:19</td>
<td>2:12</td>
<td>2:23</td>
<td></td>
</tr>
<tr>
<td>Upper-economic levels</td>
<td>2:02</td>
<td>2:14</td>
<td>2:21</td>
<td>2:24</td>
<td>2:30</td>
<td>2:29</td>
<td>2:47</td>
<td></td>
</tr>
</tbody>
</table>

The question of government control

"There has been some talk recently about the government paying more attention to what kinds of programs are shown on television and being more critical of what should and should not be shown. Some people are in favor of this as a way of ensuring high quality television programing. Others are opposed to it on the grounds that it would result in television programs which the government, but not necessarily the public, would like. How about you—do you think the government should exercise more control over what programs are on TV, or there is about the right amount of government control of TV programing now, or the government should have less control over what programs are on TV?"

<table>
<thead>
<tr>
<th>The government should exercise more control over what programs are on TV</th>
<th>11/61</th>
<th>11/63</th>
<th>11/64</th>
<th>11/67</th>
<th>11/68</th>
<th>11/71</th>
<th>11/72</th>
<th>11/74</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16 %</td>
<td>19 %</td>
<td>18 %</td>
<td>12 %</td>
<td>17 %</td>
<td>15 %</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| There is about the right amount of government control of TV programing now | 43 %  | 41 %  | 40 %  | 48 %  | 38 %  | 36 %  |       |       |

| The government should have less control over what programs are on TV | 27 %  | 26 %  | 28 %  | 31 %  | 39 %  | 41 %  |       |       |

| DK/NA | 14 %  | 14 %  | 14 %  | 9 %   | 6 %   | 8 %   |       |       |

The question of pay television

"In some places both pay TV and free TV are available for homes. On pay TV you would get to see Broadway shows, the newest movies, championship fights, operas, and other special programs you rarely see now. Of course, you would have to pay to see them—but at less than box office prices. The cost would range from $1.00 to $2.50 each, depending on the programs, or to put it on a monthly basis, anywhere from $20 to $40 or $50 per month, depending upon how many you watched. Would you be interested in subscribing to an additional service like this, or wouldn't you be interested?"

<table>
<thead>
<tr>
<th>Lower cost figures</th>
<th>11/63*</th>
<th>11/72*</th>
<th>Higher cost figures</th>
<th>11/72*</th>
<th>11/74</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Interested</td>
<td>16</td>
<td>24</td>
<td></td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td>Not Interested</td>
<td>79</td>
<td>72</td>
<td></td>
<td>72</td>
<td>75</td>
</tr>
<tr>
<td>DK/NA</td>
<td>6</td>
<td>4</td>
<td></td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

* Lower cost figures, 1963 and 1972: from 50 cents to $1.25 each depending on the programs, or on a monthly basis, anywhere from $10 to $20 or $30 per month, depending on how many programs were watched. Higher cost figures, 1972: from 75 cents to $2 each, depending on the programs, or on a monthly basis, anywhere from $15 to $35 or $45 per month, depending on how many programs were watched.
those who thought the handling "sensational and offensive" increased from 19% to 21%. In between, those who gave TV a "half-and-half" rating rose from 12% to 16%, while the don't-knows dropped from 12% to 8%.

There was a slight decline (from 47% to 45%) in belief that TV devotes "about the right amount of time" to opinion programs. Most of the was among the under 30. The shift was on the side of those who want more such programs: Their number increased from 36% to 39%, while those who feel there is too much opinion programing slipped from 9% to 8%.

As in the past, most respondents (58%) thought there is a proper balance between the right and the left in TV opinions; among critics, twice as many (13%) thought there is too much leftward opinion as thought there is too much to the right (7%).

Over-all, TV improved its lead over other institutions when rated in terms of performance. Those rating stations' performance as "excellent or good" rose from 60% in 1972 to 71% in 1974, while newspapers rose from 51% to 58%, schools remained unchanged at 50% and local government slipped a point to 35%.

Two other institutions, included in the study for the first time, placed second and third behind TV: churches, which were voted "excellent or good" in performance by 66%, and police, by 65%. TV stations also received fewer "fair or poor" ratings (25%) than at any time since the surveys started in 1959, while newspapers were scored "fair or poor" by 36%, schools by 30%, local government by 52%, police by 29% and churches by 20%.

There was a further increase in belief that the government should have less control than now over what programs are on TV, and another slight decline in sentiment for greater government control (see table). By even stronger odds, viewers opposed government control over news programs (81%, up from 79% in 1972, while those favoring government control over news declined from 14% to 12%).

TV's present balance between entertainment and news/public affairs was favored by 58%, while 22% said they would like more news and public affairs, 16% more entertainment. These findings, almost identical to those in 1972, reflected a somewhat higher degree of satisfaction than was apparent with current ratios between "light" and "serious" entertainment programs. On the light/serious question, those voting for the present balance remained at 39%, while those wanting more special-interest (serious) programing slipped from 34% to 32% and those wanting more light fare edged up from 24% to 25%.

There was a slight improvement in attitudes toward commercials, which by and large were given favorable scores by 58% (up from 56%) and unfavorable by 40% (down from 41%). In addition, the number who considered commercials "a fair price to pay" for TV rose from 81% to 84%, while those rating commercials as often or sometimes helpful advanced a point to 54%.

Acceptance of commercials in children's programs also increased, from 60% to 63%, while opposition declined, from 32% to 27%. Among parents, the shifts were even more dramatic. Among the critics there was also a one-point increase (to 54%) of those who would rather keep commercials than have the number of children's programs significantly reduced, and a three-point decline (to 35%) among those who would eliminate commercials anyway.

As in the past, the study found that while TV is the number-one source of news about candidates in statewide elections, newspapers are number one where local candidates and issues are concerned. A new question this year found that TV is first on a regional as well as statewide basis: Asked which medium gave them the best understanding of candidates for the House of Representatives, 40% voted for TV, 35% for newspapers, 6% for radio.

Sports. Howard Hughes's Summa Corp., licensee of KLAS-TV Las Vegas, was host at the Hughes Broadcasters Invitational Tournaments held April 6 at the Desert Inn country club, Las Vegas, in conjunction with the National Association of Broadcasters convention. Some 150 golfers and 50 tennis players turned out. In the picture, front row (l-r): Bruce Bryant, CBS-TV, New York, winner, low gross; Bob Newhart, who presided at the awards presentations at the end of the day; Nadine Henley, senior VP, Summa Corp., and Ed Cheviet, KMOL-TV San Antonio, Tex., winner, low net; golf; second row (l-r): Mark Smith, KLAS-TV; Howard Anderson, Summa Corp., and Barry Young, KVON(AM) Napa, Calif., tennis winner.


We'll share your exposure to Broadcasters Liability losses

You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: Insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.


the NEW McMartin BF-3.5K 3500 watt FM TRANSMITTER traditionally, McMartin engineering has supplied the AM/FM broadcaster with the finest professional equipment.

McMartin
McMartin Industries Inc. 4500 South 76th Street Omaha, Nebraska 68127 Phone (402) 331-2000

Broadcasting Apr 14 1975
It's the little things that count in money management

IBFM session at NAB stresses importance of plugging the small leaks in budgets as means of holding down costs

A workshop on raising cost consciousness drew a capacity crowd last Monday morning at the NAB convention. Broadcasters were given advice on everything from basic budgeting to monitoring telephone bills. The session was arranged by the Institute of Broadcasting Financial Management and moderated by Arno Mueller of Storer Broadcasting, IBFM president.

Attention to details is the key to cost control, said Joseph McCabe, KPLR-TV St. Louis, and he went through a long list of suggestions. First, he said, many stations pay excessive interest rates because their bankers lack knowledge of broadcasting, which is less secure than it might appear.

Telephone costs—apart from broadcast line charges—are higher than they should be at the average station, Mr. McCabe said. Professional auditing services will analyze telephone use for an average fee of $300 against half of the savings achieved in the first year's telephone bill, Mr. McCabe pointed out. "If you have more than two buttons on your own phone, you're on an ego trip," he said.

"Throw away the air mail stamps," said Mr. McCabe. Most first-class mail goes by air anyway. For building maintenance and cleaning services, "try tradeouts," said Mr. McCabe. On insurance, annual analysis and renegotiation should be the rule, "Shop your insurance," he said. "Also analyze deductibles. I believe a station should be protected against major damage, not a window broken by the wind." When buying programs, "don't fall in love," said Mr. McCabe. If a hole develops in the schedule, "look on the shelf," he said. "Then look there again the next day."

Edward Herlihy, KTLA-TV Los Angeles, spoke of cost control in the engineering department. Labor, of course, is the biggest increment of expense. "Make sure you're making maximum use of the management rights in your union contracts," Mr. Herlihy said. In renegotiating contracts, management's aim should be the elimination of penalty clauses. "Give a little on wages," he said, "to get a little on penalties."

The cost of video tape can now be negotiated with competing suppliers, Mr. Herlihy said. "I've seen tape come down from $175 an hour to $140 an hour in the past year, in spite of inflation."

In the acquisition of equipment, Mr. Herlihy said the chief engineer ought to be able to justify the price by savings in personnel. He should also keep track of operation after the equipment is installed to match performance against projections. The principle applies especially to automated gear such as video cartridge or cassette machines. KTLA had recently calculated a 2.6-year pay-out for two such machines, weighing the cost of the machines against the saving in staff time they will make possible. "After that the bottom line goes up," he said.

Lessons in budgeting came from Gene Anderson, of Forward Communications, Wausau, Wis. Mr. Anderson distributed a 29-page sample budget worksheet for month-by-month projections of revenues and expenses, both broken down to detail, for each department of a station.

Radio and TV, too, are woman's work, NAB panel testifies

There was little lofty rhetoric in a Monday-morning NAB workshop, "Manning a Station with Women." There was instead much hard-nosed talk that could be summed up in the words of the small-market radio-TV owner in the audience who said, "I'm classified as a male chauvinist in some quarters, but when it comes to making money, I'll hire anybody." And of his half-male, half-female sales staff, he said, the women are outselling the men.

Salesmen were what the session was really about. That is where most

men and now many women are getting their career starts in broadcasting.

Much of the workshop was devoted to a presentation by George Greene, general sales manager of KABC(AM) Los Angeles, concerning a survey he conducted in his market on women in broadcast sales. Talking to sales managers and saleswomen, he found that among the sales managers, 75% of those who had hired a woman in the past 5 years had hired only one; 50% of the managers see "no difference" between men and women in the sales function, 25% think women in sales are better than men and 25% think women are more temperamental than men; 60% hired a woman solely on the basis of her qualifications, and 100% reported no difference in pay levels between men and women on their sales staffs. Among the women, 90% reported starting their broadcast careers less than four years ago and 33% began less than a year ago; the majority came to broadcasting from related advertising and communications fields—media buying and planning (33%); publicity and sales promotion (41%); and 53% cited financial rewards as reasons for choosing broadcasting as a profession. 41% cited the "challenge" of competing in a male-dominated field; the women generally agreed with the sales managers that they were paid equally to men, and 60% saw neither sales advantages nor disadvantages to being a woman in broadcast sales.

Mr. Green also presented taped-recorded snippets of interviews with the

ABSOLUTELY FREE

If your hard news is becoming entangled in cables, COMREX can change that to an absolutely free approach. The COMREX 450 MHz Wireless Microphone System allows absolute freedom from wires and restricting cables. News gathering becomes a natural, unrestricted piece of information rather than the traditional bound-to-the-camera type of reporting.

The "COMREX 450" is a rugged high frequency system which provides extremely reliable operation along with broadcast quality audio.

This is a legal system. The FCC permits its use by broadcasters in the 450-451 MHz remote broadcast band under FCC rules, Part 74, Subpart D. Paragraph 74.437.

The COMREX 450 MHz Wireless Microphone System is essential for "HARD NEWS" coverage. Call or write today for complete information and arrange for a demonstration.

COMREX 56 Union Avenue/Sudbury, Massachusetts 01776 617/358-4042

"Where ever broadcast news happens!"
sales managers and the saleswomen. They
served to point up what one sales man-
ger said: "The bottom line is—can they
sell?" The quotes also emphasized that
sexual differences make little difference
in sales: "There are excellent, mediocre
and bad saleswomen, just as there are
men," said one. "Capability wears
trousers or a skirt," said another.

And one saleswoman quoted urged
her male counterparts not to give her
preferential treatment and not to be
afraid of offending a woman salesper-
son: "We use those words too," she said.
"You can bet your sweet ass we do."

Proposed NAB board revamping supported
But bylaws committee changes mind
on rotating chairmanship; still
unresolved is number of network seats

There is a "strong consensus" among
members of the National Association of
Broadcasters bylaws committee in favor
of the broad outline the committee has
mapped out for changing the NAB board
structure, committee chairman Donald
Thurston of WMNB-AM/FM North Adams,
Mass., reported after a breakfast session
of the committee at the NAB convention
last Monday. The committee voted no
formal action, he said, but found agree-
ment among themselves on several pro-
posals which had in recent weeks drawn
mixed reviews from past and present
members of the NAB joint board.

For one thing, the members agreed to
stick with their original recommendation
that the immediate past chairman of the
joint board should no longer have a vote
on the joint board or executive commit-
tee (Broadcasting, March 17). But,
Mr. Thurston added, "everyone wants to
make use of the past chairmen, some-
how."

The bylaws committee also agreed to
recommend reducing the membership of
the NAB executive committee by the one
seat now reserved for the past chairman.
The committee changed its mind on its
original proposal to rotate that seat every
six months between an active member of
the TV board and an active member of
the radio board.

Left unsettled by the bylaws committee
was the question of how many board
seats should go to the networks. The
committee had earlier voted to leave the TV
board representation where it stands—at
15 members. Three of those are network
nonelective seats. But the committee voted
to reduce the radio board membership
from its present 30 to 25. At present, five
of the radio board seats are held by the
networks.

Mr. Thurston also announced that a
first draft of a manual designed to help
the new board members make a rapid
transition into their new posts has been
prepared and hopefully the final draft
will be ready for the next committee
meeting May 13 in Washington.

Kaizer to quit Cleveland,
leaving UA with only U
Kaizer Broadcasting announced last week
that it is liquidating its ch. 6 WKBF-TV
Cleveland, selling WKBF's assets to
United Artists Corp. (licensee of ch. 43
WUAB-TV Cleveland), in a deal that could
ultimately leave UA with a lower channel
allocation and the only commercial U
in the Cleveland market.

Under the agreement reached last week,
Kaizer would sell the assets of WKBF-TV
for cash—$350,000 if the transmitter is
included, $200,000 if not—or in exchange
for a 36% interest in WUAB-TV. While the
first option would involve the transfer
of certain assets (the studio facilities are
excluded), the second option would entail
the transfer of all assets to WUAB-TV.
Both stations are independents.

The license of WKBF-TV will be relin-
quished April 24, leaving WUAB-TV as the
single commercial U serving Cleveland.
UA furthermore stands to upgrade its
present signal if the FCC approves a sep-
ate deal UA entered with Community
Telecasters of Cleveland Inc. earlier
(Feb 14). (Broadcasting, March 21). That
deal, pending FCC action, UA would acquire
the construction permit for ch. 19 WCF-
TV) Cleveland for $250,000 and turn in
its ch. 43 assignment.

Don B. Curran, Kaizer president,
said that WKBF-TV has operated at a loss since
its inception in 1968. He said more than
$10 million had been put into the facility.

The sale will leave Kaiser with six oper-
ating UHF stations: KBHK-TV San Fran-
cisco-Oakland; WFLD-TV Chicago; WKB
- TV Detroit; WKTL-TV Burlington, N.J.;
Philadelphia; KSSC-TV Los Angeles-
Corona and WLVI-TV Cambridge, Mass.
The last two are owned outright by
Kaiser; others are co-owned with Field
Enterprises, which holds a 22.5% inter-
est. Kaiser's sale of WCAS(AM) Cam-
bridge, Mass., to Wickus Island Broad-
casting Corp. (Mel Stone and Fred
Miller) for $225,000 is awaiting FCC action
(Broadcasting, July 22, 1974).

United Artists is also the licensee of
WWSX(FM) Philadelphia and WKTY-TV
Ponce, Puerto Rico, Transamerica Corp.,
parent company, has interests in insur-
ance, financing, manufacturing, real estate
and travel services.

One before the other
U.S. Southern District Court of New
York has signed an order setting aside
for a limited period of time an antitrust
suit brought against ABC and CBS by
seven major motion picture companies so
that the Justice Department may pursue
similar litigation against ABC, CBS and
NBC (Broadcasting, April 17, 1972).

The order was signed on April 3 after
ABC, CBS and the film production com-
panies agreed the material issues were "largely duplicative" of those in the
Justice Department litigation.

The court stressed its order was not to
be considered a dismissal of the action
and pointed out that any party may initi-
ate further proceedings in accordance
with the stipulations.
**Changing Hands**

**Announced**

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

- **Wow-tv Omaha:** Sold by Meredith Corp. to Chronicle Broadcasting Co. for $9,158,500 in transaction under negotiation for some time (Broadcasting, Feb. 10). Seller, publicly traded corporation, will retain Wow (AM) and KEZQ (FM) Omaha and its other properties, which include KCWO-AM-TV and KEZQ (FM) Kansas City, Mo.; WNEM-TV Bay City-Flint-Saginaw, Mich.; KPHO-TV Phoenix; WGST (AM) Atlanta; WHEN-AM-TV Syracuse, N.Y.; Better Homes and Gardens, Successfull Farming and consumer book publishing and printing plants. Buyer (N. H. de Young family trust) owns KRON-FM TV San Francisco and is subsidiary of Chronicle Publishing Co. which owns San Francisco Chronicle. Wow-tv is CBS affiliate on channel 6 with 100 kw visual, 20 kw auroral antenna 1,380 feet above average terrain.

- **Wapl-AM-FM Appleton, Wis.:** Sold by John J. Dixon to Goetz Broadcasting Corp. for $510,000. Seller has no other broadcast interests. Principal in buyer, Nathan Goetz, also owns WDLB (AM) Marshfield, WFAW-AM-FM Fort Atkinson and WRBD-AM-FM Reedsburg, all Wisconsin. WAPL is on 1570 kHz with 1 kw daytime. WAPL-FM is on 105.7 mhz with 50 kw and antenna 215 feet above average terrain. Broker: Blackburn & Co.

- **Wxrf-TV Cleveland:** To be liquidated by Kaiser Broadcasting in deal with United Artists Corp., owner of Wxab-tv Lorain, Ohio, Cleveland suburb (see opposite page).

**Approved**

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

- **Wsjv-TV Elkhart, Ind.:** Sold by Truth Publishing Co. to Quincy Newspapers Inc. for $3.2 million. Truth Publishing is owned by John F. Dille Jr. (53%) and Walter R. Beardsley (47%), and publishes daily Elkhart Truth. Principals also have similar interest in Truth Radio Corp., licensee of WTRC (AM) and WY EZ (FM) Elkhart. Mr. Dille Jr. and his son, John Dille III, own Pathfinder Communications Corp., licensee of WGXZ (AM) Grand Rapids, Mich., and WMEF (AM)-WMEF (FM) Fort Wayne, Ind. F. M. Lindsay Jr. is chairman and Thomas A. Oakley, president, of Quincy Newspapers, which publishes daily Quincy (III.) Herald-Whig, has 88% interest in WQEM-AM-TV Quincy and owns 100% of WQEM-FM. Ownership is in several family trusts; F. M. Lindsay family also has interests in Lindsay-Schaub Newspapers Inc., owner of several Midwestern dailies, WSOY-AM-FM Decatur, Ill., and Wlap-AM-FM Lexington, Ky., and 20% interest in WCIA (TV) Champaign and WMBD-AM-FM Peoria, both Illinois, and KFMB-AM-FM-TV San Diego. Wsjv is ABC affiliate on channel 28 with 410 kw visual and 40.7 kw aural and antenna 1,086 feet above average terrain.

- **Kmcc (TV) formerly Ksel-TV Lubbock, Tex.:** Control sold by Tobe B. Foster, Alan Shivers and others (55% before, none after) to Bill and R. B. McAllister (45% before, 100% after) for McAllister's 41.6% interest in KWUE-Tv Austin, Tex. Messrs. Foster and Shivers have controlling interest in KWUE-TV. Mr. McAllister sold Ksel-AM-FM Lubbock to Harris Enterprises Inc. (John P. and Sidney Harris families) for $942,500 (Broadcasting, March 25). KMCC is ABC affiliate on ch. 28 with 788 kw visual; 153 kw auroral antenna 840 feet above average terrain.


**Sale objections dropped**

Wolf (AM) Syracuse, N.Y., has withdrawn its petition to the FCC that asked denial of the sale of WDDS-FM Syracuse by Amalgamated Music Enterprises Inc. to Signal Broadcasting Co. Inc. for $360,000 (Broadcasting, Nov. 4, 1974). Wolf had raised antitrust questions since Signal is owned by Tower Broadcasting Corp., licensee of WNDR (AM) Syracuse, and by individual officers and employees of WnDR. Wolf had feared a format change at WDDS-FM from blended music to contemporary-popular which Wolf said might constitute unfair competition to its contemporary format. WNDR broadcasts a contemporary-popular format.

The petition was withdrawn after Wolf received a letter from Tower containing representations to the FCC and assurances to Wolf that the formats at WDDS-FM and WNDR would remain the same and that joint local and regional advertising rates would not be used.

**Public television gets together on fund appeal**

There's general support for bill before Macdonald panel, but some question program, hiring record

Those differences within the ranks of public broadcasting that have made for lively theater in the past were muted last week as the principal players presented a united front in behalf of the Public Broadcasting Financing Act before the House Subcommittee on Communications. Even those groups critical of pub-

---

**EXCLUSIVE**

New England Sea-coast
AM Full timer
$110,000 Full Price

**CONTACT:** H. Roger Gardner
Washington D. C. Office

---

**Hamilton Landis & Associates, Inc.**
America's most dynamic and experienced media brokers.

| WASHINGTON, D. C.: 1730 K Street, N.W., 20006 (202) 393-3456 |
| CHICAGO: 1429 Briggs Tower Lo 6011 (312) 337-2754 |
| DALLAS: 6060 No. Central Expressway, 75206 (214) 619-2345 |
| SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671 |

Brokers of Newspapers, Radio, CATV & TV Properties
What Texas Needs
is
A Little Broker

Who Gets Things Done
in a
Big, Quiet Way

Ask Any Broadcaster Who
Has Dealt With
NORMAN FISCHER
for
MEDIA BROKERAGE, APPRAISALS, CONSULTING
NORMAN FISCHER CO.
P.O. BOX 5308
AUSTIN, TEXAS 78763
512-452-6489

moments
of truth?

The Fifth Alfred I. du Pont–Columbia University Survey of Broadcast Journalism
Edited by Marvin Barrett

The single most insightful overview of 1974—coverage of Watergate, the energy crisis, impeachment, government intrusion, and much more.

―A mighty lean effort...a quiet blockbuster...
...Bombshells explode on almost every page.―Los Angeles Times

―TV news consultants
get a thorough
working over.―Broadcasting

―Public service of the highest
order.―NORMAN COUSINS, Saturday Review

$6.95

At your bookseller, or send
name and address, check or
money order for $6.95 to:
T. Y. CROWELL,
Dept. MT-B, 666 Fifth Aven-
ue, New York, N.Y., 10019.

In way of thanks. Terry H. Lee, ex-
ecutive vice president of Storer Broad-
ing and programing
joining in commending the long-range
funding legislation to Chairman Torbert
Macdonald (D-Mass.) and his colleagues.

