As many new questions as answers on PTAR III
Who's who among 1974 network, spot TV bankrollers

KSTP-TV's Eyewitness News is No. 1 and Gaining
In the Twin Cities

Arbitron* and Nielsen** agree. The News ratings are in
and the news is great! Because Eyewitness News at 10 p.m. is now No. 1
in every major demographic of both Arbitron and Nielsen.

In fact, Eyewitness News swept 21 of 21 Arbitron categories and 20
of 24 Nielsen classifications (see footnote for the ones we missed). And
we're still gaining on the market... with wider margins and greater per-
centage shares than ever before.

So make new gains in your media strategy. Choose KSTP-TV. No. 1
and gaining.

KSTP-TV
MINNEAPOLIS • ST. PAUL

For complete information contact your local Petry Office, or call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724.

*Arbitron, Minneapolis-St. Paul, Feb. 1975. 7-day Program Averages. TSA. Estimates subject to limitations of said report.
**Nielsen, Minneapolis-St. Paul, Feb.-Mar. 1975. 7-day Program Audience Averages. Estimates subject to limitations of said report. [No. 1 in all categories except Women 50+. Lady of House—Employed, Children 2-11 (tied for first) and
Children 6-11.]
In times like these you can't waste a buck.

You won't like this, but if you're simply buying gross rating points, you are wasting a buck. Tons of them.

What's gross about gross rating points is the waste.

Sheer rating points buy homes. The problem is, is anybody home who buys what you're selling? Do you only want to sell a nice retired couple with no kiddies at home your laundry detergent? Or your beer? Your soft drink? Your shampoo?

We have more people who mean more to your marketing objectives.

Sign on to sign off. The ABC Owned Television Stations individually or combined, deliver more 18 to 49 year olds than any other station group in the country.* And the fact is, nobody but nobody spends more money than they do. They account for 86% of heavy users of detergents. 71% of heavy consumption of beer and ale. 75% of all cars acquired in the past year. 84% of heavy usage of regular shampoo. 83% of heavy consumption of soft drinks! We could go on but you get the idea.

The fallacy of buying gross rating points exposed.

Below is a typical example of how gross rating points look like a terrific buy until you check to see if there's anybody home who buys your product. Let's say advertiser X, whose primary target audience is adults 18 to 49, is offered three schedules which total as follows:

<table>
<thead>
<tr>
<th>STATION</th>
<th>GRP</th>
<th>COST/GRP</th>
<th>ADULTS 18-49</th>
<th>CPM/ADULTS 18-49</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>48</td>
<td>$37.50</td>
<td>719,000</td>
<td>$2.50</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>52</td>
<td>32.69</td>
<td>498,000</td>
<td>3.41</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>48</td>
<td>30.21</td>
<td>454,000</td>
<td>3.19</td>
</tr>
</tbody>
</table>

Clearly the best buy for reaching adults 18 to 49 is the ABC Owned Television Station regardless of the number of Gross Rating Points delivered.

We rest our case. Every hard earned buck you spend with us gets you more 18 to 49 year olds than any other station group. The next time somebody waves total homes in front of you to support his Gross Rating Points story, ask him if he's ever seen a home pushing a shopping cart.

It's as fundamental as A B C.

The people who spend the most money spend their time watching us.

ABC Owned Television Stations

WABC-TV, NEW YORK/WXYZ-TV, DETROIT/WLS-TV, CHICAGO/KGO-TV, SAN FRANCISCO/KABC-TV, LOS ANGELES.

† Marketing data based on Target Group Index 1974. Subject to qualification.
* Audience information based on NSI estimates, Feb/March 1975 for New York, Chicago, Detroit, Los Angeles and San Francisco. Subject to qualification available upon request.

The 5 ABC Owned Television Stations represented by ABC Television Spot Sales Inc. (212) 15-1777.
Splits on fairness. FCC will not present united front on fairness doctrine, when Chairman Richard E. Wiley testifies for commission before Senator John O. Pastore (D-R.I.) today (Monday). Though FCC majority favors retention of doctrine, Commissioner Glen G. Robinson thinks it ought to be repealed, and will say so in separate statement submitted for record. Commissioner Robinson, on leave as professor of law at University of Minnesota, has long been opposed to doctrine, but it has been rare if ever that sitting commissioner has publicly urged that doctrine be junked.

There will also be break in network ranks. CBS and NBC are expected to take traditional position favoring repeal of doctrine, but ABC will favor retention. Its position is that doctrine does not inhibit its news coverage or investigative reporting, that it would treat news as it does now even if doctrine were dropped. If there are problems with doctrine, it will say, they are in its administration.

News bits. Quickie news updates in middle of TV prime time seem virtually certain to become three-network proposition. ABC-TV sources confirm they're considering introducing one-minute summaries, probably around 9 P.M. in New York City — and also confide there was some sentiment for introducing them in daytime programming as well. Latter idea reportedly was rejected, but betting now is that midway summaries will get approval soon after if not in conjunction with announcement of new fall schedule. NBC-TV is set to start one-minute updates under Exxon sponsorship (Broadcasting, Feb. 10), probably around first of August, and CBS-TV whose Shell-sponsored Bicennial Minute started it all, is considered sure to switch to new when Minutes run out.