The bill (H.R. 4563), introduced in the
House last month by Harley O. Stag-
gers (D-W Va.) and Samuel L. Devine
(R-Ohio), would authorize and approp-
riate funds for a five-year period begin-
ing in fiscal 1976, based on the total
federal dollars raised by public broad-
casting on a 2:5 ratio. The bill includes
ceilings higher than those proposed by
the administration (BROADCASTING,
March 24 et seq.), amended by the Sen-
ate Commerce Committee to $98 million
in fiscal year 1976 (from $70 million),
increasing in steps to $160 million in
fiscal year 1980 (from $100 million).

Lead-off witness last Tuesday was Rob-
ert S. Benjamin, chairman of the Cor-
poration for Public Broadcasting, who
told the subcommittee the proposed $70
million ceilings are incompatible with the
2:5 matching scheme. According to data
for fiscal 1974—when the nonfederal
income of public broadcasting entities
was $213 million—under the 2:5 ratio the
federal contribution should be $89.2
million in fiscal 1976. However, the $70
million ceiling prescribed in the bill is $19.2
million short of the incentive amount
(actually a 1:3:18 ratio). The ceilings in
the bill leave no room for incentive, Mr.
Benjamin said.

Otherwise, he said, CPB is pleased that
the proposed legislation stresses a com-
mitment to local station autonomy, rec-
ognizes the need for diverse funding
sources and provides predictability of
funding, making sound planning possible.

Asked by Chairman Macdonald for
specifies on progress toward minority hire-
ing and programing, Mr. Benjamin said
the current contributions toward employ-
ment and promotion of minority mem-
bers and women "are not a reflection on
our motives. We promise to keep trying":
to which the chairman quipped, "Prom-
ises, promises, promises."

Henry Loomis, president of CPB,

joined Mr. Benjamin's presentation with
positive figures: 25% of the current
budget, he said, or $1.7 million, is being
spent on development of minority pro-
graining. And the fact that the bill pro-
poses ceilings, not appropriations, means
"we take the downside risk" unless non-
Federal funds are raised.

Dr. Gloria Anderson, the sole woman and
black member of the board of chair-
man of CPB's National Task Force on
Women in Public Broadcasting, endorsed
H.R. 4563 for the insulation it provides,
the incentive provided by the matching
program and relief for what she said is
currently inadequate funding. However,
she voiced concern over "the direction of
public broadcasting on minorities and
women" and stressed the need to increase
their decision-making involvement.

Ralph B. Rogers, chairman of the com-
mittee of the board of directors of the Public Broad-
casting Service, similarly endorsed the
bill with the exception of the ceilings, and
referred to the public broadcasting indus-
try's Long Range Financing Task
Force report. The report, two years in the
making, arrives as a one-to-two match-

dation with ceilings on a five-year plan
of $100,000,000 in fiscal 1975, up to $200,-
000,000 in fiscal 1979. "Frankly," Mr.
Rogers said, "there should be no ceiling
in the bill, just as no guarantee is required
to a fixed sum is required by the bill." But this is
unrealistic, he said, and urged that the
ceilings be raised to the Senate Com-
merce Committee's proposals.

The Association of Public Radio Sta-
tions has always been placed on the table
minorities; has always been the task
for pay cable in the last decade.
Mr. Lee said, "The program
women" and "we
The ceilings
are incompatible with the
2:5 matching scheme. Accord-
according to data for fiscal 1974—
when the nonfederal income of public
broadcasting entities was
$213 million—under
the 2:5 ratio the federal
correction should be $89.2
million in fiscal 1976.
However, the $70 million ceiling prescribed in the bill is $19.2 million short of the incentive amount (actually a 1:3:18 ratio). The ceilings in the bill leave no room for incentive, Mr. Benjamin said.

Otherwise, he said, CPB is pleased that the proposed legislation stresses a commitment to local station autonomy, recognizes the need for diverse funding sources and provides predictability of funding, making sound planning possible.

 Asked by Chairman Macdonald for specifics on progress toward minority hiring and programing, Mr. Benjamin said the current contributions toward employment and promotion of minority members and women "are not a reflection on our motives. We promise to keep trying": to which the chairman quipped, "Promises, promises, promises."

Henry Loomis, president of CPB,

joined Mr. Benjamin's presentation with positive figures: 25% of the current budget, he said, or $1.7 million, is being spent on development of minority programming. And the fact that the bill proposes ceilings, not appropriations, means "we take the downside risk" unless nonfederal funds are raised.

Dr. Gloria Anderson, the sole woman and black member of the board of chairman of CPB's National Task Force on Women in Public Broadcasting, endorsed H.R. 4563 for the insulation it provides, the incentive provided by the matching program and relief for what she said is currently inadequate funding. However, she voiced concern over "the direction of public broadcasting on minorities and women" and stressed the need to increase their decision-making involvement.

Ralph B. Rogers, chairman of the committee of the board of directors of the Public Broadcasting Service, similarly endorsed the bill with the exception of the ceilings, and referred to the public broadcasting industry's Long Range Financing Task Force report. The report, two years in the making, arrives as a one-to-two match-
dation with ceilings on a five-year plan of $100,000,000 in fiscal 1975, up to $200,-000,000 in fiscal 1979. "Frankly," Mr. Rogers said, "there should be no ceiling in the bill, just as no guarantee is required to a fixed sum is required by the bill." But this is unrealistic, he said, and urged that the ceilings be raised to the Senate Commerce Committee's proposals.

The Association of Public Radio Stations has always been placed on the table minorities; has always been the task for pay cable in the last decade. Mr. Lee said, "The program promises, women" and "we

The Fifth Alfred I. du Pont–Columbia University Survey of Broadcast Journalism
Edited by Marvin Barrett

The single most insightful overview of 1974—coverage of Watergate, the energy crisis, impeachment, government intrusion, and much more.

―A mighty lean effort...a quiet blockbuster...
...Bombshells explode on almost every page.―Los Angeles Times

―TV news consultants
get a thorough
working over.―Broadcasting

―Public service of the highest
order.―NORMAN COUSINS, Saturday Review

$6.95

At your bookseller, or send
name and address, check or
money order for $6.95 to:
T. Y. CROWELL,
Dept. MT-B, 666 Fifth Aven-
ue, New York, N.Y., 10019.

in the bill.

Mr. Lee said, "The program promises, women" and "we

The Fifth Alfred I. du Pont–Columbia University Survey of Broadcast Journalism
Edited by Marvin Barrett

The single most insightful overview of 1974—coverage of Watergate, the energy crisis, impeachment, government intrusion, and much more.

―A mighty lean effort...a quiet blockbuster...
...Bombshells explode on almost every page.―Los Angeles Times

―TV news consultants
get a thorough
working over.―Broadcasting

―Public service of the highest
order.―NORMAN COUSINS, Saturday Review

$6.95

At your bookseller, or send
name and address, check or
money order for $6.95 to:
T. Y. CROWELL,
Dept. MT-B, 666 Fifth Aven-
ue, New York, N.Y., 10019.
with the committee as advisers. At the
meeting last week the committee
members got acquainted over breakfast
discussed their new roles. Nothing of sub-
stance was decided, an NAB staff member
said afterward.

By district the committee members are:
Dave Henderson of WJAR-TV Providence,
Ky., district one; Charles A. Tower of
Carlton-Curtis Group, New York, district
two; Dave Baltimore of WBRE-AM-FM-TV Wilkes Barre, Pa., dis-

trict three; Wally Jorgenson of WTV-
(TV) Charlotte, N.C., district four; Bob
Olson of WTV(TV) Tampa, Fla., dis-

trict five; Jim Yager of WDSL-TV New
Orleans, district six; Jim Caldwell of
WAVE-TV Louisville, Ky., district seven;
Elmer Snow of WTV(TV) Bloomington,
Ind., district eight; Robert Rice of WRAT-
TV Peoria, Ill., district nine; Bob Dono-
van of KMEG-TV Sioux City, Iowa, district
ten; Glenn Flint of KCM(TV) Alexandria,
Minn., district 11; Jim Leake of KTV(TV)
Tulsa, Okla., district 12; Jack Harris of
KPFC-TV Houston, district 13; Bob Mc-
Mahon of KOAA-TV Pueblo, Colo., district
14; Al Constant of KRON-TV San Fran-

cisco; district 15; Burt LaDow of KTQU-
(TV) Phoenix, district 16; Dave Crockett of
Fisher Blend Stations, Seattle, district
17.

In addition there are three network
representatives on the ad hoc committee:
Peter Kenney, NBC Washington vice
president; Richard Jeacks, CBS Wash-

ington vice president, and Eugene Cowen,
ABC Washington vice president. Mem-
bers of the antipay cable standing com-
mittee sitting with the ad hoc committee,
aside from Messrs. Jeacks and Cowen,
are Richard Stakes of the Washington
Star station group, chairman; Allan Land of
WHIZ-AM-FM-TV Zanesville, Ohio;
James Ebel of KOLN-TV Lincoln, Neb.,
and Daniel Calibrano of WGN-TV Chicago.
NAB Chairman Andrew Ockershausen
and NAB President Vincent Wasielowski
and a half-dozen other members of the
NAB Washington staff will also be in-

olved.

A conditional win for RKO

A petition by Bay Area community
groups that sought to block the renewals
of RKO General's KPFC-AM-FM San
Francisco has been dismissed by the FCC.
But in renewing the stations, the com-
mission attached the condition that it
could consider further action against the
licensee after the resolution of a number of
actions that pend against RKO and

its parent, General Tire & Rubber Co.,
in other localities.

Community Coalition for Media
Change, the Japanese American Citizens
League, the Oakland Chinese Community
Council and the Mission Media Art had
filed a petition to deny KPFC-AM-FM's li-
cense renewal alleging faulty ascertain-
ment of community needs, inadequate
programming and employment discrimina-
tion. The petitioners also charged that
RKO had dismissed Harvey Pleasant, an
employee, because he complained of dis-

criminatory employment practices.

Cablecasting®

NCTA gives
top billing
in New Orleans
to copyright,
FCC strictures,
pay cable

Frustration and loss of patience
by industry are said to be
the backdrop for convention

Re-regulation of the cable industry is to
be the dominant theme at the National
Cable Television Association's annual
convention that opened yesterday (April
13) in New Orleans. The issues that are
part of that re-regulation, particularly
issues of copyright, exclusivity provisions
the bread-and-butter issues for the indus-

try—will be the focus of four separate panels that began with
Sunday afternoon's "View from the Top"
session with FCC Chairman Richard
Wiley, John Jencks, acting director of the
Office of Telecommunications Policy and
Jack Valenti, president of the Motion
Pictures Association of America, as fea-

tured panelists.

Another question that crosses across
the entire industry from the larger multiple
system operators to the small independ-
ents, is whether the FCC will stick by
its March 31, 1977, compliance date for
 cable systems to rebuild for 20-channel
capacity and two-way communications
capability. An NCTA spokesman sug-
gested last week that many in the industry
feel the deadline will be postponed, but
for how long is still anyone's guess. And
the 1977 compliance issue has raised re-

lated questions as to the true need for
two-way capability and the necessity for
a more realistic approach to channel-ca-
capacity standards than the "arbitrary" 20-
channel cutoff, NCTA noted.

But if '77 project is billed as the "most
serious" issue facing the cable industry
this week, the pending copyright bill takes
honors as most controversial. Small-sys-

tem operators, who have steadfastly op-
posed any payment of copyright fees, can be
expected to use the convention as a
platform to restate their case, according
to Robert Stengel, NCTA vice president
for public affairs.

Although only one panel is devoted
exclusively to the copyright issue, the
controversy is expected to filter through
much of the convention, Mr. Stengel
said. The copyright panel Wednesday
morning will include former FCC Chairman Fred-

erick W. Ford, now a Washington at-
torney and representative of the Ad Hoc
Committee of Concerned Cable Televi-

sion Operators for a Fair Copyright Law
(a splinter group formed as a result of
the copyright debate), who will offer the
views of those opposed to copyright fees.
Washington attorney Sol Schildhause will

need cable tv personell?

meet Fred Harms

CONSULTANT TO MANAGEMENT
ON RECRUITMENT PROBLEMS
A confidential "Head-Hunt" plus
background reference checks saves you
time, protects your identity, and assures
you of the best qualified individual to fill an
important position.

We have 10 years of experience in
helping cable television operators and
manufacturers locate outstanding
management, engineering, marketing,
sales, financial and programming
personnel.

Ron Curtis & Company

1725 EAST RIVER ROAD
CHICAGO, ILLINOIS 60611
(312) 893-0717

QUALITY TALKS FOR

WTIC

Hartford, Connecticut

Continental's 317C is the best measure for any 50 kW AM trans-
mitter purchase. Performance, 125% positive modulation and
reserve power capabilities are unbeatable. Today's best sound
in 50 KW AM is Continental.

Continental Electronics MFG CO.
BOX 17040 DALLAS, TEXAS 75222
A short course in cable, 1975

There are 3,240 operating cable systems in the U.S., serving some 6,980 communities. Another 2,718 systems are approved but not built. Pennsylvania has the most systems (300) and California the most subscribers (1.3 million). Operating systems currently reach about 10 million subscribers, perhaps over 30 million people—15% of the nation's TV households. The largest (Cox Cable's, in San Diego) has almost 100,000. Some have fewer than 100.

Teleprompter is the largest multiple system operator (MSO), with more than 1,083,000 subscribers. Industry revenues last year totaled approximately $600 million. Most systems offer between eight and 12 channels. By 1977, all systems will be required to have at least 20-channel capacity; those constructed after March 1972 must do so now. Monthly subscriber fees average $5.50, although many firms are now seeking rate increases. Installation fees range from nothing to $100; the average is $15. Costs of laying cable range from $3,500 per mile in rural areas to $80,000 in the largest cities. The average system has between 100 and 200 miles of cable. Nearly 629 systems now originate programming in their own studios, the average for 13.5 hours weekly. Equipment costs range from $25,000 for a small black-and-white operation to $200,000 for a color studio. Over 300 systems accept advertising on their local origination channels, with rates from $5 to $200 per minute. The industry in 1973 derived approximately $3.5 million in revenues from advertising on origination channels. Pay cable is on approximately 78 systems and reaches 160,000 subscribers. Other media interests have ownership holdings in approximately three-quarters of all cable firms; over 35% of the systems have ties with broadcast interests, almost 25% with program producers and almost 15% with newspapers.

represent the middle ground, as one in favor of a "good copyright bill," but against any tribunal setup which would have the power to set and then readjust fees—as called for in the present bill. And Edward Allen, of Western Communications and the NCTA executive committee, will present the association's view in support of the bill.

David H. Foster, retiring NCTA president, last month explained how NCTA came to support the bill in the first place (Broadcasting, March 24) when he said the feeling in 1972 was that modest copyright fees would be absorbed by the cable operator. That's no longer the case in view of the economic situation, he added, and now when "that 2%" comes along it must be passed along to the customer.

NCTA hopes that by supporting copyright, a quid pro quo could be reached, wherein nonduplication and other "restrictive" rules concerning signal carriage would be eliminated. The current copyright bill was judged by NCTA as the "best that could be gotten" and to jeopardize the bill would only have led to objectionable sections being put back in, Mr. Foster said.

However not all members of the cable industry see copyright as "inevitable," according to NCTA Chairman Bruce E. Lovett. Some small-system operators, like those represented by Community Antenna Television Association—a newly formed NCTA splinter group—feel the bill should be opposed down the line, Mr. Lovett added. Those views as well as their spokesmen should be prominent at this week's convention.

Pay cable will get a lot of attention at the convention, but the concern will be more an "internal focus" than a political debate Mr. Stengel suggested. Except for Sunday afternoon's meeting where Jack Valenti is expected to mention the pay-cable rules and their impact on the film industry, the pay-cable panels are designed pretty much as "nuts-and-bolts" sessions, said Mr. Stengel. Multiple-system operators, as well as independents, are expected to show a great interest in the basics of how to start pay operations.

Participants for the Monday pay cable discussion include Gerald Levin, Home Box Office, New York, who is to take up programming and satellite transmissions; Allen Greenspan, of Los Angeles-based Optical Systems, who will discuss the new network that the company is planning, and Donald Bemer, Twin City Trans-Videot, Allentown, Pa., who is to address the basics in implementing a pay-cable system.

Discussion on the current depressed economy and the outlooks for the future will play a "pretty heavy" part in the convention, Mr. Stengel said. Many cable operators look to an upturn this summer and their optimistic predictions are expected to be part of the financial discussion at New Orleans.

Assessing the present mood at the convention, Mr. Stengel characterized the cable industry as suffering from "frustration and a loss of patience." The frustration is from economic ills that are exacting a heavy toll from the industry, and the loss of patience is due to the continued regulatory "restrictions" that are making the financial problems that much more difficult to bear, Mr. Stengel said.

Kahn says pay cable can go satellite

Cable-TV entrepreneur Irving B. Kahn, former chairman of Teleprompter Corp., told a meeting of the CATV Analysts Group in New York last Tuesday that the technology exists now for a pay-cable satellite network in the U.S., which could generate $108 million in annual revenues within the next three years.

Mr. Kahn arrived at the $108 million figure by suggesting that a "smart" entrepreneur could lure about three million of the current 10 million cable homes into a pay network, which would then be linked up by cable-company ownership of domestic satellite "earth stations at or near the headends." He then envisions a pay-TV entrepreneur's producing 12 to 24 "special-entertainment features" a year, which would be provided as a package to the pay-cable subscribers at $6 a month. Mr. Kahn figures still further that half of the three million homes wired for pay-cable would go for such a package ("an attainable goal according to today's movie-audience statistics," he put it), which, multiplied by $6 a month for 12 months, comes out to $108 million.

To speed up pay-cable's immediate potential growth, he advanced the idea that cable-system owners reduce the monthly pay-cable service from $7 or $9 to $1 or $2 just "to get the wire into the home." Once that cable-TV foot is in the door, Mr. Kahn said, the owner would offer "new broadband communications so innovative, so informative, so entertaining that the price of the service will prove irresistible, and the total revenues per home will ultimately jump to at least two or three times the current basic rate."
Investment in spot television by national and regional advertisers in 1974 reached a record $1.6 billion, an 11% increase over 1973.

Figures compiled for the Television Bureau of Advertising by the Broadcast Advertising Reports show that 28 advertisers spent $10 million or more in spot TV last year. Procter & Gamble again was spot TV's kingpin investor with $87.1 million, followed by General Foods with $45.1 million and Lever Bros. with $36.1 million.

TVB said that 18 advertisers increased their spot TV budgets 50% or more in 1974. These included Quaker Oats, up 56% to $15.8 million; Kellogg, up 69% to $13 million; Ralston Purina, up 155% to $11.6 million; Del Monte, up 342% to $11 million and Carnation, up 124% to $10.5 million.

Joining spot television's top-100 advertisers for the first time were Brookville Marketing (direct mail records and tapes), $7.5 million; Adam VIII (direct mail record and tapes), $4.6 million; Ciba-Geigy (chemicals for consumer and agri-products), $4.3 million; Cities Services (petroleum), $3.5 million and Milton Bradley Co. (toys), $3.4 million.

Among the product categories with substantial increases in spot TV in 1974 were food and food products, up 16.7% to $343.9 million; pet foods and supplies, up 67% to $48.8 million; publishing and media, up 59% to $40.6 million; household furnishings, up 33% to $15.1 million and office equipment and stationery, up 37% to $8.8 million.

TVB noted that the 30-second commercial increased $1.2 billion, or 80% of all dollars allocated to spot TV. The 60-second commercial accounted for $278.5 million (18%) and the 10-second commercial, 2.3% of the total.

---

**Pros and cons of eight-week sweeps argued at the NAB**

Elieisberg denies networks want them to gain advantage over spot, says they will reduce hyping; HR&P man says they’ll do opposite

The dispute over proposals to lengthen local TV audience sweep measurements to eight weeks from the present four sent a ratings workshop into overtime at the NAB convention last Tuesday.

The debate presented a classic confrontation between network and spot TV. It was followed by an appeal from the floor by Jackie DaCosta of Ted Bates & Co., who urged broadcasters to abandon hyping practices—a main reason advanced in support of eight-week sweeps—but argued short of taking sides directly in the eight-weeks-versus-four-weeks dispute.

Taking sides in the debate were Jay Eliisberg of CBS/Broadcast Group, who argued that eight-week sweeps not only would reduce the effectiveness of hyping and would also provide a much more representative picture of audience levels for the four quarters, and Stephen H. Raffel of Harrington, Richer & Partners, who said spot TV is right to question any spot-TV blueprint devised by networks and that, in any case, eight-week sweeps would encourage hyping more than discourage it.

Mr. Raffel contended eight-week sweeps would eliminate weekly ratings in all but the largest markets, which include those where the networks have owned stations, and would concentrate most nonnetwork-owned stations at a competitive disadvantage by depriving them of sales tools available to O&Os and to network salesmen. In addition, he said, loss of weekly reports would conceivably clog blockbuster movie titles and thus "instead of reducing hyping would encourage it."

More than that, Mr. Raffel continued, "major markets already have essentially eight-week sweeps" because of four-week measurements scheduled back-to-back into the four-week periods. "Essentially," he said, "we have eight-week surveys in 30% of the Nielsen and 55% of the [Arbitron] homes today accounting for 40%-70% of the national dollars."

Mr. Raffel suggested—and the audience through its applause seemed clearly on his side—that the time has come to forget about eight-week sweeps and move on to other topics, such as "why are national [meter-based] network ratings higher than the local diary rating for the same program?" He contended that "either the network ratings are being overstated, or the spot audience is being understated."

Mr. Eliasberg insisted that "the loss of weekly ratings, if it occurred at all, would only occur in a few markets while the benefits of eight-week sweeps would be felt in all markets." More than that, he said, weekly ratings are not all that important—as demonstrated, he said, by the refusal of stations in some markets to pay $30,000 to get enough diaries to produce weekly reports. And among stations that rated weekly ratings as "very important" in a recent Arbitron survey, he said, 66 of those votes came from stations that do not now receive weekly ratings.

But if weekly ratings are in fact considered important, Mr. Eliasberg said, the rating services could, if they would, retain them in most if not all markets by modifying their sample-size standards to conform with those for other data in their reports. Weekly data on that basis, he said, "would still be better than the numbers you are getting in nine of the columns of data Arbitron produces and in favor of the Nielsen columns."

Mr. Eliasberg scoffed at the suggestion that networks advocate eight-week sweeps as a ploy to gain competitive advantage over spot.

He also emphasized that broadcasters are risking more than $300 million if they use the four-week sweeps period. The

---

**Broadcasting Apr 14 1975**
weeks” and even of special reports in local newscasts—such as reports on “Pornography in our town” and “VD: Are you sure you don’t have it?”—in arguing that hypoing is largely a local problem and “we have to do something about it.”

Ms. DaCosta also urged broadcasters to do something about it. She said she would prefer and would continue working toward year-round collection of data but that four-week sweeps would be all right if there were no hypoing. TV, she said, doesn’t need to resort to hypoing.

The sweeps debate overshadowed a report by Paul Sonkin of ABC-TV on late-night audience-research methodology tests conducted by ABC and Statistical Research Inc. and on a projected diary test planned by Arbitron and ABC. Rene Anselmo of the Spanish International Network also offered a brief report on tests done in cooperation with Arbitron on measurement of ethnic audiences, a long-time center of contention between Mr. Anselmo and the ratings services.

The workshop, with NAB Research Vice President John Dimling as moderator, also heard a report on the objectives and activities of the Broadcast Rating Council by BRC Executive Director Hugh M. Beville. Mr. Beville estimated that the rating services paid $230,000 for BRC auditing last year and that their total outlays, including associated internal costs, probably came to $300,000.

**Know client credit, IBFM session urges**

It's best method right now, it's said, for protection against bad bills for spots

A broadcaster’s best defense against a client’s defaulting on media bills is to conduct a thorough credit check and adopt a firm policy in extending credit, station financial officials were told at an NAB convention workshop on agency/advertiser liability last Wednesday.