Coming to terms? With thought of perhaps putting network TV affiliates and independent stations under same set of commercial time standards, National Association of Broadcasters television code review board has invited Herman Land, president of Association of Independent Television Stations, to meet with it in Washington this week. But if NAB wants to make peace, it is going to have to change its definition of nonprogram material in its code.

INTV drew up own set of time standards in January (Broadcasting, Jan. 20) using half-hour as base and permitting seven minutes of nonprogram material in each during prime time. NAB TV code, using hour as base, permits affiliates to air nine and half minutes of nonprogram material in each prime-time hour and independents, 12 minutes. But there's difference in definitions of nonprogram material. INTV counts program promotions and PSA's; NAB does not. And independents say if network promos and PSA's were counted, affiliates would be found to be used as much time as independents.

No help. FCC's hope that Federal Trade Commission would offer full cooperation in joint effort to crack down on hypoing and double billing is fading fast. FTC officials, in meeting with commission staffers last week, indicated they felt that issues were too unimportant to public to warrant agency's attention. FCC wanted FTC to enlist rating services in war on hypoing by persuading them to omit reports on stations that engage in practice. Although FTC has not given final answer, most that commission expects from FTC is letter from its chairman, Lewis Engman, cheering FCC on in its efforts. FCC will issue notice of proposed rulemaking to ban hypoing.

FCC is moving on its own against double billing. It will announce this week renewal hearings for three radio stations in Berlin, N.H. — White Mountain Broadcasting Inc.'s WM0U(AM) and WXQL(FM) and Berlin Communications Inc.'s WBR1(AM) — on double-billing charges. But it would also like FTC to move against newspapers engaging in double billing and thus, officials say, ease advertiser pressure on competing stations to double bill.

Back burner. Word last week was that President Ford hasn't considered whether to reappoint FCC Commissioner Abbott Washburn whose term expires June 30, or start remaking FCC in his own image by naming replacement and new chairman. As now constituted, agency is Nixon commission, all seven members having been appointed or reappointed by former President. If Mr. Washburn were to yield to new appointee, it would be Republican succeeding Republican. If Mr. Ford decided to name new chairman (who could be anyone on FCC), it would probably mean departure of Chairman Richard E. Wiley for private law practice, either in Washington or Chicago, his home town. Mr. Wiley has been chairman since March 8, 1974, member since Jan. 5, 1972.

Shutting off the source. Canadian cables and Canadian government may not have U.S. television stations to kick around any more if idea now being discussed by three Buffalo, N.Y., VHF's materializes into action. Buffalo V's are exploring ways to stop their signals from crossing border, thus ending what they call rip-off they're getting on other side (Broadcasting, Feb. 3). Canadian cables, with approval of their courts, have been deleting commercials from U.S. broadcast services and threatening to insert their own. Canadian parliament has now formally received bill to prevent Canadian advertisers from deducting as business expense any advertising placed on U.S. stations to reach Canadian audiences. Both schemes would be pointless if U.S. signals were kept at home.

Without U.S. programing, Canadian cables would have subscriber uprising, it's conjectured. Without Canadian exposure, some Canadian advertising might be retained, with U.S. market as target. It's estimated $20 million a year is spent on U.S. stations along border by Canadian accounts. A. Earl Cullum Jr., Dallas-based engineer who worked with military in jamming German communications during World War II, has been consulting with Buffalo stations. FCC approval would be needed before TV curtain could be dropped.

Short form. Some broadcast-industry representatives are wondering if FCC knows something that lawyers and station managers don't know about completing television license-renewal forms. In material submitted to General Accounting Office, supporting request for clearance of changes in renewal form — to include new questions on commercial time in children's programing — commission estimated that 75 hours "would be sufficient" to complete form. No way, say some industry representatives. "Off by about 1,000 per cent," was one offhand appraisal. Commission's position is that 75 hours is "average" for large and small stations.
Confusion compounded. New York court hands down its verdict on FCC's third version of prime-time access rule, but opens as many doors as it closes. Constitutionality of rule is upheld, but measure is remanded to commission for tidying up that could produce: a brand-new effective date, a limit on the number of "exempt" hours networks could program in prime-access time periods, a for-the-first-time definition of what constitutes "public affairs." FCC, which would rather forget the whole thing, wants to read court as saying "new effective date" could be a restatement that the old one is OK; opponents argue otherwise. Syndicator Sandy Frank is first to intervene in new deliberations, says "first concern is that the FCC not rush pell mell into implementing a bad decision." Page 12.

On the street. NBC-TV takes the wraps off its new fall schedule, and it's apparent that there's a downhold on violence. Only one cop show appears among the nine replacements sent in for eight retired series. Page 13.

Inspection day. The FCC commissioners have their annual face-to-face with Senator Pastore, who is subdued in his criticisms. However, Vance Hartke steps in with a blast at the NAB's family-viewing concept. Page 14.

End of conversation. Representative Macdonald has final day of hearings on CPB funding, prods public broadcasters on community ascertainment by noncommercial outlets. Page 18.

Sporting men. Comments pile up at the FCC on cable-sports blackouts. Cable interests say the FCC doesn't even belong in the game; broadcasters and sports concerns say there won't be any game if there isn't some protection. Page 22.

Moving right along. UA-Columbia Cablevision says it's going to file this week at the FCC for a ground receive station to pick up by-satellite pay cable programming of Home Box Office. ATC and Jones Intericable set to follow suit. Page 24.

Sticking with a story. Broadcast newsmen make news of their own as they stay with their assignments while Cambodia and South Vietnam fall to the Communists. Page 26.


High finances. ABC chiefs Leonard Goldenson and Elton Rule are distinguished as highest-paid-ever broadcasting executives. Both made over half a million dollars each in 1974. But their company, in the first quarter of this year, didn't do so well. Profits are held down by poor showing of ABC-TV in ratings race, higher cost of programs. Page 33.

Return to radio. One-time sportscaster, later actor and governor of California, Ronald Reagan, is back on the air. Page 49.

NCTA's ad hoc copyright task force seeks to strike best political posture between reluctant industry, expectant Washington; some change in policy could emerge from board meet today

Feelers put out last week — by five-member ad hoc copyright committee designated by National Cable Television Association Chairman Rex Bradley — to test Washington waters on possible shift in NCTA's copyright position met cool reaction. (In town for occasion: Henry Harris, Cox Cable; Ed Allen, Western Communications; Gene Schneider, United Cable Television; Polly Dunn, Columbus [Miss.] TV Cable Co.; Joseph Gans, CATV Inc. of Hazelton, Pa.).

Some government officials read NCTA probes as suggesting association might abandon support for copyright altogether. FCC Chairman Richard Wiley was reported upset by any prospect of turnaround on copyright. Office of Telecommunications Policy felt change in NCTA position now would "chill" Congress and administration on other aspects of cable's development. Thomas Brennan, chief counsel for Senate Copyright Subcommittee, said cable industry "would find no support whatsoever in Senate" for hard-line stance against copyright. He added, "Senators are aware of understanding and commitments made by cable industry" and urge cable people to keep those commitments and not open themselves to criticism.

On House side, Representative Robert Kastenmeier (D-Wis.), chairman of House Judiciary subcommittee with jurisdiction over copyright, said it was cable's prerogative to change its mind, but "it would make job easier" if industry stayed together. Mr. Kastenmeier noted Congress will do what it can to get "fair" bill out, but added, highest priority is to get bill out of committee, rather than make everybody happy. NCTA staff members hope that ad hoc committee's report on reactions to today's (April 28) board meeting (in Washington's Twin Bridges Marriott) will help gain support for present position. Although staff would not rule out possibility of change, Chairman Bradley's "guess" last week was that board will reaffirm earlier position.

But not all board members and industry people see change as that remote. Few consider complete turnaround to "no pay" posture on copyright as likely, but some accommodation was suggested if board cannot muster clear majority to back nine points set down last fall (Broadcasting, Nov. 25, 1974). One area of accommodation receiving mention last week was position put forward by George Barco, president of Pennsylvania Cable Television Association, calling for "local signal payment exemption." Under proposal, only distant signals transmitted via microwave relay would be subject to copyright fee.

Absent some change in NCTA position, predicted Mr. Barco, "At least 10 states," including Pennsylvania, will leave NCTA fold.

Concern over such split was underlying reason for last week's probing of government reactions, suggested several cable observers, seeing formation of ad hoc committee as means to find position that would pull industry together. And while such position might not stray from concept of paying "reasonable" copyright fees, source close to industry noted it does not rule out adopting definitional changes to make NCTA position "more palatable" to majority of its members.

CCI, Globetrotter deal off

Agreement in principle for Combined Communications Inc. to acquire assets of Globetrotter Communications Inc., including its basketball team and five radio stations (Broadcasting, March 10) for $35 million, has been called off. Karl Eller, president of CCI, noted "external influences,"
Is he or isn't he? President Ford hedged on question of his candidacy for election in 1976 during live interview he granted CBS News last Monday (April 21). One reason, News Secretary Ron Nessen said later, was that official announcement by President would trigger laws and practices governing announced candidates — including equal-time law. FCC officials, however, say there is no clear-cut answer as to what simple announcement would trigger; that it would depend on situation — among other things, whether announced candidate was seeking to round up delegate support for nomination. Hour-long interview was conducted by (l to r) Walter Cronkite, Bob Schieffer and Eric Severeid. National ratings on unsponsored program won't be available until later, but in New York overnights Ford interview averaged 11.4 rating and 19 share, well ahead of baseball on NBC (6.7 and 11) but far behind Caribe's 30.7 and 52 on ABC.

including economy, as reason behind decision. Nevertheless, Mr. Eller said his company was 'still looking at pieces' of Globetrotter package and would consider purchasing broadcast stations on individual basis if necessary. Globetrotter still plans to dispose of 'some of its assets,' said George Gillett, company's president, not necessarily including its radio stations (WVON [AM] and WNUS-FM Chicago, WIXY [AM] and WDBK [FM] Cleveland and WDEE [AM] Detroit).