The workshop dealt with two proposed contract clauses designed to define liability for payment of spot-TV bills. One, said to be acceptable to the American Association of Advertising Agencies, keeps sole liability upon the agency except in instances where, under certain circumstances, the advertiser has not paid the agency. The other, developed by Metromedia and endorsed by the membership of the Institute of Broadcasting Financial Management, was said to give the advertiser a stronger liability role though it remains secondary to the agency’s.

The boards of IBFM and its subsidiary, the Broadcast Credit Association, which presented last week’s workshop, are to meet later this month in an effort to develop an acceptable compromise provision on liability. They asked broadcasters at last Wednesday's meeting to communicate their preferences.

In the workshop session John Harrison of Ogilvy & Mather, New York, insisted that agencies must be solely liable, and that broadcasters must learn to grant or withhold credit just as other businessmen do. Frank Harvey of General Foods opposed the IBFM-approved provision and also suggested that a strong and effective credit rating association might be the answer: If an agency cannot pass muster, he said, require it to pay “cash with the order.”

Ogilvy & Mather's Mr. Harrison also reported that his agency had paid over 85% of its February spot-TV bills before the end of March. Unresolved discrepancies, he said, are the only invoices O&M doesn't pay promptly—but he also said he checked showed that 80% invoices, or approximately 20%, had been received after the close of the billing period involved.

Other participants in the session were Bill Mueller of Bill-Southco (TV) Oakland-San Francisco, president of the Broadcast Credit Association, and Larry Lioello of Peters, Griffin, Woodward, vice president of BCA.

**Small-market radio willing to take what it can get in budgets of armed forces**

How $40 million Army budget to be allocated is up to Pentagon; with departure of Hebert chances deemed better for broadcasters

At an impromptu gathering during the NAB convention, members of the NAB small market radio committee agreed they would rather have the opportunity to pitch for the armed services’ advertising dollars, even though many stations might not receive any, than to have no Army, Navy and Air Force advertising on radio at all.

This was decided during a conversation with Dick Tobin, N. W. Ayer supervisor of the Army advertising field force, who was present at the convention as an exhibitor. Ayer handles the entire military recruitment advertising account. Mr. Tobin offered no promise that broadcasters would get a share of the armed services’ $40 million advertising budget. That decision, he said, will be made at the Pentagon, not by N. W. Ayer. In recent years, the military has not allotted any money for radio advertising due in large

**BAR reports television-network sales as of March 30**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Mar. 30</th>
<th>Total dollars week ended Mar. 30</th>
<th>1975 total minutes</th>
<th>1975 total dollars</th>
<th>1974 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m.</td>
<td>121</td>
<td>$679,700</td>
<td>1,330</td>
<td>$7,865,900</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>934</td>
<td>9,845,500</td>
<td>12,295</td>
<td>130,951,800</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>323</td>
<td>5,431,400</td>
<td>3,803</td>
<td>62,963,800</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>5 p.m.-7:30 p.m.</td>
<td>103</td>
<td>2,854,700</td>
<td>1,283</td>
<td>32,303,700</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>17</td>
<td>700,700</td>
<td>219</td>
<td>5,914,100</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>395</td>
<td>25,603,400</td>
<td>5,062</td>
<td>317,291,600</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>183</td>
<td>2,909,600</td>
<td>2,213</td>
<td>37,025,800</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>2,076</td>
<td>$48,025,000</td>
<td>26,185</td>
<td>$594,316,700</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

*Source: Broadcast Advertisers Reports*
measure to opposition from Representative F. Edward Hebert (D-La.), until this year chairman of the House Armed Services Committee. Now that the leadership of that committee has passed to another member, Representative Melvin Price (D-Ill.), many observers, including Mr. Tobin, are predicting a change of policy in favor of radio advertising.

Mr. Tobin indicated that Ayer is preparing a market plan which includes radio, in the event clearance comes through from the Pentagon, although he said he could not say at this point how much of the $40 million he would recommend go to radio.

Mr. Tobin’s reason for visiting with the small market radio committee was self-interested: he was trying to see what kind of a response Ayer’s plan would receive from the broadcasters. He told them part of the plan is to allocate funds regionally to permit time buy, in local markets, not just in New York or other big cities. He said Ayer will want to find good time slots to purchase, often hard to come by in major markets where the Army would be competing against other major advertisers with big dollars to spend. It is inevitable, he said, that some stations will be excluded. The members of the committee indicated that was alright with them, anything to end the current discrimination against using radio altogether, one member said.

Following the discussion with Mr. Tobin, the small market committee decided to make its own overture on Capitol Hill to coax the issue along in Congress. It plans to invite all the members of the House Armed Services Subcommittee with jurisdiction over authorization for recruitment advertising to a breakfast in Washington, along with representatives of the Army, N. W. Ayer and the U.S. Postal Service (the committee is working on securing a greater share of the post office’s advertising budget for radio, too). The committee will meet again regardless on May 22 in Washington.

Cattlemen have beef about Food Day spots

The American National Cattlemen’s Association has protested to FCC Chairman Richard Wiley about the content of several public-service spots by the Public Media Center in connection with Food Day, April 17.

The Food Day campaign is spearheaded by the Center for Science in the Public Interest, in Washington, and is designed to bring attention to problems of malnutrition, starvation, family farming and agribusiness. PMC has provided the public service announcements which have gone out to 1090 radio stations and 47 television stations.

At issue, according to ANCA, is not the Food Day campaign per se, but certain spots that convey the “strong implication” that cattle are consuming food which could otherwise feed the world’s hungry. One spot for television depicts a steer in an Italian restaurant, and the question is asked: Why do livestock eat people’s grain?

ANCA, in its letter to Chairman Wiley, submitted that it would seek equal time, under the fairness doctrine, from those stations that grant public service status to what they termed “misleading and harmful spot announcements.”

Katz PROBEs for ratings

Katz Agency, New York, has set up a separate department of research, marketing and systems specialists to operate Katz PROBE (Programmed Research to Optimize Broadcast Effectiveness), which will offer computerized rating information to advertising agencies and to stations that Katz represents in order to facilitate the buying and selling of time.

Katz PROBE has been functioning in radio since 1973 and now will be extended to television. Four Katz staffers have been named to operate the unit. They are: Donald F. McCarty, vice president and director of marketing; Gordon G. Zellner, account executive; Shelley A. Igual, marketing services director and Diane D. Totrup, computer services.

Radio stations and agencies have had access to PROBE on a no-charge basis. Katz plans to charge TV stations for a syndicated service, but agencies can avail themselves of PROBE data on a non-charge basis.

On the farms

For every dollar invested in farm programs a gross of $15 is returned in advertising. Bill Allen, WMT-FM, Cedar Rapids, Iowa, told farm broadcasters at a Monday-morning NAB workshop last week. Mr. Alford also noted that 38 farm supply and equipment manufacturers are among the thousands of manufacturers that provide cooperative advertising funds to their dealers, and that the WMT sales force persuaded 18 of the 25 farm dealers in that area to invest co-op money in broadcasting, rather than put all of it into print. Other speakers at the meeting dealt with the Doane Report, a survey of farm broadcasting audiences and demographics released earlier this year. The Doane survey showed among other things that 96% of farmers making $15,000 or more annually listen regularly to radio broadcasts, and 75% watch TV regularly.

Business Briefs


Direct expansion. Blair Television is assigning sales personnel to deal specifically with agencies active in direct-response advertising. Working in this sector will be Marjorie Abrams, formerly buyer with BBDO New York; Jane Matlow, who was senior sales assistant at Blair Television, and Peter D. Carnes, buyer with Norman, Craig & Kimmel, New York.

Politics and TV. Edward N. Ney, president of Young & Rubicam International, New York, has recommended that spot TV political advertising be prohibited on ground that 30-second and 60-second announcements can be misleading. He also proposed in talk before New York Chapter of National Academy of Television Arts and Sciences that TV debates for presidential candidates be reinstituted and that National Advertising Review Board establish section to check accuracy of political advertising, said Y&R would be willing to contribute $10,000 toward setting up such unit of NARB.

Sold out. Peter Paul Inc., Naugatuck, Conn., through Dancer-Fitzgerald-Sankey, New York, and Time-Life Records, New York, through Ranieri, Soslow, Mohr & Associates, New York, have signed for complete sponsorship on barter basis of The History of Rock, series of 24 one-hour programs of music and interviews with leading figures in rock world. Programs are being carried on more than 70 stations of London Wavelength Programming Network, New York, U.S. distributor of contemporary music of BBC.

Owen on own. Jack Owen, vice president and general manager of Telespond Inc., Chicago, broadcast direct marketing agency, has formed Jack Owen Enterprises, Elk Grove, Ill., to specialize in telecommunications, including broadcast direct marketing. Telephone: (312) 439-4040.

The best jazz sound in New York is put out by an AEL FM-12KD stereo transmitter

Just ask WRVR

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: 215/822-2929 * TWX: 510/661-4976
Broadcasters count music-licensing savings, hope for further cuts

The music license contracts currently in effect between TV stations and the two major music licensing organizations—Broadcast Music Inc. and the American Society of Composers, Authors and Publishers—have saved the stations more than $25 million in music fees since the agreements went into effect in 1968.

That report was offered by Leslie G. Arries Jr., of WKBW-TV Buffalo, N.Y., chairman of the All-Industry Television Station Music License Committee, at last Tuesday's (April 7) TV assembly of the NAB convention. He made it in conjunction with a request that stations continue to assist the committee in compiling music licensing data for use in future negotiations. These, he said, are expected to start in late 1976 or January 1977. The current contracts extend through 1977.

Mr. Arries said the $25 million saving was in commercial fees and did not take into account savings in sustaining fees. “To put these savings into perspective for you,” he continued, “if your station had net receipts from sponsors (after deductions) of $2 million in 1973, your savings were approximately $12,000 in that year.” He said the committee hopes to achieve further savings in the next contracts.

Mr. Arries also put stations on notice that they would be asked to contribute again to the committee’s support, as much as its expenses exceeded its income in the fiscal year ended in February and, in addition, it needs to build up reserves in preparation for the next negotiations.

Breaking In

I’m Not Lisa—Jessi Colter (Capitol). This top 10 item on country charts is, along with Freddy Fender's Before The Next Teardrop Falls, the most solid country crossover to pop in some months, and it picked up additional strong pop support with the addition of WQXI(AM) Atlanta last week, and the single is gaining airplay at WHAM(AM) Louisville, Ky.; WVLK(AM) Lexington, Ky.; WERC(AM) Birmingham, Ala.; and WRIE(AM) Erie, Pa.

Ease on Down the Road—Consumer Rapport (Atlantic). The latest in Atlantic's string of pop successes is this song from the Broadway musical The Wiz. Atlantic will also be releasing the complete soundtrack from that musical, but dicided to rush-release a studio recording of what has become an instant disco hit in New York. The single has been added in its first week by WABC(AM) New York.

Bad Luck—Harold Melvin & the Blue Notes (Philadelphia Intl.). This Gable-Huff production has become a popular disco item in several cities, and is re-establishing the success Harold Melvin & the Blue Notes had over a year ago with The Love I Lost. The single has been added by WABC(AM) New York and KVOZ(AM) Pittsburgh.

Runaway—Charles Kulis (Playboy). Mr. Kulis' first pop chart action comes with this remake of a Del Shannon rock 'n' roll classic. It also marks the most substantial pop progress made by Playboy Records, which topped country charts with Mickey Gilley's City Lights earlier this year. Runaway has been building for almost two months, and breaks into the "Playlist" at 61. Among the stations adding it recently are WRL(AM) Peoria, Ill., and KNOW(AM) Austin, Tex.

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

- CUT THE CAKE, AWB (Atlantic).
- GROWIN', Loggins & Messina (Columbia).
- HANG ON SLOOPY, Rick Derringer (Epic).
- I'LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- I'M NOT LISA, Jessi Colter (Capitol).
- KASHMIR, Led Zeppelin (Swan Song).
- LIVE YOUR LIFE BEFORE YOU DIE, Pointer Sisters (Blue Thumb).
- MISTY, Ray Stevens (Barnaby).
- OLD DAYS, Chicago (Chicago).
- ONE BEAUTIFUL DAY, Eystacy, Passion & Pain (Roulette).
- ONLY ONE WOMAN, Nigel Olsson (Rocket).
- PINBALL, Brian Protheroe (Chrysalis).
- RAINY DAY PEOPLE, Kris Kristofferson & Rita Coolidge (Monument).
- REAL MAN, Todd Rundgren (Bearsville).
- ROCK 'N' ROLL TILL I DIE, Diamond Rio (Big Tree).
- SANDY, Hollies (Epic).
- SHAKY GROUND, Temptations (Gordy).
- SOMEONE TAKE MY HEART AWAY, Edgar Winter Group (Epic).
- SPIDER JIVING, Andy Fairweather Low (A&M).
- SWING YOUR DADDY, Jim Gilstrap (Roxbury).
- TRAMPLED UNDERFOOT, Led Zeppelin (Swan Song).
- WOLF CREEK PASS, C. W. McCall (MGM).
- YOU BROUGHT THE WOMAN OUT OF ME, Evie Sands (Haven).

Tracking the "Playlist." 1974's most heard female vocalist, Olivia Newton-John, is replaced in the top spot on the "Playlist" by last years' most heard male vocalist, Elton John. Philadelphia Freedom repeats what is now by far the most popular record. This is a true stock, with a second charted song, entering the chart at 45 as an album cut. Minnie Riperton's Lovin' You regains the second position, with Ringo Starr's No-1 No Song and Tony Orlando & Dawn's He Don't Love You (Like I Love You) the biggest gainers in the balance of the top 10. Barry White's What Am I Gonna Do With You continues to build from a strong major market base; and Leo Sayer's Long Tall Glasses and Ace's How Long make their first top 20 appearances. Queen's Killer Queen makes a major jump to a bolted 25, as does Walking in Rhythm by the Blackbyrds, bolted at 27. Paul Anka's latest effort, I Don't Like to Sleep Alone, is bolted at 30. Farther down the list, Roger Whittaker's Last Farewell, now near the top of MOR charts, gains strongly to a bolted 52. Major Harris' luscious and mellow Love Won't Let Me Wait has broken from heavy Philadelphia play to a bolted 57. Marie Osmond's Who's Sorry Now, gaining in country and pop, moves to 66. Strongest among the chart's new additions is Bad Luck (Part I) by Harold Melvin & the Blue Notes, entering at 39. Gordon Lightfoot's Rainy Day People added a number of stations and enters bolted at 51. Charlie Kulis's remake of Del Shannon's Runaway, a building hit for weeks, breaks into the list at 61. Also edging into the chart are three follow-up singles, Linda Ronstadt's When Will I Be Loved (70), Grand Funk's Bad Time (73), and America's Sister Golden Hair (75).
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song 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. (5) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Overall Rank</th>
<th>Last Week's Rank</th>
<th>Title/Length</th>
<th>Artist/Label</th>
<th>D 1</th>
<th>D 2</th>
<th>Sp 1</th>
<th>Sp 2</th>
<th>Sp 3</th>
<th>Sp 4</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>1</td>
<td>Philadelphia Freedom (5:36)</td>
<td>B. J. Thomas—ABC/Dunhill</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>Sittin' John Belushi—MCA</td>
<td>Louvin' You (3:20)</td>
<td>3</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>3</td>
<td>Have You Ever Been Mellow (3:28)</td>
<td>Olivia Newton-John—MCA</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Lady Marmalade (3:57)</td>
<td>LaB Tom—Columbia</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>5</td>
<td>The No-No Song (2:30)</td>
<td>Ringo Starr—Apple</td>
<td>5</td>
<td>8</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>6</td>
<td>My Eyes Adored You (3:26)</td>
<td>Tony Orlando &amp; Dawn—Atlantic</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>7</td>
<td>You Are So Beautiful (2:39)</td>
<td>Joe Cocker</td>
<td>8</td>
<td>10</td>
<td>10</td>
<td>12</td>
<td>8</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>8</td>
<td>Black Water (3:53)</td>
<td>Doobie Brothers—Warner Brothers</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>9</td>
<td>Emma (3:30)</td>
<td>Hot Chocolate—Big Tree</td>
<td>10</td>
<td>11</td>
<td>11</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>10</td>
<td>Cherry Van (2:54)</td>
<td>Sammy Johns—ABC</td>
<td>11</td>
<td>11</td>
<td>7</td>
<td>7</td>
<td>11</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>11</td>
<td>Express (3:25)</td>
<td>B. T. Express—Roadshow</td>
<td>12</td>
<td>14</td>
<td>14</td>
<td>13</td>
<td>12</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>12</td>
<td>Jimmy Valentine (3:20)</td>
<td>Barry White—20th Century</td>
<td>15</td>
<td>20</td>
<td>19</td>
<td>21</td>
<td>18</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>13</td>
<td>Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23)</td>
<td>B. J. Thomas—ABC/Dunhill</td>
<td>14</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>14</td>
<td>Jackie Blue (3:16)</td>
<td>Otis Redding—RCA</td>
<td>18</td>
<td>19</td>
<td>19</td>
<td>19</td>
<td>19</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>15</td>
<td>L-O-V-E (3:22)</td>
<td>Al Green</td>
<td>22</td>
<td>23</td>
<td>23</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>22</td>
<td>Killer Queen (3:00)</td>
<td>Queen—Epic</td>
<td>43</td>
<td>38</td>
<td>38</td>
<td>32</td>
<td>32</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>23</td>
<td>Supernatural Thing (3:20)</td>
<td>Izzy-D.—A&amp;M</td>
<td>26</td>
<td>26</td>
<td>26</td>
<td>26</td>
<td>26</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>24</td>
<td>Waiting in the Rhythm (2:54)</td>
<td>Black Sabbath—PolyGram</td>
<td>38</td>
<td>34</td>
<td>34</td>
<td>27</td>
<td>27</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>25</td>
<td>Shining Star (2:50)</td>
<td>Earth, Wind &amp; Fire</td>
<td>33</td>
<td>31</td>
<td>31</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>26</td>
<td>Fire (3:12)</td>
<td>Ohio Players—Mercury</td>
<td>29</td>
<td>27</td>
<td>27</td>
<td>29</td>
<td>29</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>27</td>
<td>I Don't Like to Sleep Alone (3:14)</td>
<td>Paul Anka—United Artists</td>
<td>40</td>
<td>33</td>
<td>33</td>
<td>34</td>
<td>34</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>28</td>
<td>Lady (2:58)</td>
<td>Styx—Wooden Nickel</td>
<td>14</td>
<td>33</td>
<td>33</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>29</td>
<td>Sad Sweet Dreamer (3:10)</td>
<td>Sweetwater—RCA</td>
<td>31</td>
<td>32</td>
<td>32</td>
<td>35</td>
<td>35</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>30</td>
<td>Best of My Love (3:25)</td>
<td>Eagles—Asylum</td>
<td>28</td>
<td>34</td>
<td>34</td>
<td>31</td>
<td>31</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>31</td>
<td>I'll Never Love Again (3:32)</td>
<td>Humble Pie</td>
<td>39</td>
<td>34</td>
<td>34</td>
<td>32</td>
<td>32</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>32</td>
<td>Pick Up The Pieces (3:00)</td>
<td>Average White Band—Atlantic</td>
<td>25</td>
<td>32</td>
<td>32</td>
<td>38</td>
<td>38</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>33</td>
<td>Bertha Butt Boogie (3:13)</td>
<td>Johnny Cash—Mercury</td>
<td>46</td>
<td>39</td>
<td>39</td>
<td>32</td>
<td>32</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>34</td>
<td>Before the Next Teardrop Falls (3:22)</td>
<td>Freddy Fender—ABC/Dunhill</td>
<td>36</td>
<td>37</td>
<td>37</td>
<td>41</td>
<td>41</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>35</td>
<td>Stand By Me (3:20)</td>
<td>John Lennon—Apple</td>
<td>35</td>
<td>40</td>
<td>40</td>
<td>41</td>
<td>41</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>36</td>
<td>I Am Love (5:30)</td>
<td>Jackson Five—Motown</td>
<td>37</td>
<td>42</td>
<td>42</td>
<td>46</td>
<td>46</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>37</td>
<td>Mandy (3:15)</td>
<td>Barry Manilow—Atlantic</td>
<td>32</td>
<td>41</td>
<td>41</td>
<td>37</td>
<td>37</td>
<td>37</td>
<td></td>
</tr>
</tbody>
</table>

Alphabetical list (with this week’s over-all rank): Amie (48), autobahn (44), Bad Luck (39), Bed Time (73), Beer Barrel Polka (59), Before the Next Teardrop Falls (37), Bertha Butt Boogie (36), Best of My Love (33), Black Water (9), Blood Well Right (66), Bubber Boy (49), Can't Get It Out of My Head (65), Chev Van (11), Doctor's Orders (56), Don't Call Us, We'll Call You (23), Don't Tell Me Goodnight (60), Don't Go, Emma (10), Express (12), Fire (20), Harry Truman (42), Have You Ever Been Mellow (3), He Don't Love You (Like I Love You) (7), Hey Won't You Play Another Somebody Done Somebody Wrong Song (14), Hologram (34), How Long (20), I Am Love (45), I Don't Like to Sleep Alone (30), Immigrant (54), It's a Miracle (21), Jimmy Van (15), Killer Queen (25), Lady Marmalade (4), Lady (51), Last Farewell (82), L-O-V-E Love (24), Lonely People (47), Long Tall Glasses (118), Love Won't Let Me Be Alone (57), Lovin' You (2) (Magic 57), Mandy (41), My Eyes Adored You (6), Once You Get Started (18), Only Yesterday (23), Pack (64), Philadelphia Freedom (1), Pick Up the Pieces (65), Pintaev Wizard (45), Please, Mr. Postman (59), Poem Man (19), Rainy Day People (51), Roll On Down the Highway (3:56), Rosemarie (57), Saddle Song (2:53), Salvation Army—Chaplin, Another Somebody Done Somebody Wrong Song (3:23), B. J. Thomas—ABC/Dunhill, Caramel—ADE, Cherry Van (2:54), Sammy Johns—ABC/Dunhill, Express (3:25), B. T. Express—Roadshow, I Don't Like to Sleep Alone (30), Immigrant (54), It’s a Miracle (21), Jackie Blue (3:16), Otis Redding—RCA, L-O-V-E (3:22), Al Green, Killer Queen (3:00), Queen—Epic, Supernatural Thing (3:20), Izzy-D.—A&M, Waiting in the Rhythm (2:54), Black Sabbath—PolyGram, Shining Star (2:50), Earth, Wind & Fire, Fire (3:12), Ohio Players—Mercury, I Don’t Like to Sleep Alone (3:14), Paul Anka—United Artists, Lady (2:58), Styx—Wooden Nickel, Sad Sweet Dreamer (3:10), Sweetwater—RCA, Best of My Love (3:25), Eagles—Asylum, I’ll Never Love Again (3:32), Humble Pie, Pick Up The Pieces (3:00), Average White Band—Atlantic, Bertha Butt Boogie (3:13), Johnny Cash—Mercury, Before the Next Teardrop Falls (3:22), Freddy Fender—ABC/Dunhill, Stand By Me (3:20), John Lennon—Apple, Bad Luck (3:10), Mandy (3:15), Barry Manilow—Atlantic.
The era of ENG has arrived in TV journalism

It's fast becoming a sine qua non for all TV stations in the "new TV era" operation: SRO NAB session points up the advantages in time, ultimate savings and improvement in product

"If you're not already into electronic news gathering, get your toe in the water.

That was the word from Julius Barnathan, ABC vice president and operations-engineering expert, to fellow broadcasters at a workshop on that subject during last week's NAB convention. To judge by attendance at the session—delegates were standing three-deep at the back of the room, completely lined the side walls and were crouched or seated on the floor in front of the stage—his listeners needed little urging. In today's world of television journalism, ENG is becoming synonymous with NEWS.