AIM's turnaround on fairness doctrine

Reed Irvine, head of Accuracy in Media, conservatively oriented media watchdog, has had change of heart on fairness doctrine. "If the fairness doctrine is not enforced equitably, then get rid of it," he told six journalists attending National Press Club "newsmaker" breakfast last Thursday (April 24). Mr. Irvine, previously staunch supporter of doctrine, said his mind was changed by FCC, which he claimed only applies doctrine to small, rightist broadcast stations. Final straw was FCC's decision to attempt to have NBC Pensions case involving doctrine declared moot (Broadcasting, March 24). Mr. Irvine also lashed out at New York Times for "feeding us soothing syrup" on Vietnam defeat. He said newspaper is not telling international reaction to U.S. foreign policy, although it is being reported in foreign press.

Two more for newsmen's privilege

Hearings on bill to protect newsmen from having to disclose their unpublished sources and information (see page 27) continued Thursday before House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, with testimony including that of Richard Jencks, CBS Washington vice president. "We enthusiastically support its passage," Mr. Jencks said of bill (H.R. 215). He said he believes journalists — print and broadcast — are today impeded in gathering news for lack of protection bill would afford. Supreme Court, he said, may "some day" construe First Amendment to accord that protection, but in meantime, "We do need a statute . . . more urgently than ever." Press's responsibility, Mr. Jencks said, is to provide information to the public — not to serve as fact-finder for executive, congressional and judicial agencies."

Further support came from Richard Wald, NBC News president, who submitted statement for record. He said there is no immediate situation of reporter in jail to focus public attention on need for newsmen's shield legislation, "but there is still an underlying tension." He said Justice Department, which has guidelines to protect reporters from abuse of department's subpoena power, "has not always complied with its own guidelines." "We should continue the effort," Mr. Wald said, "until a federal law is enacted."

Broadcasting vs. cable position on movies set for hearing before Hart antitrust subcommittee

Senator Philip Hart's (D-Mich.) Antitrust Subcommittee has scheduled hearings to examine broadcast practices of obtaining motion picture rights and FCC's pay cable rules. Senator Hart is concerned about possible anticompetitive impact of those practices and rules on pay cable operations. Hearings will be May 21-22 and June 24-25. Subcommittee aides last week made no specific allegations, but one said there is concern about contractual arrangements on feature films, particularly about "networks' economic power," and about FCC "meddling."

Subcommittee staff has been investigating subject since last summer, interviewing broadcasters, pay-cable operators and movie distributors, and has heard allegations of warehousing of films by broadcasters (practice of storing films to deny pay cable access) and of networks threatening to take business elsewhere if movie distributors sell product to pay cable.

With regard to FCC pay-cable rules, Senator Hart put himself on record last October opposing restrictions to pay-cable access to films. If free play in film marketplace resulted in pay-cable siphoning films away from free TV, FCC would have ample time to access problem and take corrective measures, he said (Broadcasting, Oct. 14, 1974). Antitrust subcommittee aides said hearings will be of fact-finding nature, and that network and cable officials will be invited to testify.

'Principled self-regulation' Ford's guideline

President Ford had sympathetic word for broadcasters generally in message last week to American Women in Radio and Television convention in Chicago ("Closed Circuit," April 24). Broadcasting's "special responsibility . . . to attain higher standards causes many to think that the government should regulate broadcasting more stringently," he said, in message read by John Eger, acting director of Office of Telecommunications Policy. But, he continued, "you as broadcasters have the major role in leading a re-dedication to enlightened, uncoerced and principled self-regulation. As the most relied upon source of news in this country, you have a special interest in preserving and strengthening broadcasting's First Amendment rights. This is appreciated and understood by all your fellow citizens who look to you for the integrity, accuracy and fairness that go hand in hand with these rights."

FCC Chairman Richard E. Wiley addressed convention personally and affirmed commission's "continuing commitment to an honest, affirmative and effective program of equal employment opportunity." He also used AWRT forum to defend National Association of Broadcasters family...
viewing plan. He hailed it as "landmark in self-regulation" that could deal with problems of sex and violence on TV while at same time "avoiding adoption of inflexible government rules." Chairman said family viewing is not regulation by raised eyebrows, nor is it abdication to industry of government responsibility. He also said he did not expect warning notices for potentially offensive programs to be used in promotional or exploitative manner.

**WHEC-TV gets renewal over protests; two others set for renewal hearings**

FCC will look into allegations that principal of KFDR(AM) Grand Coulee, Wash., burned down building containing station logs to prevent inspection of them. Inquiry was disclosed in one of three orders involving renewal applications announced Friday (April 25). In another, commission set WACT(AM) Tuscaloosa, Ala., for hearing. In third, it renewed license of WHEC-TV Rochester, N.Y. WACT and WHEC-TV cases grew out of petitions to deny filed by citizen groups.

Arson charge in KFDR case involves Frank A. Del Vecchio, and is one of several issues commission will consider in that renewal hearing. Others include Mr. Del Vecchio's convictions for criminal activity — arson, petit and grand larceny and burglary — and extent to which that conduct adversely affects his qualifications to be licensee. Other issues involve co-owner William Y. Tankersley.

Commission in WACT proceeding will determine whether proposed programing will meet community needs and interests as ascertained by licensee, New South Radio Inc., and whether licensee misrepresented its commercial time limits and violated commission's policy of program-length commercials. Petition to deny was filed by Civil Liberties Union of Alabama.