Mr. Barnathan did not suggest that stations need make the major investments that ABC and other news organizations have made in developing this new journalistic application for the medium. Instead, the hardware seemed almost a secondary consideration in his view of things. "It's the human engineering that is involved," he said, "Even if you start with small cameras, get in and do something."

It was apparent from the remarks of the morning—and from tours of the adjacent exhibition halls (see story page 65)—that those entering to enter the field have an increasing number of options to choose among. That led Mr. Barnathan to remark on the "confusion factor" in the business now. It was clear, however, that he wasn't recommending waiting until eventual standards emerge.

Thomas M. Battista, vice president and general manager of CBS's KMox-TV St. Louis, provided a by-video-tape tour of that station's all-electronic news operation via monitors stationed in the room. His station has served as pilot for the CBS O&Os in experimenting with ENG, and the demonstration tape was developed to save management time in conducting guided tours for the curious.

Among the items of interest he mentioned in passing:

- KMox-TV covered 20% more news stories in March 1975 than in March 1974.
- The number of technical people has been reduced from 56 to 50.
- There's a "reverse" cost saving with ENG. If you put together a good system and come up with better news programs you'll make loads more money and won't have to worry about the cost," Mr. Battista asserted.

Ralph L. Hucaby, vice president and director of engineering for WLAC-TV Nashville, Tenn., was even more specific on cost savings (although, unlike KMox-TV, that station hasn't entirely abandoned film coverage and processing). He reported experiencing a six-times reduction in costs after the changeover: That station's investment to date in ENG gear has been $300,000. Mr. Hucaby said it would be amortized in six years. WLAC-TV's present tape-to-film ratio: 70 to 30.

Mr. Hucaby's concluding testimonial to ENG was that the station had never instituted a new system with so few reels of two-inch tape. Added Julie Hucaby much favorable comment from the audience. Among the station's operational policies has been to insert at least two live feeds of all newscasts, to help fix the "live action" image on the public.

Among the fragments of information about ENG developed during the panel session:

Mr. Barnathan:

- A distinction should be made between "mobile" and "portable" equipment. "Portable," he said, "means you can carry it." ENG at the present state of the art is mobile; most of the elements involved weigh at least 30 pounds.
- The first key to ENG is the ability to "go live." The second is "to save your ass late in the afternoon."
- ABC mounts its ENG units in suburban vans (oversized station wagons) rather than panel trucks so they can travel on all highways, including those restricted to commercial vehicles.
- The open sesame to new electronic news gathering techniques was the time base corrector. "This is the wheel that had to be invented," he said.

Mr. Hucaby:

- Because tape is reusable, and film isn't, cameramen tend to shoot more footage in ENG systems, resulting in better newscasts.
- The ability to microwave remote coverage back to the studio, even when the segment isn't going live, provides more time for editing, again resulting in better newscasts.
- WLAC-TV went into ENG with a policy that "There shall be no archiving" (storing of tape for future reference). "Then it dawned on us that license renewal is coming," he said, and the station had to start keeping files. Its present policy: to keep only what goes on the air, recycling all original footage. (KMox-TV's Tom Battista said that station keeps all as-broadcast material for 60 days, then selects important pieces for a permanent "morgue" dubbed on 90-minute reels of two-inch tape. Added Julie Hucaby: Archiving can become "the greatest nightmare of all time." The problem, he says is that "it just lies around and no one will make a decision" to kill outdated segments.)

Mr. Battista:

- "If you come to St. Louis you'll notice little red spray marks on curbs all over town." They mark positions where KMox-TV has done remotes. Should a mobile unit return to that same spot, all that need be done for correct microwave orientation is to align the rear wheel of the van with one of the red marks.
- "We were the first station to go all ENG. We won't be the last."

Questions about ENG dominate session on smaller-market news

Talk about electronic news gathering spilled over from the heavily attended Monday workshop into a Tuesday session of smaller-market (hundred-plus) TV stations. The subject of the session, "news and public affairs programing on a limited budget," was intended to cover a broad range of problems and techniques, but all that the audience wanted to learn from the panel of experts was if, how and when to switch from film to tape newsgathering.

Two of the three panelists—Don Moeller, vice president and general manager of KTV@TV Springfield, Mo., and Dick Reed, operations vice president at Gilmore Broadcasting Corp., Kalamazoo, Mich.—have used ENG equipment in their operations. The third, John Shott, general manager of WHS TV Champaign, Ill., said he had not yet taken the plunge, partially because the demonstration he had seen left him lukewarm.

Mr. Moeller was effusive in his praise for the Sony electronic camera his station uses. "It's the most amazing thing," he said of the camera and tape system. One can simply turn it on and let it run, he said, which is handy for covering speeches where no advance text has been made available.

Mr. Reed, whose stations currently have four Akai electronic cameras in use, observed that they can be used to make money as well as to cover news. He re-
counted a time when Harrisonburg, Va., was blanketed by an unseasonable and sudden nine-inch snowfall. WSVA-TV, the Gilmore station there, found that advertisers who might capitalize on the situation were not able to, because the snow would have melted by the time a film commercial could be filmed. The station sent an Akai to a tire dealer and aired a commercial for snow tires two hours later. The dealer sold a lot of tires as a result, Mr. Reed said.

Both Mr. Moeller and Mr. Reed acknowledged that switching to ENG equipment “amounts to some dough going in” for a small-market operation, in Mr. Moeller’s words, counting the investment in the camera and a time base corrector. But Mr. Reed figured that his four cameras will pay for themselves in comparable film savings within five years. But neither man thought it wise to stop using film altogether.

Neither Mr. Moeller nor Mr. Reed would endorse the Ikegami camera for use by a small station, even though it is “gorgeous,” in Mr. Moeller’s words. It bears a higher price tag.

The session was moderated by Paul Davis, news director of WCIA-TV Champaign, Ill., and treasurer of the National Television News Directors’ Association.

Grandstand play. Versatility of new electronic news gathering gear was being demonstrated outside Las Vegas, too. WTCG(TV) Atlanta, affiliating with a regional network, was to cover last Monday night’s Houston Astrodome opening game between the Houston Astros and the Atlanta Braves. KPRC-TV Houston had its ENG unit, with one Ikegami camera, at the site in anticipation of live cuts for its 10 p.m. news. Just before airtime, WTCG discovered that the independent TV crew hired for the event wasn’t going to show up. KPRC-TV’s crew stepped into the breach, and fed the entire game. Said KPRC-TV’s Jack Harris: “It was the fastest remote in history.”

Pick of public affairs. The National Academy of Television Arts and Sciences reviewed over 1,000 community service programs before selecting on WABC-TV New York’s The Willowbrook Case: the People vs. the State of New York as the best of its kind in 1974. Accepting Emmy statues for the station and for the executive producer of the show, Philip Nye, and producers Martin Berman and Peter Lance at last week’s NAB convention was Gerald Rivera, WABC-TV newsman and also a producer of the show. Mr. Rivera’s acceptance speech was brief and to the point: “These are neat. Thanks.”

State of the art. There is, of course, no “standard” electronic news gathering (ENG) system. The profile of what might be regarded as a typical system has begun to emerge, however. As placed together from the statements of panelists at last week’s NAB workshop on ENG, it might comprise:

A miniature camera, often of foreign manufacture (Ikegami or Fernsheh at the top of the line, Akai or Sony in more modest configurations), coupled with a portable tape recorder (almost always a helical-scan unit, and frequently Sony’s three-quarter-inch cassette, JVC’s one-inch reel-to-reel or Akai’s one-quarter-inch model), operated by a three-person crew (two technicians and a reporter) out of a suburban van or panel truck equipped with a top-mounted microwave dish. Signals are beamed back to a prominent landmark at mid-city, atop which four “horns” have been placed to pick up signals from all points of the compass. At the studio, tapes are edited on A and B machines (the Sony VO-2850 is in common use, along with its command unit, the RN-400) to transfer selected segments from original to final form. (SMpte time codes are applied to the tape before editing to assist in accomplishing this step.) Signals are passed through a time base corrector (CVS and Television Microtime are prominent pioneers in the field) to meet FCC standards for broadcast quality. Edited news segments may go directly to air at that point, or be transferred to two-inch tape “carts” for random insertion into newscasts. All tape elements are bypassed, of course, when the system “goes live.”

Ballpark figures for major elements in such an ENG system: $40,000 for the larger cameras (Ikegami, Fernsheh), $5,000 for the smaller ones (Akai, Sony); $3,000 for the portable tape units used in the field (Sony’s VO-3800, for example, with 20-minute cassette and one-hour charge); $13,000 for studio editing units; $8-10,000 for a time base corrector; $20,000-plus for the microwave link. Altogether, with vehicle and associated “bells and whistles”: in the neighborhood of $75,000-$100,000.

All these names and figures are subject to change as more and more manufacturers get into the ENG act (see story, page 62).
Radio news: a want-to, not just a have-to

NAB workshop hears from three stations that make ratings with unique news treatments

Radio news is not just a public service, but a solid competitive tool—in any size market. To prove that point, the Radio Television News Directors Association, at an NAB convention workshop last Monday morning, brought together three radio news directors with news formats that they say are出众drawing all others in their markets.

What works for one small-market station, KOEL(AM) Oelwein, Iowa, is a steady diet of local stories. KOEL’s news director, Dick Petrik, told the 70-broadcasters present that the “listeners’ hunger for local news has always stayed the same,” and that, consequently, good news shows are the easiest to sell. His station splits its 20-minute news show into 10-minute halves to permit more advertisers to get into the act.

When Mr. Petrik talked of local news, he was not talking in terms of just his own town, which has a population of 8,000, but of the 140 towns scattered through the service area. Mr. Petrik said he and his staff of two reporters turn out 60 stories a day on the average. His secret is to keep everyone in the newsroom, and work by phone. A year’s phone bill at KOEL will run around $18,000, he said, “but it’s worth every penny.”

Speaking as a large-market news director, Ted Landphair of WMAL(AM) Washington told the broadcasters his station gambled for and won a larger p.m. drive audience with “personality” news, a more conversational approach to presenting hard news. He helped create a program called Two for the Road, which features a reporter and a disk jockey working as a team. Each has his job, but the news reporter, like the DJ, has developed his own “personality.” And WMAL’s experience has been that the DJ has become “deeper.”

One technique Mr. Landphair endorsed heartily was the reporter interview, not the reporter interviewing a public figure, but a station reporter being interviewed on the air about a particular story he has been following. But Mr. Landphair said the injection of the reporter’s personality into the news has not injured the station’s news credibility.

Mr. Landphair said one of WMAL’s weak spots used to be a lack of communication among personnel performing differing tasks—among programers, newsmen, engineers. WMAL’s cure was to have all departments report to one man filling the newly created post of “broadcast operations manager.” And the Two for the Road show is done with the DJ, the news reporter, the engineer and the producer working as a “production unit.”

KXLL(AM) Portland, Ore., in a medium-sized market, had a special problem, ac-
cording to its director of news and special projects, John Salisbury. As a day-
timer, KXL was losing its audience to a nighttimer in the same market with a similar music format. At dusk KXL, listeners were apparently switching from KXL to the competitor and then were not coming back the next day.

KXL responded with a one-hour, 45-minute morning show that brought listeners back. So successful was the experiment, that the station has now expanded the block to three hours, with a two-man anchor team. Recently, it also added an economic reporter, who has drawn a quick and favorable response from the station’s listeners, Mr. Salisbury said.

How to get the most out of news reporting with “common sense engineering” was the subject of a talk in the same session by George Roach, director of engineering for CFRM(AM) and CFMO-

(FM) Ottawa. The first problem to overcome, Mr. Roach said, is to get the news and engineering staffs to understand what each is doing. Make the engineers understand that the news reporter is not there just to ruin every piece of equipment, he said.

One way to teach reporters an appreciation for equipment, Mr. Roach said, is to give each his own tape recorder and locker with lock. It has been proved again and again, he said, that when technical equipment is shared the maintenance costs “go sky high.” Give the reporter his own equipment and he will take pride in it and take responsibility for its care.

UPI cites gains in ‘74, expanded service in ‘75

Computerized editing gets large share of credit for advances; broadcast clients now total 3,665

In its annual report United Press International found an increase in broadcast newswire and audio services that are tied to the expansion of a computerized electronic editing system. The report also said that further development of the system, which uses video terminals linked to New York computers, will make possible even greater expansion of regional and local coverage in 1975.

The cost of the system, called Unifax II, is largely responsible for a 1975 UPI operating budget projected at $64 million.

The annual report showed UPI’s direct subscriber list included 3,665 television and radio outlets in 1974. The electronic editing system has expanded the broadcast newswire’s coverage to 22 national broadcast reports, with 50 such reports expected daily by mid-year and with each report tailored to fit a specific state or geographic area.

UPI Audio gained 63 subscribers during 1974, for a total of 769 stations worldwide. Hourly newscasts were increased to 22 per day. UPI’s special news service for cable TV systems added 79 subscribers and now serves 160 installations.

Out of the gate. First announced station signer for NBC’s new National News and Information Service (NNIS) is Lotus Communications’ KHUX(AM) Glendale (Phoenix). Lotus President Howard Kalmenson is shown above (second from left) handing a signed contract to Jack Thayer (I), president of NBC Radio, at Las Vegas last week during the NAB convention. Onlookers are: Charles Penwick (r). NNIS vice president for license relations, and Alan Goodman, vice president and general manager of KHUX. The station announced NNIS signing, unlike others that according to NNIS officials insist on anonymity until nearer the June 18 start date to give them a competitive edge and time to make staff changes and deal with clients. NNIS said its staff of close to 20 at the convention was kept constantly busy and officials renewed the assertion that all-news NNIS will start with outlets in at least 75 of top-100 markets, reaching more than the minimum target of 700,000 persons per average quarter-hour. NNIS officials also revealed one revision in original plan: NNIS affiliates will be required to clear only four network commercial minutes per hour instead of initially planned six. Required four will still be in second and fourth quarter-hours.

Broadcasting Apr 14 1975 64
Developments in AM pace excitement at equipment show in Las Vegas

Solid-state transmitters and AM stereo demonstration are two highlights of well-attended exhibits; others include RCA's circular-polarized TV transmission, proliferation of portable minicams

There was one show that outdid all the shows on the Strip in Las Vegas last week: the three exhibit halls of equipment and services at the NAB convention. It was not Johnny Cash, Roy Clark, Tootie Fields or Bob Newhart that had broadcasters coming back for more solid-tube AM transmitters, an AM stereo demonstration, a circularly-polarized TV transmission demonstration, light-weight minicams and hundreds of other standard items of equipment.

Broadcasting crowds filled the exhibit halls and booths to the glee of exhibitors who in the early hours of last week's NAB convention were afraid that they would suffer from the Houston syndrome of last year's NAB convention—a dearth of buying customers.

It was the solid-state AM transmitters (a 5-kw version was shown by Westinghouse Electronic Corp.) as well as a demonstration of AM stereo by RCA that drew the interest of AM broadcasters. The two AM developments, said a number of standard broadcast broadcasters, solds promise of rejuvenating the technical side of AM broadcasting.

Aside from the AM development, however, two other technical innovations drew the attention of broadcasters. One was the use of circular polarization transmission for television stations, demonstrated by RCA, that promises to produce virtually ghost-free TV pictures in high-rise metropolitan areas. The other were the myriad lightweight minicameras at comparatively modest prices.

The solid-state AM transmitter innovations got most attention, however. There are almost 4,500 AM broadcasters.

At the NAB engineering conference, Brian A. Cox, of Harris Corp., told his colleagues that the FCC would make solid-tube Harris solid-state transmitter provided reliability, low-distortion, redundancy, low maintenance factors, accessibility and low cost. The Harris unit is priced at $8,995.

In its solid-state transmitter, noted a number, some at the 200 kw level, were already operating, mainly for the military. Westinghouse has a prototype of its 5 kw solid-state transmitter in operation at its Windy City. But—and this was happy news to AM broadcasters—the advent of solid-state technology brings closer the day of automatic transmitter operation. "Now the difficulties which have impeded the feasibility of automatic control have been overcome, allowing the first design for fully unmanned automatic operation," he said.

Westinghouse has not yet decided whether to manufacture the transmitter itself or to license a manufacturer, or manufacturers, to do so. A decision on this will be made in 60 days, according to a Westinghouse marketing official. Westinghouse bowed out of the broadcast equipment field about 20 years ago.

RCA's big draw for AM broadcasters—was its demonstration of AM stereo. AM stereo, it was pointed out, is now being tested over the air by WFBR (AM) Baltimore and by XETRA (AM) Tijuana, Mexico. AM stereo, explained by Emil Torick of CBS Laboratories, was actually invented in 1925, with widespread experimentation in 1958-60. But interest diminished in 1961 when the FCC approved FM stereo. Torick added: "With the current success of FM two-channel stereo and the potential of extending the service to three- and four-channel transmission, the AM broadcasting community has begun to show concern about the possibilities of expanding the scope of its own service."

RCA emphasized the compatibility of its system with existing monophonic systems.

In television, a live demonstration of circular polarization by RCA, caught the rapt attention of broadcasters, because the technique promises to reduce multipath reflections (ghosting). Circular polarization of transmitted signals has also been tested on the air, via ABC's WLS-TV Chicago. But, as the FCC has pointed out, to institute rulemaking proceedings to permit this form of broadcasting television, a method that has been in use for FM broadcasting for years.

For the convention demonstration, RCA used a low-power UHF transmitter feeding into two antenna systems, one for standard transmissions and the other for circularly polarized transmissions. The signals were radiated down to two receiving antennas, one a regular bow-tie reflector and the other designed to accept the circularly polarized signals. There was a noticeable reduction in ghosting when the transmission was circularly polarized.

UHF issues were also touched on during the engineering conference, particularly a mounting concern among UHF broadcasters for saving and conserving energy as well as reducing the high cost of power to those stations that must in some cases use up to six times the radiated power used by VHF stations. Al Martin of Kaiser Broadcasting, whose TV portfolio is all UHF, told his engineering conferees that the root of the inefficiency is the tube in UHF transmitters that presently operate with an efficiency of about 30%. If that tube's efficiency could be boosted to 37-43%, a saving of 15% could be achieved, and if the efficiency of the tube could be boosted to 45%, the saving could be 26%.

And that, he said, would amount to 342,000 kwh saved by all UHF stations, or enough electric power to light 16,000 homes. And, Mr. Martin added, RCA and Varian Associates have come up recently, in one pulse-modulating the Klystron to achieve 50% efficiency.

Above and beyond these developments was the plethora of old, and new, minicameras for news-gathering and for other remote field uses.

Sony's electronic news-gathering system, perhaps best exemplified the field of low-cost, hand-held camera systems—many at very modest prices, others actually portable versions of studio cameras.

The complete package of the TK-76 camera that weighs less than 30 pounds and uses three 2/3 inch pickup tubes; a TR-1000 videocassette recorder, also weighing less than 30 pounds using a 3/4 inch tape that has a playing time of 20 minutes; a radio frequency microwave system that is, according to RCA officials, the only one currently available in which both transmitting and receiving units can be operated by battery or by alternating current; a TRC-1000 digital time base corrector; and a two-way, portable radio system for audio communication between the remote crew and the news director.

One portable camera that was shown and that are more in the middle range of prices included Ikegami's new refined version of the HL-33; the HL-35 that includes a prism-beam split system, full spot sensitivity, that uses three 3/4 inch Plumbicons plus a battery pack-back, priced at $48,500.

Hitachi showed its SK-70 in the portable mode, with delivery promised in six months, that is priced at $34,000. This camera uses three 3/4 inch Saticon tubes, priced at $43,500, and weighs 31 pounds.

Also in the $40-50,000 range was Phillips' new LDK-11 package, consisting of a 15-pound camera with lens and shoulder brace using three 3/4 inch Plumbicon tubes, priced at $48,500.

International Video Corp. showed its portable version of its IVC-7,000 studio camera that uses three one-inch Plumbicons, weighs 31 pounds and is priced at $48,500.

Most at the low-priced end of the line included Akai's 150 series hand-held camera that uses single 3/4 inch vidicon

"In today's competitive AM market, he who sounds the loudest gets the business."

Harris transmitter salesman.
for luminance and a dissector tube for
the color, that includes a 1-4-inch open-
reel video-tape recorder, priced at $7,995.
And JVC Industries Inc. showed a hand-
held portable TV camera that uses two
3/4-inch vidicon tubes that includes a recorder
and battery pack for $6,950.
From other overseas countries, Mar-
coni showed production models of its
Mark VIII portable model, shown for the
first time in Houston last year, that con-
ists of the camera plus back-pack battery
unit and controls priced at $88,000.
Fernesh displayed posters of its newly
designed KCK portable camera for use
with triax or multi-core cable, but had no
price on it. It is promised for delivery
during the first quarter of next year. And
Thomson-CSF introduced, but also had
none on the floor, its TTV-1515P, a port-
able model of its standard 1515 studio
camera. The portable unit uses three one-
inch lead oxide vidicon tubes and con-
sists of camera and auxiliary rack, weigh-
ing combined 40 pounds.
Also shown was the CEI 290 Minute-
man that weighs about 40 pounds, uses	hree one-inch Plumbicons and is priced
at $50,000; Editec's EMC-1 system that uses
three Plumbicons also and again
weighs 40 pounds and is priced at $45-
200 with a 6:1 zoom lens, and Asaca's
ACC-5000 that weighs 28 pounds, uses
three 3/4-inch Chaimicon tubes and is
priced at a low $18,500 with a built-in
lens, or $23,700 without a lens but des-
digned to accept C-mount lenses.
Among other highlights of the exhibits
at the NAB convention:
* Collins Radio Group of Rockwell In-
ternational Corp. showed its new line of
FM transmitters, ranging from 10-w edu-
cational units up to 40 kw model. Heart of
the Collins FM transmitters is a new
phase-four exciter permitting, Collins
did, a guarantee of intermodulation dis-
tortion of only 0.5% in stereo and half
that in mono.
* An ingenious packaging of field
equipment for air transport to locations
was shown by Garner Ted Armstrong
Television in conjunction with the CEI
exhibit. This is a videopod that can be
flown to a remote site and then carried
on a flatbed truck to provide regular mo-
ible unit service. The prototype shown at
the exhibit contained two video cameras,
with up to 600 feet of cable each, two
video recorders, audio, switcher-monitor-
ing equipment and a complete intercom
system. It also contained primary and
back-up power generators and air condi-
tioning and heat units. The pod, made
by students at Ambassador College in
Pasadena, Calif., can be loaded with up
to 14,000 pounds of equipment. Cost,
including equipment, was estimated at
between $300,000 and $400,000.
* New to the U.S. was Barco U.S.,
showing studio picture monitors that are
said to be high resolution, all using
shadow mask tubes. Prices in the 15- and
20-inch tube sizes are considered com-
petitive with U.S. monitor makers, but Bar-
co quoted $3,975 for a 26-inch model
that was said to be $400 cheaper than the
comparable U.S.-made model.
* DataDisc Broadcast Engineering
displayed a broadcast quality slow-motion
video recorder, the BDR-500, that is said
to have high reliability, small size and
low cost—$75,000.
* Two methods of increasing the fideli-
y of cartridge broadcasts were shown.
First by the Amperex Corp. was the stand-
dard Dolby noise reduction device that is
priced at $2,500; the second is the
DBM broadcast noise reduction system
that uses a compressor-expander tech-
nique that is said also to clean cartridge
and tape broadcast quality; DBX-142
sells for $750.
* New from Potomac Instruments is
its SD-31 frequency synthesizer and co-
herent detector, designed for measuring
radio antenna impedance; priced at $1,250.