**Killian honored with first Marconi award**

First annual Guglielmo Marconi International Fellowship was awarded to James R. Killian Jr., former president of Massachusetts Institute of Technology and considered "father of public broadcasting," during ceremony last Wednesday night (April 23) at joint conference of National Academies of Sciences and Engineering in Washington. Prior to accepting $25,000 award, Mr. Killian had agreed to turn it over to British radio historian Asa Briggs, who will use it for history of radio broadcasting. Award was presented by Vice President Nelson Rockefeller, personal friend of Mrs. Gioia Marconi Braga, daughter of wireless inventor. Award was administered by Aspen Institute for Humanistic Studies in Boulder, Colo., is funded by various corporations.

**Poe plaque. Mystery Writers of America last Friday (April 25) presented CBS Mystery Theatre with Raven award, special honor for "outstanding contribution to furthering the art of the mystery."**

Wrong place, "wrong time. House Appropriations Committee Chairman George Mahon (D-Tex.) wrote Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) last week "strongly" urging subcommittee to take out provision in long-range funding bill for Corporation for Public Broadcasting which would appropriate funds for five years. Bill pending before subcommittee authorizes expenditure and appropriates funds. Mr. Mahon objected to appropriation provision because House rules say appropriations bills should originate only in Appropriations Committee (bill was sent first to Commerce Committee) and because five-year appropriation would "remove CPB from the annual budgetary process." It might be possible he said, for Appropriations Committee to appropriate funds "on an advanced basis" through regular budgetary process, giving CPB "sufficient lead time in which to plan and produce new programing." How far in advance he did not say.

**Goldwater calls for media cease fire. Arizona Senator Barry Goldwater, interviewed on ABC's AM America last Thursday (April 24), called on news media to help American people get over tensions and divisions of Vietnam war. Senator said he hopes the people will forget about it," going on to say, "I hope you people in the media will stop showing the ugly pictures every day" and asking for similar cessation of what he termed "phony photographs" of war in newspapers.

19th hole. Full ownership of World's Series of Golf, annual event on NBC-TV for past dozen years, passes to Professional Golfers Association with acquisition of 25% interest held by Cox Broadcasting Corp. Winners of Masters, U.S. Open, British Open and PGA compete for $50,000 first prize in September event.

For tooting First Amendment horn. CBS President Arthur R. Taylor told Economic Club of Chicago April 24 that "steady erosion of First Amendment, through court decisions and through political maneuvering" has created need for media to increase public awareness of free press. "One wonders," Mr. Taylor said, "if the inevitable friction between the press and the state ever boiled over to a showdown, would public support stand behind a free press?" He cited "deep vein of public distrust of institutions, of self-proclaimed experts and of authority in general" as basis for conflicts between news and its audience and noted that closer self-criticism by news media could be partial remedy.

**Late Fates. Albert Van Brunt, chairman of executive committee of Van Brunt & Co., New York and Chicago, reassumes position of president of agency, replacing Dean Lierle, who has resigned to pursue other interests in New York. Donald V. Johnson, executive vice president, will head Chicago office were Mr. Lierle was located ... Richard S. Salant, CBS News president, elected to three-year term on board of American Committee of International Press Institute. Richard Wald, NBC News president and only other broadcaster on board, reelected to second three-year term ... Marlene Sanders, ABC News writer-producer-personality, named "Broadcast Woman of the Year" by New York chapter of American Women in Radio and Television. For earlier reports see "Fates & Fortunes," page 37.**

**Headliners**

Saidie Adwon, account executive, KTUL-TV Tulsa, elected president-elect of American Women in Radio and Television at AWRT's convention last week in Chicago. She will succeed Jane Cohen, program manager, WRC-TV Washington, who became president last week succeeding Patricia Nealin, manager of films, WGN-TV Chicago. Mary Jean Parson, associate director, employe relations, ABC, New York, elected VP-northeast area; Carol Green, continuity director, WSAU-TV Wausau, Wis., elected VP-east central area.

Appointment of Richard D. Lichtwardt as executive director of FCC has been approved by Civil Service Commission. Mr. Lichtwardt, former management assistant in FCC Field Operations Bureau, joined commission in October 1972, after retiring from U.S. Air Force as lieutenant colonel. He became acting executive director in November 1974, succeeding John Torbet, who resigned to become consultant.
Any way you look at it.

# 1 Station in the nation's fastest growing major market . . . # 1 News . . . # 1 Daytime . . . # 1 Early fringe (Dinah, does it!) . . . The # 1 Network's (CBS) Washington station . . . You'll see! From any point of view . . .

FEB/MARCH 1975 NIELSEN

*Data quoted on derived from audience surveys, are subject to sampling and other errors.

WTOP-TV
WASHINGTON, D.C.
A POST-NEWSWEEK STATION

REPRESENTED NATIONALLY BY
WHAT IS A CONSULTANT?

There are as many answers to that question as there are consultants. It is the very nature of competent consultants to be highly individualistic and call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after assembling all the possible facts that research can uncover in a given market.

Despite what you read in books and articles, consultants cannot be lumped together as a generic entity.

As the oldest company in our field, and as the one most qualified, from the standpoint of the broadcast background of all members of our staff, we would give you a different answer to many questions than other companies. For example, we don't believe there is any single formula for success, and it is absurd to believe anybody can or should control your newcast. It's your station and your responsibility.