KGBS now has reason
hope for full time

Application, along with like bid by
KSWS, accepted for filing, with
Storer getting FCC blessing
on plan to help other station;
commission says, however, it
is not changing basic policy

Storer Broadcasting Co., which for years
has been seeking FCC permission to op-
erate its 50 kw daytime-only KGBS(AM)

Los Angeles full time, has moved a long
step closer to realizing that goal. The
commission has been persuaded to accept
Storer's application for filing.
The commission at the same time ac-
cepted for filing Berrendo Broadcasting
Co.'s application for authority to increase
the nighttime power of its KSWS(AM)
Roswell, N.M., from 10 kw to 50 kw,
using a different directional antenna sys-
tem at night.
The acceptance for filing of the appli-
cations concerning the two stations, both
of which operate on 1020 khz, was no coin-
cidence. The applications are con-
tingent on a grant of both proposals.
KSWS is the one unlimited-time Class
II-A station permitted on the frequency
on which KDKA(AM) Pittsburgh is the
dominant station. Storer has committed
itself to provide Berrendo with the tech-
ical and financial assistance it needs to
increase KSWS's nighttime power if both
applications are granted. And the com-
misson said the "redeeming virtue" of
Storer's proposals is that it is tied to im-
provement in the station which would
enable it to extend nighttime
groundwave service to a substantial un-
served area—one, 300 square miles—with
a population of some 4,000.

However, the linkage was not the only
reason the commission accepted both ap-
plications. An earlier submission of the
joint proposal was rejected last year be-
cause of various policies and rules deal-
ing with clear-channel protection and
nighttime station assignment standards
that were made against the Storer pro-
posal.
One of the policies grew out of the FCC's
1961 decision breaking down 1:
of the then 25 unduplicated clear chan-
els. It contemplated that any additional
assignments on the newly duplicat-
clears would be made through a rulemak-
ing proceeding.
The commission also rejected the ear-
dier proposal because of a rule prohib-
ing the authorization of a new nighttime
AM station in an area with sufficient
service, as well as because of the fact th-
that the FCC rule would preclude the es-
establishment of a Class II-A station on
1020 khz in Oregon or Washington. An
other commission objection was that the
proposition would not protect adjacent chan-
nel station XEQ(AM) Ensenada, Baja,
California, Mexico, as required by a U.S.-
Mexican agreement.
Storer and Berrendo filed a petition
for reconsideration which contained a re-
vised Storer proposal. And the revis-
tion along with the proposal to help Berrendo
improve its nighttime service, persuaded
the commission to relent. (However, th
proposal must be modified further to as-
sure the protection for XEQ(AM) Macus-
pana, Tobasco, Mexico, that is provide-
d for in the U.S.-Mexican agreement.)
The commission said the positive as-
pects regarding the petition application
and the lack of negative factors regarding
KGBS one made the mutual proposals ac-
tceptable.
It said acceptance of the Storer appli-
cation would not undermine the object-
ives of the rule limiting nighttime service in
well-served areas because KGBS originally
was a full-time station. Th
AMST gears up for yet another drop-in battle

At annual meeting, Lindow recalls successful fights in '56 and '60 to stop addition of VHF channels, says it has to be done again; members elect new board, officers

Nineteen years ago the Association of Maximum Service Telecasters was established for the purpose of opposing the addition to the table of allocations of short-spaced VHF drop-ins. Such drop-ins, AMST said, constituted a threat to the high-quality television service. Now, representatives of the 160 stations that constitute the association’s membership are being exhorted to make their heaviest commitment yet, in terms of “time, effort, interest and fiscal support,” to keep the table free of drop-ins.

The concern was generated by the FCC’s initiation of an inquiry into the possibility of dropping substantial numbers of VHF channels into the top-100 market. AMST led the successful effort to turn the commission away from drop-ins in 1956 and again in 1960, Lester W. Lindow, AMST executive director, reminded the members, at their annual membership meeting held in connection with the National Association of Broadcasters convention in Las Vegas last week. And this time, he said, “every television station in this country and the large viewing public they serve are going to have to get behind a concerted and strong effort, or else the public and the broadcasters, victims of degrading VHF television service and adversely impacted UHF service.”

AMST’s initial effort in the fight against drop-ins will involve a drive to increase its membership—and therefore its revenues. A membership committee of Norman Bagwell of WXY-AM-TV Oklahoma City, “We need as broad a base as possible, and funds, for a long struggle,” one AMST member said.

The inquiry results from a petition filed by the United Church of Christ. The church based its petition on a study done by the Office of Telecommunications Policy, which concluded that 62 channels could be dropped into the top-100 markets if the commission’s separation standards were reduced somewhat; later, OTP revised its study and said the number of drop-ins possible was 83.

OTP contends that at least some of the additional channels could be added without causing serious technical problems to existing stations. Mr. Lindow said problems that would be caused by drop-ins are as great today as they were in the past and no more soluble than when the commission considered and rejected them.

Mr. Lindow said the drop-ins would adversely affect not only the VHF service—“it would emasculate that”—“it would spell the end of a growing and developing UHF which—thanks to the all-channel bill and 90% receiver penetration—is becoming more viable each year, and which holds the only opportunity for television’s expansion and growth in the future.”

Mr. Lindow attributed the re-emergence of the drop-in controversy in part to the disappearance from the scene of many in government—at the FCC and on Capitol Hill—who had participated in the drop-in fights of the past, and to the appearance of a number of “players on the other side”—from OTP and executive-branch spectrum managers who want “the equivalent of 17 television channels for their agencies,” to “so-called public-interest groups,” and “frequency-covering” land-mobile radio operators.

To Mr. Lindow, the maximum service stations are fortunate in having their association in the face of the drop-in proposal. If AMST did not exist, he said, it would have to be invented.

Beyond discussing the drop-in matter, the AMST membership paid special tribute to Terry H. Lee, executive vice president of Storer Broadcasting, by adopting a resolution recognizing his service as a member of the AMST board of directors and as OTP representative from 1972 to 1974. Also, members of the board, officers and other officials were elected. The results of the elections:


Following the membership meeting, the newly elected board met and elected the following officers: Mr. Madsen, president; Mr. Snyder, first vice president; Mr. Wright, second vice president; Mr. Jackson, secretary-treasurer; Mr. Lindow, assistant secretary-treasurer.

The board also elected an executive committee consisting of Messrs. Madsen, Wright, Snyder, Harris, Lee, Petersmeyer, and Rogers.

President Madsen announced the appointment of an engineering committee that includes Clyde G. Haehnel, Avco Broadcasting Corp., Chicago; Mr. Ebel; Joseph B. Epper son, Scripps-Howard Broadcasting Co., Cleveland; Ralph L. Hucaby, WLAC-TV Nashville; Carl G. Nopper, WMUR-TV Baltimore; Daniel H. Smith, Capital Cities Communications, Philadelphia; Leonard A. Spragg, Storer Broadcasting Co., Miami Beach.

Broadcast engineers’ society to begin national certification

Decision is tied to advancing automation, increasing fear of employment difficulties

Certification of broadcast engineers, an idea conceived three years ago by the Society of Broadcast Engineers, will begin in January 1976.

The movement to certify broadcast engineers has the unspoken endorsement of the FCC as well as the NAB. There are few objections to the move, although one official opposition was registered in behalf of the Albuquerque, N.M., chapter.

Underlying the general enthusiasm was an obvious fear that engineers might not be so important with the introduction of automated transmitters. As one engineer commented: “There will be little need for a first-class-license holder if there is no work to do on transmitters.” Others conscious of the unemployment situation commented that the certification program could be used as an employment center for engineers. And a third job-related aspect was voiced from the floor: “This is the only way we are going to get paid the same salaries management pays DJ’s.”

The SBE will begin accepting applications for certifications in January. Those now employed as broadcast engineers will be certified without having to take exami-
nations. John Wilner, director of engineering, New Jersey Broadcast Authority and former chief engineer of WBLAM-TV Baltimore, is chairman of the certification committee, succeeding Ben Wolfe of Post-Newsweek stations. For new applicants, the examination will consist of from 50 to 150 questions, plus essay type answers required in the top classification. A grade of 60% qualifies for passage. There will be three classes: associate broadcast engineer, broadcast engineer and senior broadcast engineer, with years of experience (zero to five to 10) indicating the level of seniority. Those applying for the senior grade will also have to be approved by the certification committee, and can be endorsed for either or all station classifications—AM, FM, TV. After June 30, 1976, all certifications will require examinations. Filing fee for the application will be $10.

Meanwhile, in Salt Lake City

Another convention was going on last week—the National Translator Association was meeting; agenda subjects include proposal for new hook-ups with microwaveThe probability of being able to feed translator stations via microwave was high on the list of topics addressed last week in Salt Lake City at the National Translator Association's annual convention.

But it was not the only focus of attention, as issues such as freeing up more advertising seconds to translator stations, the impact of the new environmental policy act and the requirements for FCC inspection of translators were also to be discussed.

Vincent Sardella, of the Office of Telecommunication Policy, was scheduled to address the convention Friday and relate the highlights of OTP's study on the development of "economical" systems for delivering television service to low-density rural areas.

The promise of microwave relays, he noted, grew out of research initiated in 1972, with an OTP-sponsored Denver Research Institute study on designs and cost estimates for upgrading service in rural areas. That research concluded that combination cable and translator systems had the highest potential for economically expanding TV service in sparsely populated areas.

Furthermore, Dr. Sardella noted, according to the study, to upgrade rural households without TV service to a three-channel minimum would cost more per "benefited household" than an upgrade to five channels, since the latter would extend service to more homes.

All of which, Dr. Sardella said, served to underscore the need for change in present FCC translator regulations, which confine translators to an amplifier modulated relay system and therefore foreclose the ability of translators to relay TV signals that are more distant.

Gordon Oppenheimer, of the FCC's Broadcast Bureau, was to field questions on these issues at the convention. Earlier in the week, before the gathering, he said the microwave issue was a "very legitimate question" and an FCC rulemaking on the issue was "long overdue."

Mr. Oppenheimer also noted the new requirements of the Environmental Policy Act, which would require translators to file environmental impact statements if their systems violated the commission's standards on height and location. So far, he noted, little has been done in the area because of the newness of the regulations, but, Mr. Oppenheimer noted, the convention would serve as a vehicle for alerting translator operators of these new duties.

Another new duty—this one on the shoulders of the FCC—was the commission's decision to conduct inspections of systems through its Field Operations Bureau. Up until now, Mr. Oppenheimer said, the commission has been very lenient. Nonetheless, abuses in regard to unauthorized power increases and locational changes have come to the commission's attention and Mr. Oppenheimer said, "more than past tolerance was required."

Judge Nat Allen, NTA president, was to address issue of allowing translators to extend UHF advertising from 20 to 30 seconds per hour. Added revenues are needed, he said, to allow for translator operations to become more a business venture than a public service endeavor.

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers—Consultants

445 PARK AVENUE NEW YORK, N. Y. 10022 (212) 355-0405

Finance

Tribune Co. profits buoyed by radio-TV

Corporation takes new tack in annual report for 1974 and gives detailed information on each division's performance

In the first breakdown of its financial results, The Tribune Co., Chicago, reported last week that its 1974 pre-tax income from broadcasting activities rose 38% to $6.9 million while revenues from continuing operations in TV-radio increased 7% to $53,907,000.

Stanton R. Cook, president and chief executive officer of the company, which is privately held, said there were no immediate plans for the organization to go public. There has been speculation that the company might move in that direction following the expiration on April 1 of the McCormick-Patterson Trust, which exercised control of the corporation since 1932 through a trusteeship of about 55% of the company's stock "Closed Circuit," April 7). The shares held by the trust were distributed on April 1 to the beneficial owners.

Total revenues of the Tribune Co., which includes newspaper and broadcast station ownership, increased to $639.1 million from $586.9 million in 1973, while net income jumped to $30.4 million, 24% over the 1973 figure of $24.5 million.

The company through subsidiaries operates WGN-AM-TV Chicago; KGW-TV Denver and KDAL-AM-TV Duluth, Minn. The New York News Inc., which is a subsidiary of The Tribune Co., has a majority interest in companies that operate WPX-FM-TV New York and WICC(AM) Bridgeport, Conn.

Financial Briefs

Buying back. Executive committee of Warner Communications Inc., New York, has authorized corporation to purchase up to one million shares of its common stock on open market. This is in addition to one million shares authorized in January 1975. Company has bought 713,000 shares, largely under January authorization. Stock has been trading on New York Stock Exchange in $13-per-share range.

Blair by divisions. John Blair & Co annual report shows 20% of 1974 revenues were from broadcast division ($16,810,000) and 80% from graphics division ($67,021,000). Broadcast profits were $514,000 (11% of total) and $3,966,000 (85%) for graphics. Results compare with 1973 broadcasting revenues of $13,800,000 (20%) and graphics revenues of $547,766,000 (79%), while earnings for broadcast in 1973 were $2,171,000 (33%) and graphics, $4,197,000 (64%). Blair said that percentages do not always add up to 100% because of miscellaneous revenues.
## Broadcasting's index of 134 stocks allied with electronic media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed April 9</th>
<th>Closing Wed April 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974-75 High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. market capitation (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>NY</td>
<td>19 5/8</td>
<td>1 1/2</td>
<td>+ 1 1/8</td>
<td>+ 6.08</td>
<td>20 3/6</td>
<td>12 3/8</td>
<td>7</td>
<td>17,129</td>
<td>336,156</td>
</tr>
<tr>
<td>CAPITALITIES</td>
<td>NY</td>
<td>38 36/6</td>
<td>15 1/2</td>
<td>- 1 1/2</td>
<td>- 1.36</td>
<td>39 1/4</td>
<td>19 1/2</td>
<td>13</td>
<td>7,164</td>
<td>257,904</td>
</tr>
<tr>
<td>CBS</td>
<td>NY</td>
<td>44 1/2</td>
<td>45</td>
<td>- 1/2</td>
<td>- 1.61</td>
<td>45 1/3</td>
<td>20 1/2</td>
<td>12</td>
<td>28,092</td>
<td>1,250,004</td>
</tr>
<tr>
<td>CONCERT NETWORK**</td>
<td>NY</td>
<td>1 1/8</td>
<td>1/8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,200</td>
<td>900</td>
</tr>
<tr>
<td>COX</td>
<td>NY</td>
<td>19 1/2</td>
<td>1 1/2</td>
<td>+ 1 1/2</td>
<td>+ 1.16</td>
<td>19 1/2</td>
<td>9 3/8</td>
<td>10</td>
<td>5,831</td>
<td>113,704</td>
</tr>
<tr>
<td>GROSS TELECASTING</td>
<td>NY</td>
<td>7 1/2</td>
<td>10 1/2</td>
<td>+ 1/2</td>
<td>+ 0.00</td>
<td>13 5/8</td>
<td>6 3/8</td>
<td>7</td>
<td>800</td>
<td>26,402</td>
</tr>
<tr>
<td>LIN</td>
<td>NY</td>
<td>5 1/2</td>
<td>5 7/8</td>
<td>- 3/8</td>
<td>- 6.38</td>
<td>6 3/4</td>
<td>2</td>
<td>6</td>
<td>2,297</td>
<td>12,633</td>
</tr>
<tr>
<td>MOONEY*</td>
<td>WOODS COMM.***</td>
<td>2 3/8</td>
<td>2 5/8</td>
<td>- 1/4</td>
<td>- 9.52</td>
<td>3 5/8</td>
<td>1</td>
<td>6</td>
<td>365</td>
<td>914</td>
</tr>
<tr>
<td>RAHALL</td>
<td>NY</td>
<td>4 3/8</td>
<td>3 1/4</td>
<td>+ 1/4</td>
<td>+ 7.60</td>
<td>4 3/4</td>
<td>1/4</td>
<td>8</td>
<td>1,997</td>
<td>410</td>
</tr>
<tr>
<td>SCRIPPS-HOWARD</td>
<td>NY</td>
<td>17 1/2</td>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,859</td>
<td>40,013</td>
</tr>
<tr>
<td>STARR</td>
<td>NY</td>
<td>4 1/8</td>
<td>4 3/8</td>
<td>- 1/4</td>
<td>- 5.71</td>
<td>9</td>
<td>3 1/4</td>
<td>3</td>
<td>1,091</td>
<td>4,500</td>
</tr>
<tr>
<td>STORER</td>
<td>NY</td>
<td>14 3/8</td>
<td>13 16/33</td>
<td>- 1/4</td>
<td>- 1.17</td>
<td>18 10/12</td>
<td>8</td>
<td>7</td>
<td>2,417</td>
<td>76,061</td>
</tr>
<tr>
<td>TAFT</td>
<td>NY</td>
<td>21 5/8</td>
<td>21 1/2</td>
<td>+ 1/8</td>
<td>+ 0.98</td>
<td>23 3/8</td>
<td>10 3/4</td>
<td>7</td>
<td>4,011</td>
<td>86,737</td>
</tr>
<tr>
<td>WOODS COMM.***</td>
<td>NY</td>
<td>0 1/2</td>
<td>1 1/4</td>
<td>- 3/4</td>
<td>- 6.00</td>
<td>1 1/4</td>
<td>4</td>
<td></td>
<td>292</td>
<td>146</td>
</tr>
</tbody>
</table>

**TOTAL 77,895 2,196,238**

## Broadcasting with other major interests

| Company Name | Stock Symbol | Exch. | Market Cap (000) | Earnings | Sales (000) | Debt (000) | Net Ops (000) | P/E Ratio | Industry
|--------------|--------------|-------|------------------|----------|-------------|------------|---------------|-----------|--------
| AMERICAN ELECT. LABS | AELBA | NY    | 20 3/6           | 16 5/8   | 18 3/4      | 2 1/2      | 2,417         | 76,061    | Broadcasting
| AMERICAN TV & COMM. | AMTV | NY    | 39 3/4           | 38        | 56          | 6          | 2,417         | 76,061    | Broadcasting
| ATHENA COMM.** | ANCA | NY    | 1,000            | 994      | 16          | 1,000      | 994           | 1,000     | Broadcasting
| BURNUP & SIMS | BSIM | NY    | 24 1/2           | 24 1/2   | 24 1/2      | 24 1/2     | 2,417         | 76,061    | Broadcasting
| CARLSON-GENERAL | CCCG | NY    | 3 5/8            | 3 5/8    | 3 5/8       | 3 5/8      | 2,417         | 76,061    | Broadcasting
| CABLE FUNDING | CFUN | NY    | 3 5/8            | 3 5/8    | 3 5/8       | 3 5/8      | 2,417         | 76,061    | Broadcasting
| CABLE INFO.*** | CNPI | NY    | 1,000            | 994      | 1,000       | 994         | 1,000         | 1,000     | Broadcasting
| CITIZENS FIN. | CNPI | NY    | 1,000            | 994      | 1,000       | 994         | 1,000         | 1,000     | Broadcasting
| COMMUNICATIONS PROP. | COMM | NY    | 24 1/2           | 24 1/2   | 24 1/2      | 24 1/2     | 2,417         | 76,061    | Broadcasting
| COX CABLE | CAYA | NY    | 1 1/2            | 1 1/2    | 1 1/2       | 1 1/2      | 2,417         | 76,061    | Broadcasting
| GENERAL INSTRUMENT | GRL | NY    | 10 5/8           | 10 5/8   | 10 5/8      | 10 5/8     | 2,417         | 76,061    | Broadcasting
| GENERAL TV | GTV | NY    | 1 1/2            | 1 1/2    | 1 1/2       | 1 1/2      | 2,417         | 76,061    | Broadcasting
| SCIENTIFIC-ATLANTA | SFAA | NY    | 1 1/8            | 1 1/8    | 1 1/8       | 1 1/8      | 2,417         | 76,061    | Broadcasting
| TEMPLECRAFT | TPCB | NY    | 5 1/2            | 5 1/2    | 5 1/2       | 5 1/2      | 2,417         | 76,061    | Broadcasting

**TOTAL 368,429 7,973,578**
### Electronic/Manufacturing

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. April 9</th>
<th>Closing Wed. April 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMPEX</td>
<td>APX</td>
<td>N</td>
<td>5</td>
<td>5</td>
<td>.00</td>
<td>5 3/8</td>
<td>2 1/4</td>
<td>5</td>
<td>10,885</td>
<td>54,425</td>
</tr>
<tr>
<td>CCA ELECTRONICS++</td>
<td>CCAE</td>
<td>O</td>
<td>1/8</td>
<td>1/8</td>
<td>.00</td>
<td>1 3/8</td>
<td>1/8</td>
<td>881</td>
<td>11C</td>
<td></td>
</tr>
<tr>
<td>CETEC</td>
<td>CEC</td>
<td>A</td>
<td>1 1/2</td>
<td>1 1/2</td>
<td>.00</td>
<td>2 1/8</td>
<td>1 7</td>
<td>2,324</td>
<td>3,456</td>
<td></td>
</tr>
<tr>
<td>CONRAD INC.</td>
<td>CROM</td>
<td>A</td>
<td>2 1/4</td>
<td>2 3/8</td>
<td>1/8</td>
<td>.00</td>
<td>3 1/8</td>
<td>1 1/4</td>
<td>1,619</td>
<td>3,642</td>
</tr>
<tr>
<td>CONRAC</td>
<td>CAN</td>
<td>C</td>
<td>16 5/8</td>
<td>16 5/8</td>
<td>.00</td>
<td>21</td>
<td>10</td>
<td>7</td>
<td>2,261</td>
<td>20,964</td>
</tr>
<tr>
<td>EASTMAN KODAK</td>
<td>EKSK</td>
<td>B</td>
<td>92 3/4</td>
<td>91 1/4</td>
<td>1 1/2</td>
<td>1.64</td>
<td>95 5/8</td>
<td>63</td>
<td>161,331</td>
<td>14,693,43C</td>
</tr>
<tr>
<td>GENERAL ELECTRIC GE</td>
<td>GE</td>
<td>B</td>
<td>46 3/4</td>
<td>45 5/8</td>
<td>1 1/2</td>
<td>2.26</td>
<td>8 3/8</td>
<td>5 1/8</td>
<td>3,732</td>
<td>3,793</td>
</tr>
<tr>
<td>HARRIS CORP.</td>
<td>HRS</td>
<td>B</td>
<td>17 3/4</td>
<td>19 1/4</td>
<td>1/2</td>
<td>2.04</td>
<td>7 1/2</td>
<td>3 1/4</td>
<td>7</td>
<td>4,858</td>
</tr>
<tr>
<td>INTERNATIONAL VIDEO</td>
<td>VICP</td>
<td>D</td>
<td>1 7/8</td>
<td>2</td>
<td>-1/8</td>
<td>.18</td>
<td>7 1/2</td>
<td>2 1/2</td>
<td>2,730</td>
<td>5,118</td>
</tr>
<tr>
<td>MAGNAVOX</td>
<td>MAG</td>
<td>G</td>
<td>4 1/8</td>
<td>4 1/8</td>
<td>1/2</td>
<td>2.52</td>
<td>3 1/8</td>
<td>3 1/2</td>
<td>17,799</td>
<td>40,205</td>
</tr>
<tr>
<td>MOTOROLA</td>
<td>MGT</td>
<td>D</td>
<td>49 1/4</td>
<td>49 1/4</td>
<td>1/2</td>
<td>5.31</td>
<td>23 1/2</td>
<td>10</td>
<td>8</td>
<td>1,207</td>
</tr>
<tr>
<td>OAK INDUSTIES</td>
<td>OEN</td>
<td>N</td>
<td>7 1/8</td>
<td>7 1/2</td>
<td>1/8</td>
<td>7.09</td>
<td>12 7/8</td>
<td>9 1/4</td>
<td>1.639</td>
<td>12,929</td>
</tr>
<tr>
<td>RCA</td>
<td>RCA</td>
<td>N</td>
<td>16 15 7/8</td>
<td>8 1/4</td>
<td>1/8</td>
<td>.78</td>
<td>21 1/2</td>
<td>9 7/8</td>
<td>11</td>
<td>74,463</td>
</tr>
<tr>
<td>ROCKWELL INTL.</td>
<td>ROK</td>
<td>K</td>
<td>19 1/2</td>
<td>19 1/2</td>
<td>.00</td>
<td>28 3/8</td>
<td>18 3/8</td>
<td>5</td>
<td>30,802</td>
<td>600,639</td>
</tr>
<tr>
<td>RSC INDUSTRIES</td>
<td>RSC</td>
<td>H</td>
<td>2</td>
<td>2</td>
<td>.00</td>
<td>2</td>
<td>3/4</td>
<td>7</td>
<td>6,916</td>
<td>4,058</td>
</tr>
<tr>
<td>SONY CORP.</td>
<td>SNE</td>
<td>H</td>
<td>10 9/8</td>
<td>10 9/8</td>
<td>1/8</td>
<td>1.26</td>
<td>29 7/8</td>
<td>4 3/4</td>
<td>20</td>
<td>172,500</td>
</tr>
<tr>
<td>TEKTRONIX</td>
<td>TKN</td>
<td>D</td>
<td>30 1/4</td>
<td>29 3/4</td>
<td>1/2</td>
<td>1.65</td>
<td>47 3/4</td>
<td>18 1/2</td>
<td>12</td>
<td>8,651</td>
</tr>
<tr>
<td>TELEPHONIC</td>
<td>TIMT</td>
<td>D</td>
<td>1</td>
<td>1</td>
<td>.00</td>
<td>3 1/4</td>
<td>1</td>
<td>6</td>
<td>1,950</td>
<td>1,05E</td>
</tr>
<tr>
<td>TELEPHON IND.++</td>
<td>TP</td>
<td>O</td>
<td>8 8</td>
<td>.00</td>
<td>8</td>
<td>2 1/2</td>
<td>50</td>
<td>475</td>
<td>3,80C</td>
<td></td>
</tr>
<tr>
<td>VARIAN ASSOCIATES</td>
<td>VAR</td>
<td>N</td>
<td>9 3/8</td>
<td>8 7/8</td>
<td>1/2</td>
<td>5.63</td>
<td>13 1/4</td>
<td>6</td>
<td>9</td>
<td>6,838</td>
</tr>
<tr>
<td>WESTINGHOUSE</td>
<td>WX</td>
<td>Y</td>
<td>13 3/4</td>
<td>14 1/4</td>
<td>1/2</td>
<td>350</td>
<td>20 1/2</td>
<td>8 1/2</td>
<td>84,775</td>
<td>1,700,843</td>
</tr>
<tr>
<td>ZENITH</td>
<td>ZE</td>
<td>T</td>
<td>17 1/4</td>
<td>17 5/8</td>
<td>3/8</td>
<td>2.12</td>
<td>31 5/8</td>
<td>10</td>
<td>14</td>
<td>18,797</td>
</tr>
</tbody>
</table>

**TOTAL** 935,452 36,231,611

**GRAND TOTAL** 1,687,594 51,338,875

### Standard & Poor's Industrial Average

<table>
<thead>
<tr>
<th>Average</th>
<th>Weighted Average</th>
<th>3-1/2 Wed. April 9</th>
</tr>
</thead>
</table>

- **A-Standard & Poor's Stock Exchange**
- **M-Midwestern Stock Exchange**
- **N-New York Stock Exchange**
- **C-Over-the-counter bid price shown**
- **P-Pacific Coast Stock Exchange**
- **+**Stock did not trade on Wednesday; closing price shown is last traded price.

**Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.**

**Yearly highs and lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.**

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

**P/E ratio computed with earnings figures for last t month published by company.**

**No annual earnings figures are available.**

**++Stock split.**
Media

Robert W. Ferguson, WTVP-TV Wheeling, W.Va.; William F. Turner, KCAU-TV Sioux City, Iowa; Robert Rice, W81A-TV Peoria, Ill.; Thomas Bolger, WMTV-TV Madison, Wis.; Doyle Elliott, KOSA-TV Odessa, Tex., and Bart Kellnhauser, W81A-TV Wausau, Wis., elected di-

vision presidents of Forward Communications Corp., Wausau. All were formerly executive VP-general managers. Mr. Rice’s election was reported earlier (BROADCASTING, April 7).

Steve Curry, director of broadcasting, WCBD-TV Charleston, S.C., named assistant general manager-operations. Bill Roversi, national sales manager, WCBD-

tv, named assistant general manager-commercial. Both are newly created posi-
tions.

Alfred Jackson, manager, store training and management development, Grand Union Food store chain, named admin-
istrator, management development, NBC, New York.

Michael S. Klevman, VP-programming, Cox Broadcasting Corp., Atlanta, elected president of Atlanta Broadcasting Ex-
ecutives Club. Also elected: Lee She-

linman, Bozell and Jacobs Advertising, VP; Dan Haight, Dora-Clayton Agency, secretary; Al Strada, Peters, Griffin and Woodward, treasurer.

Ron Levy, with WBLF(FM) New York, named administrator of community af-
fairs, WNBC-AM-FM New York.

Bill Elliott, chief engineer and program director, WQH(FM) Jeffersonville, Ind., named to additional post of operations manager.

G. Robert Johnson, general manager, WQTH(FM)-WQX(FM) Horsheds, N.Y., resigns. No successor has been named.

Bonnie Cronin, program director, non-
commercial WABR(FM) Boston, named station manager.

Larry Whately, assistant public affairs director, W501-AM Toledo, Ohio, named public affairs director.

Liz Saunders, promotion manager, WDBH-

AM-FM Boston, named to same post, WMEY(AM) Boston.

Bever Barton, sales representative, WESI-
TV Daytona Beach, Fla., named promo-
tion manager.

Broadcast Advertising

William Tebruso, VP and group head in media at BBDO, New York, named director of media for Wells, Rich, Greene, New York.

William M. Lane, associate creative supervi-
sor and Sven Mohr, creative group head of J. Walter Thompson Co., New York, elected senior VP’s.

Dick Cullen, John Nichols and Jack Tukey, VP’s and management directors, Leo Burnett U.S.A., Chicago, elected senior VP’s.

Joseph S. Haller, national sales manager, WRTV(TV) Indianapolis, named general sales manager, WBDO(TV) Orlando, Fla.


Gary W. Miller, regional manager, WSPD(AM) Toledo, Ohio, named local sales manager, WWHO(AM) Toledo.

Dorothy A. Pella, executive VP and media director of Dynamic/Telehouse, New York, named VP and manager of Television Direct Response Advertising of Grey Advertising, New York, new unit in agency’s media department.

Arthur Johnson, manager, station clear-
ance and co-op sales, NBC-TV, New

York, appointed director, station clear-
ance and co-op sales. James O’Brien,
AP board picks. Paul Miller, board chairman of Gannett Co., Rochester, N.Y. (Gannett Stattline), was re-elected chairman of The Associated Press at its annual meeting in New Orleans last week.

D. Tennant Bryan, Richmond (Va.) News Leader and Richmond Times-Dispatch, was re-elected first vice chairman. Jack Tarver of Atlanta Constitution and Journal (Cox Broadcasting) was elected second vice chairman. Re-elected to the board's executive committee were Messrs. Miller, Bryan, Tarver and Richard C. Steele, The Worchester (Mass.) Telegram and Sunday Telegram (WTAG[AM] Worchester).


Among those elected to board in general membership category were Frank Batten, chairman of Landmark Communications, Norfolk, Va. (WFMY-TV Greensboro, N.C. and WATAR-AM-FM Norfolk, Va.) Mr. Miller; Stanton R. Cook, chairman and publisher of The Tribune and president of The Tribune Co. (WGN Continental Broadcast Co.); Arthur Ochs Sulzberger, publisher of The New York Times (WXOR-AM-FM New York and WREC-TV Memphis) and Daniel H. Ridder, The Long Beach (Calif.) Independent and Press-Telegram.

manager, station services, NBC-TV sales, New York, appointed director, special services.

Frank W. Gallese, sales executive, WBRK-(AM) Chardon, Ohio, named regional sales manager.

Robert R. Meury, copywriter for McCann-Erickson, New York, on Miller High Life and Miller Lite accounts, elected VP.

Charles F. McLaughlin, head of own automotive merchandising firm, elected to newly created position of VP and director of merchandising, Chevrolet account, Campbell-Ewald Co., Detroit.

Michael W. Arthur, VP-marketing, Aurora Productions Inc., New York (toy manufacturer), named VP-advertising, Mattel Toys, Hawthorne, Calif.


John R. Wilson, divisional director, United Buying Service, Rollins Inc., Atlanta, named sales manager of Selcom Inc.'s new office in Atlanta at 3030 Peachtree Road, N.W., 30305.


Robert M. Fowler, national sales manager, WJXT-TV Daytona Beach, Fla., named sales director.

Ed R. Robbins, manager, HR/Stone, Dallas office, named manager, Buckeye Radio Sales, Dallas.

Ed R. Robbins, manager, HR/Stone, Dallas office, named manager, Buckeye Radio Sales, Dallas.

Programing

John H. Mitchell, president of Columbia Pictures Television, elected to board of directors of Columbia Pictures Industries Inc., Burbank, Calif. He has been with Columbia for more than 20 years, principally in area of television.

Scott Craig, producer, NBC News and WMAQ-TV Chicago, named executive producer, programming, WBBM-TV Chicago. Helen Moed, producer, CBS Morning News, New York, joins WBBM-TV as co-producer of 6 p.m. news.

Edward Piette, executive producer, WJXT-TV Jacksonville, Fla., named to same post, WSSP-TV Hartford, Conn. He is succeeded by Kenneth Kaminski, producer-director, WJXT. Both are Post-Newsweek stations.

Charlie Van Dyke, announcer, KJH(AM) Los Angeles, named program director.

Burt Rosenburgh, sales executive, National Telefilm Associates, New York, named assistant sales manager, Gold Key Entertainment, division of Vidicon Co., New York.

Martin D. Rockey, West Coast vice president-creative director, Clinton E. Frank Inc., San Francisco, has resigned to form The Production Group, broadcast production company, 737 Beach Street, San Francisco.

Barry Smith, of Green Bay football Packers, joins WTV(TV) Tallahassee, Fla., as sports consultant and announcer.

Patricia O'Hare, secretary to program director, WTG(TV) Washington, named assistant production manager.

Margaret Emerson, assistant to general manager, noncommercial WGTE-TV Toledo, Ohio, named director of programing.
For the Record.

Applications

- WEKG(AM) Jackson, Ky. (810 kHz, 1 kw)—Seeks transfer of control of Intermountain Broadcast Co. from Jeff D. and Treva T. Howell (50% before; none after) to James M. Hay and J. Dale Bryan (none before; 50% after). Consideration: $118,908. Principals: Mr. and Mrs. Bryan own station.

- KBOO(FM) Portland, Ore. (90.7 mph, 3.5 kw)—Seeks assignment of license from Jack Straw Memorial Foundation to the KBOO. Forms PD-1 for assumption of liabilities. Seller: Jack Straw Memorial Foundation, also licensee of KKBK(FM) Seattle, wishes to transfer station to local control. Buyer: KBOO(FM) Portland, Ore., owned by the Portland Community Foundation; John M. Ross, station manager. Ann. April 4.

- WAPL-AM-FM Appleton, Wis. (AM: 1570 kHz, 1 kw; FM: 103.7 mph, 30 kw)—Seeks transfer of control of Dixon Inc. from John J. Dixon (100% before; none after) to Goetz family (none before; 100% after). Consideration: $355,000. Principals: Mr. Dixon wishes to semi-retire. Goetz Broadcasting (Nathan and Robert Goetz and John H. Hilty) is licensed to WDLB-FM-Marshfield, WFRD-AM-FM Reedsburg and WPFW-AM-FM Fort Atkinson, all Wisconsin. John H. Hackett is manager of WDLB-AM-FM and Goetz brothers own theaters and restaurants in Wisconsin. Ann. April 3.


- WRGI(AM) Marco Island and WRGI(FM) Naples, Fla. (AM: 1510 kHz; FM: 93.5 kHz, 3 kw)—Broadcast Bureau granted transfer of control to Collier Broadcasting Co. by Robert B. and Barbara B. Baker after purchase sale to W. K. Utehrich (BTC-7705). Action March 27.

- WCCF-AM-FM Punta Gorda, Fla. (AM: 1580 kHz, 1 kw; FM: 92.7 kHz, 3 kw)—Broadcast Bureau granted transfer of control of Charlotte Broadcasting Co. from John C., Mary E. and Ralph W. Lotz (100% before; none after) to Reinhardt Broadcasting (none before; 100% after) for $300,000. Principals: John C. Lotz family has interests in printing company Punta Gorda. Buyers: WCCF-AM-FM Punta Gorda, Fla., and their sister Mrs. John Stanley (38.8% together). Mr. Reinhardt was formerly sales manager at WOMC-FM Detroit (BTC-7684). Action March 24.

- WHJ(AM) Griffin, Ga. (1320 kHz, 5 kw)—Broadcast Bureau granted transfer of control of Telerad Inc. from Jacqueline Poitelle Wil- liams to Jacqueline William Hodge (BTC-7627). Action March 27.

Ownership changes

As compiled by Broadcasting, March 31 through April 4 and based on filings, authorizations and other FCC actions.

Abbreviations: AL—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aura.—aura; aux.—auxiliary; CH.—critical hours; CP—construction permit; D.—day; DA—directional antenna; ERP—effective radiated power; HAAT—heighth of antenna above average terrain; kHz—kilohertz; kw—kilowatts; MEVD—maximum expected operation value; m.s.—megahertz; mod.—modification; N.—night; PSA—presentism service authority; S.H.—specified hours; TPO—transmitting power output; U.—unlimited hours; vis.—visual; watts—watts; ——non-commercial.

New stations

TV start

- WMEG-TV Bigdeldt, Mo.—Authorized program operation to begin (ERP—FM 10 kw; ERP—TV 1 kw; kw vis., 0 kw; kwa, 0 kw; kv, 0 kw tiss., 117 kw surg. HAAAT 795 ft). Action March 14.

AM actions


AM license

Broadcast Bureau granted following license covering new station:

- KVIN, Big Platform, Mont.—Authorized program operation to begin (ERP—FM 1 kw; ERP—TV 1 kw). Action March 28.

FM actions

- Vero Beach, Fla.—Shargo Inc. seeks 105.5 mph, 1 kw, HAAAT 172 ft. P.O. address: Box 39, Vero Beach, Fla. 32960. Estimated construction cost $34,191; first-year operating cost $33,550; revenue $46,000. Format: adult music. Principal: Richard — Crag (100%) has no other broadcast interests. Ann. March 11.

- getHeight, Heights, Ky.—Board of Regents of Northern Kentucky State College seeks 89.7 kHz, 1 kw, HAAAT 263 ft. P.O. address: Nunn Drive, Highland Heights, Ky. 41076. Estimated construction cost $54,364; first-year operating cost $60,000. (principal: William Parsons, chairman, first airing Ann. April 2.

- Little Falls, Minn.—Little Falls Radio seeks 92.1 kHz, 2 kw, HAAAT 233 ft. P.O. address: 203 St. Cloud, Minn. 56301. Estimated construction cost $36,517; first-year operating cost $29,842; revenue $58,000. Format: contemporary. Principals: Ralph i. Gregory (50%) owns appliance store and real state investments. Rollie J. Carlson (50%) is de- partment store advertising director and farm owner. James R. Conrad (50%) has interests in the MIN, KEZZ(FM) Atkin, Minn.; KQRAM(AM), under construction in Grand Rapids, Minn. and is appli- cation for FM in Ewithel, Minn. Ann. April 3.


- Rapid City, S.D.—James E. Taylor seeks 100.3 mph, 1 kw, HAAAT 450 ft. P.O. address: Box 100 Rapid City, S.D. 57701. Estimated construction cost $60,200; first-year operating cost $22,987; revenue $75,000. Format: C&W. Principal: James E. Taylor (100%) also owns KIMM(AM) Rapid City, Ann. March 31.

- Ballinger, Texas.—Central West Broadcasting Co. seeks 91.1 mph, 3 kw, HAAAT 300 ft. P.O. address: U.S. Highway 67, 1.2 miles southwest of city, Ballinger, Texas. 76801. First-year operating cost $10,200; revenue $30,000. Format: Easy living. Principal: Dean Smith (64%) has 50% interest in real estate firm. Clayton Mgr. Clay Murr (36%) has interest in several manufacturing firms producing oil field products, cedar oil and concrete. He is also real estate land developer. Ann. March 31.


FM actions


- WAMP-FM Toledo, Ohio.—Authorized program operation on 88.3 mph, TPO 10 w. Action March 21.

- WSFC-FM Shippenburg, Pa.—Authorized program operation on 88.7 mph, TPO 10 w. Action March 20.

FM licenses

Broadcast Bureau granted following licenses covering new stations:


- WWXW Columbus, Ind., Bartholomew County Broadcasting Co. (BLH-6578). Action March 26.


Lorita (Robin) Dorr Buschmeyer, 48, former newswriter for National Education Association and The Washington Post, died earlier this month in Williamsburg, Va., and KNL(AM)-Don Lee Mutual Network, Hollywood, died April 1 of cancer at Northern Virginia Doctors hospital, Arlington. She is survived by her son, Dare.
FM actions

WKHL Montgomery, Ala.—Broadcast Bureau granted CP to change trans. location to 3 mile west of city, Skinner Industrial Park in Green Ledges on Perry Hill Rd., Montgomery; make changes in and which of its facilities on March 30; transmit 45 kw; antenna height 250 ft; remote control per

WFMS Indianapolis—Broadcast Bureau granted mod. of CP to install new trans.; install new antenna, 45 kw; antenna height 500 ft; remote control from main studio at 2255 N Pennsylvania St., Indianapolis (BMPS-1441). Action March 26.

K EPS El Paso—Broadcast Bureau granted mod of CP to change antenna height 500 ft to 820 ft; change in and which of its facilities on March 26; transmit 500 kw; antenna height 520 ft; remote control from main studio at 2231 Montana St., El Paso (BMPS-1444). Action March 27.

FM starters

Following were authorized program operating authority for change of facilities on date shown:


Facilities changes

In context

Designated for hearing

Bennington, Vt., FM proceeding: Catamount Broadcasting Co., University of Vermont, Bennington, and Bennington Radio, competing for 94.3 (Doc. 2093)-Broadcast Bureau designated for hearing three issues 114(a) to include whether Bennington Radio is financially qualified to conduct further operations and populations that will receive primary service from each program and availability of such service to such areas and populations and whether of the proposals will best serve public interest. Action March 21.

Case assignments

Chief Administrative Law Judge Arthur A. Glace assigned the following matters to be heard on the date shown:

Princeton A. and Pocomoke City, Md., F. proceeding: Mamaroneck Inc. (Leister & Sons, Inc.) and Peter J. Goldberg, Radio Fellowship, competing for 102.5 mhz (Doc. 2038-90) Described ALJ Forest J. McEugene to serve as principal judge, scheduled prehearing conference for March 9; change in and which of its facilities on March 9; transmit 100 kw; antenna height 979 ft; ERP 100 kw; remote control from main studio at 2231 Montana St., El Paso (BMPS-1444). Action March 27.

Sardis and Batesville, Miss., FM proceeding: Tallahatchie Broadcasting and Panola Broadcasting Co., competing for 87.9 (Doc. 2093). Designated ALJ Lenore G. Ehrig to serve as principal judge, scheduled prehearing conference for March 9.

Procedural ruling


Review board decision


Fines

KCP-TV Los Angeles—FCC has informed KCP Television Inc. of its apparent liability for forfeiture of $500 for willful or repeated violation of rules.

Other actions

FCC granted request of George T. Henrich for access to station's license record agency.

Allocations

CCT took following actions on FM allocations:

Valdosta, Ga.—FCC assigned ch. 240A to Valdosta and substituted ch. 28A for unoccupied ch. 240A at Perry, Fla. Case was initiated in rulemaking notice in response to petition filed by WYLD-AM (Valdosta). Action March 25.

FCC tabulations as of Feb. 28, 1975

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Licensed on air</th>
<th>Total on air</th>
<th>Total authorized*</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,408</td>
<td>3</td>
<td>25</td>
<td>4,408</td>
</tr>
<tr>
<td>2,605</td>
<td>52</td>
<td>2,605</td>
<td>2,605</td>
</tr>
<tr>
<td>800</td>
<td>45</td>
<td>800</td>
<td>800</td>
</tr>
<tr>
<td>Total radio</td>
<td>7,078</td>
<td>117</td>
<td>7,195</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>700</td>
<td>8</td>
<td>708</td>
</tr>
<tr>
<td>UHF</td>
<td>192</td>
<td>1</td>
<td>193</td>
</tr>
<tr>
<td>Educational TV</td>
<td>131</td>
<td>10</td>
<td>141</td>
</tr>
<tr>
<td>Total</td>
<td>920</td>
<td>21</td>
<td>941</td>
</tr>
</tbody>
</table>

* Special temporary authorization
** Includes out-of-limits

Summary of broadcasting


Procedural ruling


Review board decision


Fines

KCP-TV Los Angeles—FCC has informed KCP Television Inc. of its apparent liability for forfeiture of $500 for willful or repeated violation of rules.

Other actions

FCC granted request of George T. Henrich for access to station’s license record agency.

Allocations

CCT took following actions on FM allocations:

Valdosta, Ga.—FCC assigned ch. 240A to Valdosta and substituted ch. 28A for unoccupied ch. 240A at Perry, Fla. Case was initiated in rulemaking notice in response to petition filed by WYLD-AM (Valdosta). Action March 25.