Our company consults only. We secure the finest research we can find, from the country's leading social scientists, to gather our background facts. But research is not our primary business. Objective analysis and specific recommendations based on monitoring, research and professional broadcast background, along with continuing consultation for at least a year, at all levels desired inside a client station, constitute our final product.

Our list of clients is not the largest in the field, but it is the most impressive, and no other company can claim to have served so many clients successfully and continually for as long as thirteen years.

If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.

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Communications Consultants
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McLean, Virginia 22101
Area Code 703
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M McHUGH and HOFFMAN, INC. Communications Consultants

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If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.
Broadcasters and Corporation for Public Broadcasting joint Conference onInstruction, Marriott hotel, Philadelphia.

May 12—Awards luncheon, Robert F. Kennedy Journalism Award for outstanding coverage of the problems of the disadvantaged in America. Site to be announced.


May 13—National Association of Broadcasters by-laws committee meeting, NAB headquarters, Washington.

May 13-14—Annual convention, CBS-TV affiliates, CBS Studio Center, Studio City, Calif., and Century Plaza hotel, Los Angeles.

May 15-18—Western States Advertising Agencies Association annual conference, Canyon hotel, Palm Springs, Calif.

May 18-20—Annual convention, NBC-TV affiliates, Century Plaza hotel, Los Angeles.

May 18-21—National Association of Educational Broadcasters and Corporation for Public Broadcasting joint Conference on instruction, Ambassador hotel, Los Angeles.

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

May 20—Panel discussion before FCC en banc on issues associated with same-day network program exclusivity protection from cable for stations in mountain time zone communities. FCC, Washington.

May 21—First National Association of FM Broadcasters regional seminars, "Public Communications and Programming," RPT-STATION... (R-Ohio) will be luncheon speaker; Jack G. Thayer, NBC Radio, will be banquet speaker, Pennsylvania. Headed for Hilton hotel, Chicago; Marriott hotel, Los Angeles; New York and Hilton Inn West, Oklahoma City.

May 21-23—Ohio Association of Broadcasters spring convention, Center Hotel, Cincinnati. Featured speakers will include Duane C. Everett, Park, Office of Communications, United Church of Christ, New York; David Kinley, Cable planning Bureau, FCC, Washington; Vincent Bardella, Office of Communications, Policy, Washington, and Morris Warsh, New York City Bureau of franchises, University of Louisville, Louisville, Ky.

May 22—Conference on cable rate making looking into series types of programs. FCC, Washington.

May 22-23—Arizona Broadcasters Association spring convention, Doubletree Inn, Tucson.

May 22-23—Public Cable Inc.'s Fourth Annual Conference, "Cities, Citizens and Communications: Putting It All Together." Featured speakers include Duane C. Everett, Park, Office of Communications, United Church of Christ, New York; David Kinley, Cable planning Bureau, FCC, Washington; Vincent Bardella, Office of Communications, Policy, Washington, and Morris Warsh, New York City Bureau of franchises, University of Louisville, Louisville, Ky.

May 23—Regional managers for comments on pay-cable rate making looking into series types of programs. FCC, Washington.

May 25-26—International Television Symposium sponsored by Swiss PTT-Enterprises and city of Montrouex, Montreux, Switzerland. Tefex 2421 Festi-mont, CH.

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

May 28-30—Pennsylvania Cable Television Association spring meeting, Hershey Motor Lodge, Hershey, Pa.

May 28-31—Oregon Association of Broadcasters spring convention, Doubletree Inn, Medford.


June 1-3—1975 Video Systems Exposition and Conference (VIDSEC '75), McCormick Place, Chicago.

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

June 5—26—Public Communications Workshops on communications with emphasis on radio and geared to novices in the media. Joint. Further information: Larry Zani, Pajot Communications, 207 HUDGINS building, Atlanta 30314; (404) 767-6102.

June 5-9—Amede Communications and Electronic Association spring convention, Arlington Hilton Inn, Indianapolis.

June 5-7—Alabama Broadcasters Association spring convention, Sheraton Inn, Huntsville.

June 5-9—Missouri Broadcasters Association spring meeting, Lodge of the Four Seasons, Pine Mountain.


June 7—Radio-TV News Directors Association regional meeting, in cooperation with Medill School of Journalism, Northwestern University, Evanston, Ill.

June 7-10—Georgia Association of Broadcasters spring convention. Speakers: James Gabbard, KLO(FM) San Francisco and president, National Association of FM Broadcasters; Thomas Fawley, Cox Broadcasters, Washington, and president, Radio-Television News Directors Association; Jack Thayer, NBC Radio, and president, National Association of Broadcasters.


June 11—Alabama Broadcasters Association spring convention, Sheraton Inn, Huntsville.


June 13-15—Canadian Radio Television Commission hearings in which major part of agenda will be devoted to position paper on pay TV for Canada. CRIC headquarters, Ottawa.


June 14-15—Mississippi Broadcasters Association spring convention. Sonesta Beach hotel, Key Biscayne.


June 17—Advertising Research Foundation midyear conference. O'Hare Hilton, Chicago.


June 22—New Jersey Broadcasters Association spring meeting, Doubletree Inn, Princeton.

June 27—Georgia Broadcasters Association spring convention, Doubletree Inn, Savannah.

June 29—Mississippi Broadcasters Association spring convention, Golden Oak motel, Hill City.

June 8—Virginia Association of Broadcasters spring meeting. Site to be announced, Virginia Beach.

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

Kudo

EDITOR: The Yearbook for 1975 is a winner for clarity, clean typography and easy location of data. The market maps and demographic data are outstanding additions to the television sections. Congratulations for a superb reference book.

—W. C. Blanchette, vice president, Western Broadcasting Co., Missoula, Mont.

Less, not more

EDITOR: In your April 7 issue you state that the "Broadcast Bureau ordered North Montana Broadcasters to forfeit $100 for repeated operator violations. Action March 20." This statement would lead readers to believe that KOJM(AM) has received an additional $100 fine to a $300 fine that was levied against the facility six months ago. I feel this is misleading. The $100 is a reduction of the earlier fine of $500.

The printing of fines, I do feel, is an excellent idea. The column is photocopied and distributed among the staff to keep them abreast of the seriousness of these violations.—Lyle Leeds, president-general manager, KOJM(AM)-KPOX(FM) Havre, Mont.

Slow down

EDITOR: I seek a delay in the implementation of the new Emergency Broadcast Service system, because comments were "unnecessary, impracticable, and not in the public interest," the new EBS rules were adopted without opportunity for broadcaster critique.

The new system, now to go into effect Jan. 15, 1976, will require expensive equipment, installation costs, retraining costs, & maintenance. To maintain 0.5% tone accuracy will require frequent checks—probably new test equipment.

In the opinion of many engineers the specification could be relaxed to the point where the broadcaster could employ his usual cartridge tape equipment to reproduce any alert signals necessary without destroying the objective of system reliability. Additional time for a review process could prevent the opening up of another arena of FCC violations subject to a re-regulation process again at a later date.—George Endres, chief engineer, WVR(FM) New York.

Ricochet

EDITOR: Perhaps you are unaware of it, but the foresight you showed in your Liggett Group editorial (March 3) has double importance. Recently, Business magazine reported a South African firm, heard of by Aton Rupert, had bought a controlling interest in the old L&M firm. As most of your readers are aware there exists in South Africa a cruel system of apartheid that discriminates against a race of people solely on the basis of color. Nearly every country in the world has condemned this policy as a violation of basic human rights as set down in the charter of the United Nations.

We understand a newly formed group of industry people known as the South African Information Project plans shortly to launch a major campaign aimed at the Liggett Group for its financial connection to that racist government. While your remarks were not aimed at this area directly, it seems truth has a way of following other truths around.

And in this era of our public TV stations becoming a relay station for the BBC, and a major American airline pushing its European flavor, it's good to see some networks are concerned about another overseas company that's planning to rip off our Bicentennial.

As far as we are concerned, BROADCASTING is once again right on target.—David Lampel, director of news and public affairs, WLIB(AM)-WBLS(FM) New York.

Backwards

EDITOR: On page 60 of your April 7 issue you incorrectly identified the president of Broadcast Enterprises Network as Harry A. Ragan. It's Ragan A. Henry.—Todd Branson, director, BEN and VP-general manager of WGVU(AM) Charlotte, N.C.
B&B's buyer's guide to TV network advertising

There are six general guidelines or axioms that we at Benton & Bowles follow to ensure that our clients' network television investments are being well spent.

The first axiom, as simple as it may sound, is to properly assess the values of the network television as a marketing tool for each product or service. There is often the temptation to allocate funds to network television when, in the final analysis, they should not be. Because your chief executive wants to see his commercials in prime time is not sufficient reason to invest in network television. Nor should a small-budget brand squeeze network television into its media plan if it can't afford the luxury of diminishing its advertising frequency.

On the other hand, I have seen media plans without network television given active consideration when they clearly could have benefited from an investment in the medium.

The second axiom is to know as much about the medium as possible. The buyer of network television should have a thorough knowledge of the television business from the networks' point of view. If you understand the problems and strengths of the networks you will be much more likely to reach an agreement with them that mutually satisfies the needs of both the network and the advertiser.

The effective television negotiator must also understand the marketplace. Price and inventory levels of network television are ultimately the result of supply and demand. Advertising time on network networks is a perishable commodity.

Another technique required of a knowledgeable network advertiser is to reassess periodically the value of the network medium in a general sense and specifically apply it to his product or service so that he can determine how much it is worth to him.

The third, and very possibly the most important, axiom is to establish a clear and concise buying strategy so that all involved in the purchasing process stay on the track and do not allow the interaction of the marketplace to cause them to deviate substantially from the goals that were established for the network television element of the media mix. The buying or implementation strategy should tie back to the media objectives and strategies that called for the use of the medium in the first place.

What should be included in the buying strategy depends in part on the specific use to which the medium is to be put. On a general basis, however, the strategy should include cost guidelines in terms of unit costs and costs-per-thousand, a commitment schedule that recognizes corporate funding flexibility requirements on the one hand and, on the other, the buyer's judgment as to the timing required to make the most effective purchase.

The strategy should also include your negotiating posture (an indication of what desired elements are critical and what elements are negotiable), guidelines as to time periods desired, sponsorship patterns, program types and a multitude of other specific elements that are important for a particular business situation.