FCC tabulations as of Feb. 28, 1975

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Licensed on air</th>
<th>Total on air</th>
<th>Total authorized*</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,408</td>
<td>3</td>
<td>25</td>
<td>4,408</td>
</tr>
<tr>
<td>2,605</td>
<td>52</td>
<td>2,605</td>
<td>2,605</td>
</tr>
<tr>
<td>800</td>
<td>45</td>
<td>800</td>
<td>800</td>
</tr>
<tr>
<td>Total radio</td>
<td>7,078</td>
<td>117</td>
<td>7,195</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>700</td>
<td>8</td>
<td>708</td>
</tr>
<tr>
<td>UHF</td>
<td>192</td>
<td>1</td>
<td>193</td>
</tr>
<tr>
<td>Educational TV</td>
<td>131</td>
<td>10</td>
<td>141</td>
</tr>
<tr>
<td>Total</td>
<td>920</td>
<td>21</td>
<td>941</td>
</tr>
</tbody>
</table>

* Special temporary authorization
** Includes out-of-limits

Summary of broadcasting

York; WNEP-TV
Oneonta
Monterey county
ch.
staff, Ariz. (BPTT-
Falls, Mont.
on
Nampa
Ceracche Television Corp.,
NewChannels Corp. for Oneonta
Central California Communications Corp.,
Greater
Saratoga Cable Television,
KO7N1
W69AF Troopsgburg, N.Y. Broadcast Bureau
W55AD Greenwood, N.Y. (BPTT-4756),
25.
7,
7.
Company
1030
17746,
1030
17746,
Pine
of
1030
17746,
Brooke
Riverton,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
1030
17746,
### Professional Cards

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Information</th>
</tr>
</thead>
</table>
| ATLANTIC RESEARCH CORP.                         | Jansky & Bailey  
Telecommunications Consulting  
Member AFCCE  
5203 Chardace Avenue  
Alexandria, Virginia 22314  
(703) 354-3400                      |
| ---                                               | Established 1926  
PAUL GODLEY CO. CONSULTING ENGINEERS  
Box 798, Upper Montclair, N.J. 07043  
Phone: (201) 746-3000  
Member AFCCE                      |
| EDWARD F. LORENTZ & ASSOCIATES                  | Consulting Engineers  
(formerly Commercial Radio)  
1334 G St., N.W., Suite 300  
Washington, D.C. 20005  
Member AFCCE                      |
| COHEN and DIPPELL, P.C. Consulting Engineers     | 537 Montory Rd.  
(202) 782-0111  
Washington, D.C. 20004  
Member AFCCE                      |
| A. D. Ring & Associates                         | CONSULTING RADIO ENGINEERS  
1771 N St., N.W. 296-2315  
WASHINGTON, D.C. 20006  
Member AFCCE                      |
| GARTNEY & JONES                                  | CONSULTING RADIO ENGINEERS  
2922 Teletas Ct.  
(703) 560-6800  
Fall Church, Va. 22042  
Member AFCCE                      |
| LOHNE & CULVER                                   | Consulting Engineers  
1154 15th St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 294-2723  
Member AFCCE                      |
| A. EARL CULLUM, JR., Consulting Engineers        | INWOOD POST OFFICE  
BOX 7004  
DALLAS, TEXAS 75209  
(214) 631-8360  
Member AFCCE                      |
| SILLIMAN, MOFFET & KOWALSKI                     | 711 14th St., N.W.  
Republic 7-6646  
Washington, D.C. 20005  
Member AFCCE                      |
| STEEL, ANDRUS & ADAIR                           | 2029 K Street, N.W.  
Washington, D.C. 20006  
(202) 837-8725  
(202) 728-9796  
(202) 233-4644  
Member AFCCE                      |
| HAMMETT & EDISON, INC. Consulting Engineers     | Radio & Television  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFCCE                      |
| JOHN B. HEFFELFINGER                            | 9208 Wyoming Pl. Hilland 4-7010  
KANSAS CITY, MISSOURI 64114            |
| ROSEBERY TELEVISION SYSTEMS                     | 250 West 57th Street  
New York, New York 10019  
(212) 246-3967                      |
| CARL E. SMITH                                   | CONSULTING RADIO ENGINEERS  
8200 Savierle Road  
Cleveland, Ohio 44141  
Phone: 216-526-4386  
Member AFCCE                      |
| VIR JAMES Consulting Engineers                  | CONSULTING RADIO ENGINEERS  
Applications & Field Engineering  
Computerized Frequency Surveys  
545 Colorado Blvd.–80506  
(202) 335-5563  
DENVER, COLORADO  
Member AFCCE                      |
| OSCAR LEON Cuellar Consulting Engineer          | 1563 South Hudson  
(303) 756-8456  
DENVER, Colorado 80222  
Member AFCCE                      |
| HATFIELD & DAWSON Consulting Engineers          | Broadcast and Communications  
906-30th Ave.  
Seattle, Washington 98122  
(206) 324-7860                      |
| MIDWEST ENGINEERING ASSOCIATES                   | Consulting Engineers  
F. W. Munn, Jr., P.E.  
DEBE, MSEE  
7304 N. Oxford, Peoria, Ill. 61614  
(209) 691-3428                      |
| DAWKINS ESPY Consulting Radio Engineers         | Applications/Field Engineering  
P.O. Box 312-National Stations 8012  
BEVERLY HILLS, CALIF.  
(213) 272-3344                      |
| CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV | Cambridge, Mass. 02138  
Phone (617) 876-2810                  |
| CABLEDATA Accounts Receivable                    | Data Processing for Cable Television  
P.O. Box 13040  
Seavement, Ca. 95813  
(916) 441-4760                      |
| SPOT YOUR FIRM'S NAME HERE                      | To Be Seen by 120,000* Readers—  
among them, the decision making station owners and managers,  
chief engineers and technicians—applicants for  
FM, TV and Facsimile facilities.  
*1970 Readership Survey showing 3.2  
readers per copy.                     |

### Service Directory

- **COMMERCIAL RADIO MONITORING CO.**  
  Precision Frequency Measurements, AM-FM-TV  
  Monitors Repaired & Certified  
  2010 S. Market St.  
  Lee’s Summit, Mo. 64063  
  Phone (816) 524-3777

- **CAMBRIDGE CRYSTALS**  
  Precision Frequency Measuring Service  
  Specialists for AM-FM-TV  
  445 Concord Ave.  
  Cambridge, Mass. 02138  
  Phone (617) 876-2810

- **CABLEDATA**  
  Accounts Receivable  
  Data Processing for Cable Television  
  P.O. Box 13040  
  Seavement, Ca. 95813  
  (916) 441-4760

- **SPOT YOUR FIRM'S NAME HERE**  
  To Be Seen by 120,000* Readers—  
among them, the decision making station owners and managers,  
chief engineers and technicians—applicants for  
FM, TV and Facsimile facilities.  
*1970 Readership Survey showing 3.2  
readers per copy.
Help Wanted Management

Small market Maryland station, individual with first ticket who can handle programing and sales, and who knows how to market. Send 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-16, BROADCASTING.

WUDN-FM, 100.1 KRW Bonnville, building new staff and call letter identity starting with manager who can sell. Contact John Jacobs, Post Box 10, Gainesville, GA 30501.

General manager, metropolitan station. Knowledge of Mexican frontier desirable. This is a job to manage and grow, not simply to manage. Call Ma. Erdman 301-652-5129.

Help Wanted Eastern

Wanted: Salesperson for eastern North Carolina’s leading AAM/FM fulltime. We offer salary plus commission. Send resume to manager, Box C-211, BROADCASTING.

Account Executive, major St. Louis radio station has immediate opening for an Account Executive who has had several years radio sales experience. Position offers good starting salary, plus commission, an attractive fringe benefit program and good advancement opportunities. Please send complete resume, including earnings history in confidence to Box D-71, BROADCASTING.

Salespeople are born not made! Can you sell? Like to? Successful Northeastern single. Previous selling experience helpful. Box D-92, BROADCASTING.

live in the sun. 20% commission, draw, $5 million market 21’, 17 years, full furnished, 4½ day work week, will help but no hand holding. Age no problem, but must be self starter and producer. No responsibilities just sell. KIRO Radio, 5000 watts, McAllen, TX 78501.

First local sales position to open in years at strong LA suburban AM station. If you’re motivated and a self starter with creative ideas, your potential is $24,000+. Car and expenses. K-WOW, 213-331-0794, Dean Wickstrom, Jr.


Enjoy the beautiful Finger Lakes, Handles and some announcing, immediate opening. WCGR, P.O. Box 121, Seneca Falls, NY 13148.

Experienced, aggressive sales person wanted for group owned, small market New England station. Good opportunity to work in a beautiful place. Send resume to: Dave Button, manager, KSVP, 317 West Quay, Newport, RI 02840.


1st phone engineer for automated 3K FM. Part time studio and transmitter maintenance and operations. Box D-2, BROADCASTING.

Chief Engineer wanted for 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 to manage. Call Ma. Erdman 301-652-5129.


Help Wanted Technical

America’s Northernmost radio station needs a chief Engineer with Alaskas’ newest public AM station and our listeners, spread all over Northwest Alaska, depend on us for news, information, and lots of it. 24 hours a day. If you would like to keep our 5 KW installation in good shape, pull a board shift and become one of our congenial staff, we’d like to hear from you. Write to: Alex Hills, KOTZ Radio, Box 78, Ketchake, AK 99752.

Wanted experienced chief engineer with FM stereo, STL, AM, automation background for strictly full time engineering job starting salary $1,000 a month, and up, 3,000 feet above sea level. Dry climate, great for hay fever or asthma suffers, 65 miles from Anchorage. Send resume to: Dave Button, manager, KSVP, 317 West Quay, Newport, RI 02840.


First local sales position to open in years at strong LA suburban AM station. If you’re motivated and a self starter with creative ideas, your potential is $24,000+. Car and expenses. K-WOW, 213-331-0794, Dean Wickstrom, Jr.


Enjoy the beautiful Finger Lakes, Handles and some announcing, immediate opening. WCGR, P.O. Box 121, Seneca Falls, NY 13148.

Experienced, aggressive sales person wanted for group owned, small market New England station. Good opportunity to work in a beautiful place. Send resume to: Dave Button, manager, KSVP, 317 West Quay, Newport, RI 02840.


1st phone engineer for automated 3K FM. Part time studio and transmitter maintenance and operations. Box D-2, BROADCASTING.

Chief Engineer wanted for 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 to manage. Call Ma. Erdman 301-652-5129.


Help Wanted News

Morning drive DJ wanted. Must have experience and be knowledgeable. Should be good enough to have in-person audition. Good salary and benefits with a strong company. P.O. DARE, Ware, MA.

Personality and/or Format Jocks for number one station in the state and recent resumes to J.C. Smith, WJPS, Box 3636, Evansville, IN 47725.

Top 40 DJ. Send air check, resume and recent photo to G. Lane, PD, WMID, Box 1137, Atlantic City, NJ.

Morning Communicator with first phone needed at 5 kw contemporary, some experience required. Salary $8,000 plus. Good opportunity for move up from small market, WPFW, 703-368-3108 before 2 P.M. Send resume to: Bullet, Ludlow, MA.

FM radio sales. Full time position open with major West Michigan 50K Warti Stereo FM. Position includes part-time weekend board shift. Contact Bill Winchell, General Manager, WQWQ, 616-722-1681.

We are still looking for a professional, versatile Radio Person. Salary plus shift and good production. Must be experienced and eager to perform. No beginners please. Mid-East medium market Cont./MOR Station. Send air check, resume, pic and salary requirements to: Program Manager, WSVA-AM/FM-TV, Harrisonburg, VA 22801. Job is open now. Immediate opening, experience essential. Salary, open. Contact H. Borwick, WVVS, Liberty, NY. An equal opportunity employer.

Need heavyweight personalities for various stations including FM. Also, looking for PD. Send one tape and resume to: Ev Wren, 2375 So. Bannock St., Denver, CO 80233.

Help Wanted Programing, Production, Others

Great Opportunity, growing group. P.O. 5 kw 2kw Simulcast. Contemporary. Outstanding airshow, great production, effective leadership and responsibility needed. Tape, resume to: J. Rising, WCRF, Box 800, Springfield, VT 05156.

Florida coastal station has opening for copywriter. Must be excellent trendsetter. Immediate opening look interesting opportunity. Send sample to: Jim Smith, WWHR, Waite Park, MN 56379.

Salesperson, mature, experienced. Prefer Eastern half United States. Box D-85, BROADCASTING.

Professional broadcaster with nine years management experience in all aspects of broadcasting looking for opportunity and challenge. Business and professional references. Send resume upon request. Box D-83, BROADCASTING.

General Manager, age 39, with proven track record in management from small to large markets. Strong sales ability. Top references. Box D-95, BROADCASTING.

Honest, hard working general manager with 9 years broadcasting experience and references. Available immediately. Call 919-752-5363.

William Shaw, an experienced professional is looking for an exciting opportunity to build your profits. Friesen reference, good industry record, Telephone 414-233-5087 and let’s talk.


Situation Wanted Management

Ambitious, aggressive, hardworking account executive, top ten market, desires sales manager’s position with progressive company. Box D-99, BROADCASTING.

Salesmanager, mature, experienced. Prefer Eastern half United States. Box D-85, BROADCASTING.

Professional broadcaster with nine years management experience in all aspects of broadcasting looking for opportunity and challenge. Business and professional references. Send resume upon request. Box D-83, BROADCASTING.

General Manager, age 39, with proven track record in management from small to large markets. Strong sales ability. Top references. Box D-95, BROADCASTING.

Honest, hard working general manager with 9 years broadcasting experience and references. Available immediately. Call 919-752-5363.

William Shaw, an experienced professional is looking for an exciting opportunity to build your profits. Friesen reference, good industry record, Telephone 414-233-5087 and let’s talk.


Situation Wanted Management

Aggressive, successful, young Account Executive desires challenging Central Florida sales position, leading into management. Experience and college. Box D-89, BROADCASTING.

Newspaper Account Executive desires to return to broadcasting. 1 year commercial, 4 years non-commercial experience, University graduate, excellent FRP, Sales or Sports position desired. Box D-92 BROADCASTING.

Heavyweight! Highly ranked salesman seeks new challenge in native Northwest. Box 5503, Houston TX 77055.

Experienced Salesman. Available now. Announcing and Program Director experience also. Dick Holiday 142 Melanie Lane, Ripon, WI 54971; 1-414-748-7261.

First phone. Wants sales, will do all, 2 years expert enc. 502-683-4074.

Situation Wanted Announcers

Midwest: Jock with 10 years experience (in college and in competitive market). Heavy production and ratings Box C-327, BROADCASTING.

5 years experience. 1st phone jazz lock needs gig. Creative production, consider 'round midnight, the locates. Salary open. Box D-11, BROADCASTING.
Situations Wanted Announced

First phone, 4 years experience, eager to relocate, playwright, play-by-play, BROADCASTING.

2½ years experience. MOR, EZ and CW, Prefer Penna., or surrounding states. Box D-14, BROADCASTING.

First phone operator with copy and production experience in a southeastern medium market at station with contemporary format. Currently employed, Tape and resume, Box D-18, BROADCASTING.

Top 40 Jock, 7 years in the business, medium market experience, 3rd class endorsed. Box D-22, BROADCASTING.

Strictly easy-going professional voice ready to entertain your morning audience. Radio, TV and commercial format, 1962. Married, stable. Box D-37, BROADCASTING.


Creative news/promotion-oriented announcer available now. Experienced as major-market production/music director, and small-market news director. Created an award-winning series. Looking for station where two-way communication exists between management and four, First phone. 614-435-4520, Box D-45, BROADCASTING.

Presently employed telephone-talk host available, large market dollars only, will converse on any subject, warm and friendly to opinionated arrogance, you set the pace and shift, first-phone duties optional, excellent references. One year experience in a财经气象, am in no hurry, state station, shift, dollars first after. Box D-50, BROADCASTING.

Sportscaster. Young sports director ready to move up. All sports play-by-play, reporting. Dedicated. Can handle air shift. BS in broadcasting. Box D-64, BROADCASTING.

Sales—1 year experience, 3rd endorsed. Looking for Top 40 R&B or N.E. Prefer R&B, will rewrite me, I'll tell you more. Box D-97, BROADCASTING.

Talented female broadcaster, 23, seeks first opportunity. College graduate, good music, excellent secretarial skills. Tight board. Have car and 3rd phone. Box D-99, BROADCASTING.

successful, experienced, professional. Top-40 jock, heavy production and ratings. Excellent references and knowledge of music. Basically I'm looking for a challenge. All markets and geographic locales considered. Box D-101, BROADCASTING.

Jr, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

progressive rock or top 40 DJ is looking. Presently employed, 2½ years experience. Tape and resume available, right now. Robert Wolf, 303 Davis Street, RevereMA, 02151.

top personality disc jockey desires to join top 40 or contemporary MOR station, Couple of months experience. 3rd, S, H, Green, 720 S. Normandie, #319, Los Angeles, CA.


right, capable young man seeking first DJ, position in top market. 1 year experience in Contemp/MOR and progressive formats. 3rd endorsed. If your station is interested, I'll contact you. Tape, resume, on request. Phillip Sahadi, 137-67 1st St., Brooklyn, NY 11209, or cell 212-238-849, Thanks.

Jr personality, contemporary-MOR. First phone, real production, 5 years experience, married. 503-485-5580.

in need of a Together DJ, J.T. Contact me, Billy Blende. I'm Cool Man. Preferably Rhythm and Blues Format. 13-733-5164. 779-2565. 2205579 Catalina Street, Los Angeles, CA 90027.

postcaster, 4 years basketball PBP for Metro N.Y. D FM. Can do others. Thirst. Will grad. college Mac, top small market. 914-826 nights. Bill Sova, 329 Palmer Terrace, Mamaroneck, N.Y. 10543.

Situations Wanted Technical

Assistant Chief or staff engineering position with a good radio organization sought by First Ticket of twenty years standing. Thoroughly experienced, capable, reliable, mid-age, family. Box D-51, BROADCASTING.

Available late August. Responsible Engineer, B.S. 1st., work into chief. Strong matuticle audio, strong preventive maintenance philosophy. Box D-80, BROADCASTING.

30 years experience chief engineer construction maintenance operation. Irwin Harr, Box D-122, Milwaukee, WI 53203.

Situations Wanted News

Skilled Broadcast Newswoman, gather, write and report, Major market experience. Box C-282, BROADCASTING.

Sportscaster/salesman, six years experience college basketball, pro football, high school prep. NBA salesmen. Good copy, good copy, good copy, business acumen, will admin, will relocate. Box D-47, BROADCASTING.

Thoroughly experienced in all areas of news and public affairs. Organized administrator looking for career opportunity. Experienced, stable 7 years present job. Now in northeast but will consider offers from eastern/New England newsrooms everywhere. Box D-59, BROADCASTING.

Situations Wanted Programing, Production, Others

Talk Host. Top ratings and demographics, news oriented engineering. Major markets. Radio or TV. Box D-57, BROADCASTING.

Family man, looking for play-by-play position. 8½ years experience in TV and 11 years experience hockey, hockey and jock work. Currently earning five figures at midwest radio station. Box D-60, BROADCASTING.

Washington Correspondent O&O. Record: Number One Radio-TV anchor with 65% share in top 5 market. Editorial. News Director. Move anywhere. Box D-72, BROADCASTING.

Experienced, enthusiastic, hard-working news/sports pro. Seeking midwest radio station to move up in news/sports/PBP. Also is talk show host, college grad. Good references/resume/air check available. Send tape, resume, box for move now. Box D-73, BROADCASTING.

Newswoman, experienced reporter/writer with major NYC all-news station. 12 years experience, general news, NY and NJ. Specialty, investigative news. Interested in reporting or writing/editing stuff. NY or VA, awards, dependable, stable, married. Box D-87, BROADCASTING.

Anchorman, Street reporter, 24, 3 yrs. exp. Covered U.S. Open, U.S. Open, Tape, resume, references. Box D-87, BROADCASTING.

News Reporter seeks studio and field work in radio news. Young college grad., tape, resume available. Box D-186, 1 Vite Road, Tonawanda, NY 14053. 201-256-4257.

31 Rated Sports Director/Newswoman seeking permanent position in small market. Five years experience; PB2, news anchor, rep, announcing. Money is problem. 312-834-9764.

Do you need an aggressive newswoman? Midwest Medium Market ND radio station desires a medium market news director with similar experience. Box D-86, 1 Vite Road, Tonawanda, NY 14053. 201-256-4257.

Top-Notch Professional: Nine years experience, fast and accurate reporter, III or PD/GM. Good references. Box D-89, 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, south west, Will Watson, 751 E. 17th St., Burbank, CA 91518, for TRP.

I'll have your audience sitting up and listening! Exceptional Ad. Age, CQ, Allstate, Neiman-Marcus, or cy/cv now. Rod Morrison, 23 Harriet Avenue, Belmont, MA 617-484-2099.


Situations Wanted Programing, Production, Others

Program Director wants to relocate. 14 years on-air experience. Top 40, progressive and news. Director all major market. Box D-31, BROADCASTING.

Experienced programer seeks career advancement opportunity. Box D-44, BROADCASTING.

Seek position as program director and/or music programmer at professional, beautiful or good music station. Over 5 yrs. experience. Box D-51, BROADCASTING.

First Phone DJ, 13 years experience, looking like challenge as PD in small to medium midwest market. Box D-66, BROADCASTING.

Award winning production voice available now. Will consider production/air combo. Prefer top 20 markets. Box D-96, BROADCASTING.

Voice is flat. Seeking another radio position. Former PD with ideas. Floundering stations welcomed. Excellent references. First phone, Box D-104, BROADCASTING.

Recent college grad seeking first fulltime position in media. Strong experience in newspaper/TV and 3rd ticket. Interested in all aspects of broadcasting. Will work for P&L. Box D-95, 4242 Thriftwood, Flinthill, MI 48050. 313-232-5344.

Broadcasting Apr 17 1975

79
**HELP WANTED NEWS**

### Help Wanted Management

**Traffic Manager.** Unusual opportunity for qualified traffic manager-computer operation, Florida TV/FM market, top quality station, Salary open. Equal opportunity employer. Send resume to Box D-81, BROADCASTING.

**Promotion Manager with solid on-air promotion experience.** Seek aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Contact Ken Harower, WTAT-TV, Altoona, PA. 814-944-2031.

### Help Wanted Sales

**Experience Time Sales Executive to be big fish in small pond, BAA Inc., 135 Main, Danbury, CT 06810.** 203-792-1177.

### Help Wanted Technical

**Maintenance Engineer, best technical qualifications, needed by VHF, Texas resort city, Box D-40, BROADCASTING.**

**Excellent opportunity for qualified assistant chief engineer, southwest VHF, Box D-41, BROADCASTING.**

**Chief Engineer for Los Angeles educational institution. The person we seek has solid maintenance experience in video color studios and would enjoy a low-pressure non-broadcast production environment. Send resume and salary history to Box D-61, BROADCASTING.**

**Chief Engineer for major VHF in growing Southwestern region. Heavy local live and commercial production operation. Chance for number two person to move up. EE degree and practical experience required. An equal opportunity employer. If you're interested in excellent living and working conditions, send your resume and salary requirements to Box D-83, BROADCASTING.**

**First Phone Engineer strong on maintenance and operation of top quality color production equipment, expanding major VHF station, PA affiliate, Salary range $966 to $1,148 per month with liberal benefits. Submit resume to: **

**Chief Engineer to First Phone Engineer, KVII-TV, 206-542-2000 for information or send resume to: **

**Chief Engineer to First Phone Engineer, University of Washington, 1415 Northeast 45, Seattle, WA 98193.**

**First phone engineer needed for studio operations and maintenance in small western market. Contact Jack Lion, KPVJ, 208-232-0645, Box 4909, Pocatello, ID 83201.**

**Major UHF needs qualified maintenance engineer. Must be experienced in VTR's, color cameras, audio, UHF transmitter, microwave, Write: Bill Bristlet, Chief Engineer, WGNU-TV, ITM Blvd., New Orleans, LA 70130.**

**Two first phone engineers needed. One for studio operations and one for maintenance (Xmirror and studio). Good benefits, chance to move. Call 317-462-3516, Robert Hardie or write WIFI-TV, Box 18, Lafayette, IN 47902.**

**Chief Engineer, Ready to advance from assistant chief or second? Middletown TV needs your type. If you're interested in great little station, send resume to: **

**Chief Engineer to First Phone Engineer, Mike Walker, 315-993-0111, write Don Curtis & Company, O'Hare Plaza, 5725 East River Road, Waukegan, IL 60085.**

**July 1, 1975 opening, TV Engineer. Salary $15,000+. Eastern university desires person to assume operation, maintenance, and supervision responsibilities for TV/FM facilities which include studio and CCTV operation. First-class license and experience in commercial and university TV work desirable. Send all applications by May 15 to William J. Judd, Director, Educational Communications, WUSTL, One Campus Center, St. Louis, MO 63130.**

**Electronics Technician, experienced in TV/FM cable distribution systems, Plan, coordinate installations and maintain for schools, send resume to: Dennis Maddox, BOCES, Box 1450, Binghamton, NY 13902 or call 607-729-9301.**

### Help Wanted Programming, Production, Others

**Help Wanted Programming, Production, Others**

**Public affairs director for PBS station in top 20 market to include studio office, film, news, documentary programming, and programming for local station. Send resume to: **

**Help Wanted News to public affairs director for PBS station in top 20 market to include studio office, film, news, documentary programming, and programming for local station. Send resume to: **

**Help Wanted News to: News Center Five, WCMS-TV, 621 West Main, Mobile, AL 36601.**

**Help Wanted News to: WCMS-TV, 621 West Main, Mobile, AL 36601.**

**WGNO, New Orleans, looking for new Equal Opportunity Employer.**

**Chief Engineer, WGNO, New Orleans, looking for new Equal Opportunity Employer.**

**Promotion Manager, On-air talent in medium market ready for move to major market as Promotion Manager or Assistant.**

**Business Manager, degree accountant. 5 years experience in general accounting and supervision. Experience with major market independent (UHF) and small market affiliates (VHF). EDP background. Seeking opportunity with station, group, film supplier or agency. Reply Box C-296, BROADCASTING.**

**Promotion Manager available immediately.**

**Dynamic recent broadcast graduate, Self starter, knows where it's at, WANTED positions that will lead to COO, Box D-105, BROADCASTING.**

**First phone, trainee, some audio, recording, switching skills. Student of Radio/TV, Box D-16, BROADCASTING.**

**Studio Engineer, first phone, six years experience, V15, switching, camera. Consider all. Box D-91, BROADCASTING.**

**Six years experience in TV production, including writing, directing, electronic editing, on-air talent- CARE of E. Gallaghar, 2084 Jersey Ave., Westfield, NJ 07090.**


**Anche/Producer/Writer looking for growth with major market aggressive department. Experience, degree. Box D-85, BROADCASTING.**

**Waltz Cranket never met me; here's your chance. Newsman seven years experience, five in Top 10 market. Broadcast journalism B.A., Tught, imaginative writing. Station in northeastern preferred. Box D-24, BROADCASTING.**

**Self-starting TV reporter. Six years in radio included. Editor, color, talk show, shooting and editing experience. Energetic, competitive, natural on air. Box D-53, BROADCASTING.**

**30-Year-Old Broadcast Journalist, in grad. school past 18 months, desires position as news reporter for top 30 market news operation. Previous major market experience as reporter/weekend anchor. Excel. ref. Box D-54, BROADCASTING.**

**Weathercaster. No razzle-dazzle. Sound, friendly delivery. Looking for company with basic meteorology equipment. Send resume to: **

**Attorney, 33, large California District Attorney's Office, wants to break out into Investigative News Reporting. Diverse academic, professional background. Interested in developing her reporting, anchoring and producing abilities outstanding. Box D-74, BROADCASTING.**

**Black Broadcast, 28, Major market experience, reports, writing, editing, anchor, producer, processing video. Immediate availability. Objective, aggressive, professional operation only. Box D-78, BROADCASTING.**

**Top 30 market anchorman, ready to move up. 30, 35 yrs. experience, 18 degree, award winner. Box D-92, BROADCASTING.**

**There are few play-by-play announcers exciting and competent in all sports. Have created, marketed and hosted sports games and specials. With an address from sports director to small station to larger sports-minded station. Northeast area preferred Box D-84, BROADCASTING.**

**TV reporter/documentary producer wants major market, Box D-96, BROADCASTING, IL 60025.**

**Ex-journalist seeks reporting/newswriting spot on TV news team. Good news sense; solid reporting credentials.**

**Promotion Director and First Phone Switcher/director Dependable experienced professional. Let's promote your station. Box C-8, BROADCASTING.**

**Promotion Director and First Phone Switcher/director Dependable experienced professional. Let's promote your station!**

**Available immediately. Female Associate Director Production Ass't./Gopher. Bachelors. Children/News. Documentary experience. Take anything anywhere. Box D-72. BROADCASTING.**

**Directing, Camera, staging, lighting, film, broadcast television experience. Program management, sales, production, cable television experience. Seek double in both production positions. Small television market. Commercial, PTV, Box D-79, BROADCASTING.**

**Hard working, energetic PD looking for any typ work anywhere! Send C-30B, BROADCASTING.**

**Hard working, energetic PD looking for any typ work anywhere! Send C-30B, BROADCASTING.**

**WANTED-BUY—TRADE**

**B&H JAN TV. Projector Model 614 $125.000, Excellent Condition. B&H #44 CAM/Mag/Optical 16m Projector, less than 400 hours, list $1895.00, n $995.00. RCA TP 67 Film Chain Projector, $2395.00 B&H Mag/Opt 302 16mm SOF Projector, perf $495.00. Cameras, rewinds, splices, reels, suppl. Al and Judd, 312-693-9111.**

**B&H JAN TV. Projector Model 614 $125.000, Excellent Condition. B&H #44 CAM/Mag/Optical 16m Projector, less than 400 hours, list $1895.00, n $995.00. RCA TP 67 Film Chain Projector, $2395.00 B&H Mag/Opt 302 16mm SOF Projector, perf $495.00. Cameras, rewinds, splices, reels, suppl. Al and Judd, 312-693-9111.**

**Cable International Cinema Equ. Co., 2991 North Fulton Dr. NE, Atlanta, GA 30303. 404-262-3025.**

**WANTED TO BUY EQUIPMENT**

**TV 35mm GUI/Simpex TV projector. Must be in good operating condition. Reply to Box D-68, BROADCASTING.**

**WANTED—Used Milbad CATV converters, prefer 3 presentations, "Plus 197," but let me know what you have. Send price, description, to CMC, 15 C Lumbar Circle, NYC 10002.**

**Need Three or BN-88 Pedestals and two N-55730 Cam Heads for TK-42's. Contact N. B. Kent State University, Kent, OH 44242, 216-672-216.
FOR SALE EQUIPMENT

Gates FMS-38 3000 Watt Transmitter. 93.5 Stereo Generator and RCA, new $12,278.00. Antenna, vertical and horizontal, new $4209.50. CBS Audimix and Volonary Sound Board. new $1903.50. - Best Offer Box D-99, BROADCASTING.

Gates CB-100 16-inch turntable with 302 microtrak arm. Two Altec 639A mikes, Gates MO-2890 frequency monitor. KOEZ. Box 936, Lewiston, ID 83501.

RCA TR-3 Nile hand tape machine, color etc, line lock, good condition, $16,000. WEMT TV, Bangor, ME.

Used RCA Medal TTS TV Transmitter, Fully operational. Has been in service until just recently. $5000.00. Gerald Robinson, Station WISN, Milwaukee, WI 53233. 414-342-3000.

Maritl. Immediate delivery from our inventory, conditioned remote picture and audio transmitter links. Terms available. BESCO, Box 2658, Shamrock Freeway, Suite 924, Dallas, TX 75247. 214-630-6630.

Hitachi HV110B, three tube Vidicon w/zoom lens, Ten hours use, $6,125.00. Video Inc., 2601 McLeod, Las Vegas, NV 702-457-1315.

AMPEX VR-7800C-16 one-inch helical video tape recorder with all options including color, processing amplifier, and electronic editor, Mint condition and priced to sell quickly. Write: Applied Video Electronics, Inc., Post Office Box 25, Brunswick, OH 44212.


AMPEX AVR-1 video tape recorder complete with most options except editor. 14" Ball Brothers color monitor included plus additional spare head assembly. Priced for quick sale. Write: Applied Video Electronics, Inc., Post Office Box 25, Brunswick, OH 44212.


Rare Opportunity to own at RCA TP-66 16mm Film Chain Projector. Excellent condition. Little use, not used commercially. This is the finest RCA Machine available today. Excellent condition. Current price new $15,000, only one unit available in perfect shape. 19999.00. Write trades. Contact Steven H. Kramer, International Cinema Eq Co., 404-262-2030, 2991 North Fulton Drive NE, Atlanta, GA 30305.


Now stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, Fl. 32505.

COMEDY

Jeebays: New, sure-fire comedy 11,000 classified newliners. $100. Catalog 1033/0 Edmund Orln, 2766-B West Roberts, Fresno, CA 93721.

ick of “Reader’s Digest” humor? Now biggest event since Annette Funicello went Bm. New, topical comedy, 12 monthly issues $10.00. Sample 1.00. Order now and receive sample free. All funny or a Carson monologue. Dave Spector, WIBA Suite 1800, 73 E. Wacker, Chicago, 60601.

MISCELLANEOUS

“rrendous savings on 3M-A0 tape, evaluated, free of damage or excessive dropouts, guaranteed. Write or free sample and details. Box C-118, BROADCASTING.

Yikes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... battery or fantastic deal, write or phone: Television & Radio eurers, Inc., 166 E. Superior St., Chicago, IL 60611, all 312-944-3700.

“Free” Catalog ... everything for the diesel! Custom I.D.’s, Promotions, Wild Tracks, Books, CC tests, Comedy and more. Write: Command, Box 6348, San Francisco, CA 94112.


MISCELLANEOUS

“Let’s Go To Church” (R)60 to 90 second non-documentary sermonettes. Easy to sell. $6 for 48. Free information, Hayden Huntington Productions, Inc., 205 Shenandoah Building, Roanoke, VA 24011. 703-447-1021.


A mouth is no good unless you know how to use it. Sales, programming, collections. Let us help you turn your station around. For more information call 919-467-0761 or write Gates Mostly, Tape Enterprises, Route 2, Morrisville, NC.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochures. Granstream, 202 Stower Avenue, Los Angeles, CA 90020.

Job opportunities and announced is 1st class F.C.C. licensee. Free brochure. writing to Announcer Training Studios, 152 W. 42nd St., 3rd Floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License In 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Ekinia Institute) 8010 Blue Ash Road, Cincinnati, Ohio 45236. Telephone 513-791-1770.

Not tuition, rent! Memorama, study-Command’s “Tests-Answers” for FCC, first class license -plus-“Self-Study Ability Test.” Proven $92. Moneyback guarantee. Command Productions, Box 62348, San Francisco 94126. (Since 1967)

1st Class FCC, 6 wks., $400.00 money back guarantee. VA approved. Nat’l Inst. Communications, 1156 Oxnard St., N. Hollywood, CA 91601. 213-980-5212.

Chicago or Milwaukee, FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-234-8105 or 445-2309.

KEU teaches electronics. Over 95% of our graduates pass FCC exams in 5 weeks. Classes: April 28, June 6, July 14, KEU, 61 N. Pineapple, Sarasota, FL 3575. Phone: 813-921-2357. Tidewater Trall, Fredericksburg, VA 22401. Phone 703-373-1441.


RADIO Help Wanted Management

LITTLE ROCK

We’re building a major sales station organization. We’re looking for goal-oriented people committed to success. Opportunities exist both for people sales people and a sales manager with strong management and sales training skills. Send resume including salary requirements to Dave Earnest, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631, or call (312) 693-6171.

Help Wanted Technical

WIRL & WSWT—Peoria, IL

Opening for Chief Engineer. Must be highly qualified in directional AM, FM, and automation. Send complete resume immediately. Attention: James C. H. Frederick, P.O. Box 3335, West Glen Station, Peoria, Illinois, 61614.
Situations Wanted News
Seasoned mature News Director seeking new opportunity, experienced all size markets 1, 25, 50; not on-air; refer East or West Coast. Community relations and achievement of management objectives my specialty.
Box D-55, BROADCASTING

I want to be your anchorman. Currently medium market field reporter/weekend anchorman, 9 years broadcast experience. VTR, resume available. If your neck is red, don't bother. Mine is Black.
Box D-56, BROADCASTING

EXPERIENCED INVESTIGATIVE REPORTER
Radio/TV background—available now for station with commitment to quality journalism. For resume, references, personal interview and audition, write Box D-90, BROADCASTING.

Business Opportunity
Bankruptcy Sale
WEAL, Inc.
Radio Station
1002 Arnold Street, Greensboro, N.C.
Wednesday, April 30, 1975
On Premises at 10:00 A.M.
By Order of Rufus W. Reynolds
Bankruptcy Judge
All equipment, facilities, real estate, etc. and operating rights of WEAL, Inc. will be sold collectively for cash, free and clear of all liens and encumbrances. 5% cash deposit. Sale subject to consent by the Court and approval of the F.C.C. Trustee to operate business pending F.C.C. approval.

For Information contact
Eugene S. Tanner, Jr.
Trustee in Bankruptcy for WEAL, Inc.
P.O. Box 1497, Greensboro, N.C. 27402
919-275-3341

For Sale Stations
TOP MARKET OFFERING
AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Repliers should furnish information sufficient to establish financial and personal qualifications.
Box B-221, BROADCASTING

500 WATT DAYTIMER, 6 AM signon. Arkansas town over 4,000. Expanding market. Priced at less than twice 1974's collection. $100,000. Includes valuable real estate. $60,000 cash down a must. Reputable buyer assume $40,000 note.
Box D-92, BROADCASTING

CALIFORNIA:
AM & FM Combination $365,000—29% down
FLORIDA:
AM—Fast growing area $400,000—29% down
NORMAN W. SMITH, MEDIA BROKER
738 S.E. 9th Ave., Deerfield Beach, Fla.
33441

WBWC, Jeannette, Pa. for sale or will consider small down payment by take charge individual with management abilities, strong in sales. Balance on a monthly basis. Phone 412-527-5566.

Situations Wanted Programming, Production, Others
Experienced: Seasoned, single, 28. Asst. director: news and specials—baseball studio coordinator, remote producer, news and stage production, creative credits, excellent references, all offers considered, will relocate. Reply, Box D-102, BROADCASTING

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

AMPEX AVR-1
Mint condition, less than 300 hours, 2 years old, 5¼ color monitor, one spare head, the price is right!
Write to: G. Alfred Dodds
Applied Video Electronics, Inc.
P.O. Box 26, Brunswick, OH 44212

Employment Service
JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:
Job Leads
Box 61, Lincoln, R.T. 05540
Number "One" in Weekly, Nationwide Employment listings for Radio, TV, D.J.'s, PD's, Announcers, News, Sales and Engineers
$12.00 3 months (12 issues)
$25.00 12 months (50 issues)
(Check appropriate box)
NAME
ADDRESS
Remit Cash With Order, Please!

For Sale Stations Continued
FM Soul 100,000 watt quadraphonic major market. Flexible at 9% ownership participation.
Box D-100, BROADCASTING

Soflav
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
13300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231
(214) 380-9545

We represent a financially qualified broadcaster interested in obtaining small market radio properties in the Middle U.S., South or Southwest. Reply in strict confidence:

WILLIAM J. ELLIOTT, JR.
& COMPANY, INC.
MEDIA BROKERS & CONSULTANTS
50 S.W. 3RD AVENUE
SUITE 110
BOCA RATON, FLORIDA 33432
305-392-4210

The Keith W. Horton Company, Inc.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

MOUNTAIN STATES FULLTIMER
$225,000—$50,000 DOWN
10 year terms 7% interest
AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.
RICHARD A.
SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040

Broadcasting Apr 14 1975 82
Bruce Lovett understands soft talk and big sticks

When Bruce E. Lovett, the outgoing chairman of the National Cable Television Association, discusses the cable industry, he rarely smiles; his expression is pensive, he speaks tersely. But when he tells how he first "drifted" into cable, or how horseshoes are the only sport at which he can still beat his 16-year-old son, Bruce Jr., he takes off his dark-rimmed glasses and relaxes with a smile.

His "drift" into cable resulted from Mr. Lovett's work in leaseback arrangements at Western Electric Co., New York. It earned him the status of "cable lawyer" for the company and sparked an interest in able that led Mr. Lovett to join the ICTA in 1965 as assistant general counsel.

His titles and duties at the NCTA since then have been numerous. In addition to ICTA executive committee duties, he was chairman of the NCTA subscription and leasing committee, a member of the satellite, copyright and committee, past chairman of the legislative committee and former member of the utility relations committee.

Advancing to general counsel, Mr. Lovett stayed with NCTA until 1970. He then joined Denver-based American Television & Communications Corp., a multiple systems operator, where he is now vice president for corporate development and heads the Washington office.

During those earlier NCTA days, Mr. Lovett established the reputation that earned him the association's chairman-ship in April 1974. Amos (Bud) Hostetter, who preceded Mr. Lovett as NCTA chairman, said that during Mr. Lovett's tenure he was a member on the board, Mr. Lovett was outspoken in his commitment to cable television.

Mr. Lovett qualifies his "outspoken" qualification: "I'm outspoken only when the issue is on the verge of very serious problems," he notes.

One problem, pole attachments, eventually brought him a large measure of the credit for the FCC's ruling on Section 214 of the Communications Act. That required telephone companies to seek certificates of convenience and necessity for building CATV-leaseback facilities.

Another of those problems, the copyright issue, will be high on the agenda this week's NCTA convention. Current copyright legislation would have cable operators pay a fixed percentage of their gross revenues for the use of off-air programming. Congressional hearings on the copyright bill are scheduled for next month, and Mr. Lovett is aware that copyright will be his "legacy" to the next NCTA chairman, Rex Bradley.

NCTA's copyright stance is a matter of sharp dispute within the cable industry, however, and operators have used the issue as a reason for leaving the NCTA to form their own organizations, such as the Community Antenna Television Association.

Nevertheless, according to Mr. Bradley, Mr. Lovett's support for the present copyright bill in the long run will earn him more friends than enemies. The strongest objection, he contended, comes from system operators with a more "parochial" attitude than the broader perspective taken by the NCTA chairman.

Copyright will be heavily debated at the New Orleans convention, Mr. Lovett said, because some members are dead set against all copyright fees. While copyright may be the most volatile issue it is not the most "serious" in Mr. Lovett's view. The March 31, 1977, compliance date for older systems to rebuild for 20-channel capacity and two-way communications capability, is the "big issue," he feels.

Though almost invariably caught in the middle by conflicts in Washington and among the association's members, Mr. Lovett has earned the respect of those who has worked with, Mr. Hostetter calls him "the best strategist in the industry". Mr. Bradley sees him as a "statesman, extremely pleasant, communicative and deliberate, when necessary." There are others, however, who say Mr. Lovett is "abrasive." He admits being "fairly militant" toward the FCC and suggests that is perhaps why some get the idea that he is abrasive. "That militancy may be intensified," Mr. Lovett's Co., because of the "difficult economic situation which makes "restrictive rules" more difficult to live with.

Mr. Lovett added that in recent months he has tended to modify his militant stance in view of more favorable treatment of cable issues by the FCC.

Among the victories, he counts the new pay-cable rules, pointing to the change in which feature films will be made available to pay cable up to three years after release instead of the present two-year cutoff, and a revision of the regulations governing sports broadcasts that have made things "at least livable."


Only the beginning

Despite the grave misgivings of many members, the National Association of Broadcasters television board acted on cue last week to adopt the "family viewing" amendment to the television code. A plebiscite of the television membership might have turned out differently.

As reported elsewhere in this issue, the NAB members are beginning to question the wisdom of carrying on the game of revising the code to meet new government specifications. They are realizing that self-regulation is being used as an instrument of government regulation. Not enough of them are concerned by that development, however, to have prevailed over the networks last week. FCC Chairman Richard E. Wiley, who negotiated the draft of the new amendment, may now celebrate the winning of his ways.

The troubles that will flow from last week's action can only dimly be perceived. They will start when disputes arise over the suitability of given programs for broadcast in the 7-9 p.m. family hours. Elton Rule a fortnight ago decreed The Rookies unfit for scheduling on ABC-TV in that period. Does that judgment bind stations to keep The Rookies out of 7-9 p.m. when it goes into syndication? If disputes arise, who is to be the final judge of program suitability?

It will be interesting to see what the government thinks of next to put into the broadcasters' code.

Friends on fairness

Legislators of wildly disparate philosophies are lately finding common ground in opposition to the fairness doctrine. The liberal Senator William Proxmire (D-Wis.), who 16 years ago was instrumental in putting the doctrine in the Communications Act, is now recanting. He is picking up support from such unlikely colleagues as the conservative Senator Roman Hruska (R-Neb.).

It has gone beyond mere opposition to the fairness doctrine. Legislation that both senators have introduced would repeal the whole of Section 315, which contains the doctrine as well as other repressions of broadcast freedoms, and would affirm the First Amendment's application to all broadcast programming. It is a broadcasters' emancipation that Senators Proxmire and Hruska and several members of the House (including the ultra-liberal Robert F. Drinan (D-Mass.)) are advocating, and some broadcasters are finding it all a little unreal.

An interest in the First Amendment's protection of the broad- cast press is also being shown elsewhere.

Fred Friendly, the one-time president of CBS News, has discovered the traces of an apparatus used during the Kennedy and Johnson administrations to manipulate the doctrine for partisan ends. Mr. Friendly, now teaching journalism at Columbia University, laid out the squalid details in a piece in the New York Times Magazine (Broadcasting, April 7).

Chief Judge David Bazelon of the U.S. Court of Appeals in Washington is also a late-blooming foe of the fairness doctrine which, in several dissent and speeches, he has found unconstitutional. And the Committee for Economic Development, in a new set of recommendations for changes in regulatory policy, has advocated repeal of the doctrine and Section 315.

There are, however, strings attached—cables might be a better word—to some of the latter-day conversions. Judge Bazelon, in his latest and most comprehensive discussion of the subject (Broadcasting, April 7), has proposed the adoption of governmental policies to increase diversity of program sources by increasing competition among conventional television, pay television, cable and UHF. The Committee for Economic Development has proposed a gradual liberation of broadcasting from the restrictions of Section 315 to correspond with the governmental encouraged expansion of cable and broadcast services, including wired and on-air pay.

The trouble here, of course, is the implied conditioning of First Amendment protection on the attainment of some social desirable goal, as set by the authority imposing the condition. That was not what the writers of the First Amendment had in mind. The freedom of the press, which is to say broadcast press in contemporary application, was absolute in its conception. So far Senator Proxmire, who has done more work on this than anyone else on the Hill, has given no indication of attaching strings to his legislation. Neither has Senator Hruska. They and their congressional allies are talking of ending government intrusion into programming because of what it is: a clear violation of the First Amendment.

However others may want to qualify their positions, Senator Proxmire and Hruska must be encouraged to stick by theirs. Firing off dismissing the Proxmire and Hruska bills as politically unattractive, broadcasters ought to offer the authors all the support they can give.

Things left unsaid

President Ford made a hit in his appearance before the Nation Association of Broadcasters last week. He would have made a bigger hit if he had used several paragraphs that failed to mal the final draft of his speech.

Mr. Ford criticized government "overregulation of many indus tries" and told the broadcasters: "You know at first hand how government regulations can stifle economic growth and creativity." But that was as close as he got to the special interest of his audience. There were no mentions of First Amendment license tenures or self-regulation—all of which had been covered in a draft prepared for the occasion.

As the Republican leader of the House, as Vice President now as President, Mr. Ford has been sympathetic aware the broadcasters' discomfort under excessive federal control. His advisers must have felt he should not speak directly to the broadcasters' problems in a speech addressed to a broadcaster a dience even though delivered at the NAB convention.

Since he assumed the Presidency last August, Mr. Ford has been forthright in answering proper questions properly and perhaps the proper questions will be asked in some future new conference or other forum. The assumption here is that the answer would favor the application of the First Amendment radio and television, less interference by government in broadcasting operations and policies, less harassment at license renewal time.

"Let's see what's on the other channels."
Interpreting for the deaf
Sports • Legislative report
on the Oklahoma Road
Documentaries • Capitol
Letters to the manager
Our full hour news could fill a page.

We did more than fill our local evening access time with off-network game and quiz shows. We got involved.

KWTV is the only Oklahoma City commercial station to serve our community with a full hour local evening newscast presented by the largest broadcast news organization in Oklahoma from our on-the-air newsroom.

Are people watching? Over the past three years, A. C. Nielsen surveys show a 103% increase of average quarter-hour households watching our early evening hour.

KWTV
Channel 9 Oklahoma City A CBS Affiliate

Michael DeLier, General Sales Manager
David Whaley, National Sales Manager
Represented nationally by John Blair Company
Milwaukee the Magnificent.

We believe it's important that you know where we stand in and what we think about our community.

WTMJ TELEVISION FOUR
NBC in Milwaukee.
Represented by Harrington, Righter & Parsons, Inc.