The next axiom is to insure that realistic audience estimates have been made for the networks' program schedules. I want to emphasize that I said realistic, not necessarily precisely accurate. But it is important to make the best estimate and have a gut feeling for whether that prediction has more upside potential or downside risk.

Another critical axiom is to monitor carefully the network television schedules that are purchased—staying on top of the performance of the programs participated in, the performance of competitive programs and the impact of pre-emptions. Also, it is critically important to know in advance the air-date when your commercial or commercials are being placed within each program so that you can know before the fact whether you will be receiving at least equitable rotation throughout the program. Because of the desire of the networks to protect their programming environment, they have created, particularly in longer duration programing, islands of commercials which, on judgment, reduce the effectiveness of the advertising.

The ideal would be to avoid being in the commercial positions that are included in these islands of clutter. However, since the networks work hard to insure equitable rotation for all advertisers without a program, this ideal can seldom be attained.

The astute network advertiser also insists upon his right to preview the program environment in which his commercials are to be placed to insure that the impact of his commercial is compatible with the tone of his message. There is a great deal of controversy about this area since the networks properly maintain that broadcast content is solely their responsibility. However, the other side of the coin is that the advertiser has the right to determine whether the program environment in which his commercial is placed is compatible with his message and in keeping with the standards of taste of his corporation. If, after careful thought, the advertiser believes the impact of his investment will be diminished by the program content, it is his right and obligation to negotiate an equitable solution with the network involved.

The last axiom is to carefully and meticulously post-evaluate the performance of your network purchase. This post-evaluation should be reviewed relative not only to going-in audience estimates but also against the purchasing strategy that had been developed in advance of the purchase.

One final thought: Network television quite possibly is the most effective advertising medium we have today. Therefore, we have the obligation to preserve it over the long haul. Increasingly, however, we are all faced with the temptation to sacrifice the long-term effectiveness of the medium for short-term gain. As costs spiral for both the broadcaster and the advertiser, each is looking for ways to maintain his position. Often, this means doing things that will make the medium less effective in the future. The broadcaster is tempted to generate more revenue and reduce the out-of-pocket costs to the advertiser by using scheduling devices that allow for more commercial time. On the other hand, the advertiser is tempted not only to go along with the program environment but also to compound the situation by looking for ways to maintain advertising weight with fewer dollars by scheduling shorter message length commercials.

But if someone doesn't stand back and remind the advertiser and the broadcaster that clutter has the potential of killing the goose that lays the golden egg, we may lose a good deal of the value that we currently attain from this highly effective marketing tool.

Michael D. Moore joined Benton & Bowles, New York, as an assistant buyer and advanced through several media positions before being appointed vice president and associate media director in 1968. He was appointed director of media programming services in 1970 and the following year was named to his current post, senior vice president and associate director of media management.
Court sends PTAR III back for repairs

Networks must prepare new line-ups without final word on access times; constitutional limit of rule upheld, but court raises questions of its own; effective date still undetermined

The FCC's third and latest version of its prime-time access rule last week survived the host of challenges brought both by supporters and critics of the idea that the commission can and should carve out a section of network affiliates' nighttime schedules and reserve it for nonnetwork programing.

But, while it resolved the constitutional questions that had been raised, the U.S. Court of Appeals in New York opened up some new questions. And these were seen as possibly leading to new controversy, if not new litigation.

The key question is the effective date of the rule. The commission, in adopting it, specified September 1975, and that was a major issue in the appeals brought by independent producers and syndicators who felt they needed more lead time to adjust to changed market conditions the new rule would create. However, the language in the opinion is not sufficiently precise to eliminate debate on whether the court intended to direct the commission to set a new date.

The FCC commissioners were briefed on the opinion on Wednesday, two days after it was issued, and several sources said it appeared they would decide to retain the September 1975 effective date. Indeed, that was the only question, among several raised by the opinion, that the commissioners seemed ready to resolve.

The question takes on new urgency as the networks decide on their schedules for the new season. NBC last week announced its schedule, based on the assumption PTAR III would be in effect.

However, if the commission does affirm its decision to put the rule into effect in the fall—and it might decide that and the other questions raised by the opinion this week—it might well find itself the defendant in a renewal of the litigation.

The court said it was retaining jurisdiction for review of the effective date the commission adopts, as well as for several related matters. And former FCC Commissioner Kenneth A. Cox, who is counsel for Sandy Frank Program Sales Inc., one of those who appealed, filed a letter with Chairman Richard E. Wiley on Wednesday, asserting that the commission should not "proceed so precipitously that the procedural rights of the parties would be adversely affected." Of particular concern, he said, is the effective date for the revised rule. It should not, he said, be sooner than September 1976.

Margot Polivy, one of the attorneys for the National Association of Independent Television Programing Producers and Distributors, which had also appealed the commission's action, said last week it was too early to say whether her client would seek further judicial relief. But she did not read the court's opinion as directing the commission to delay the effective date for at least one year.

"In view of the remand, with which the commission should deal expeditiously," said the court, in a unanimous opinion written by Judge Murray I. Gurfein, "we leave it to the commission to determine when its modified rule is to become effective.

"The commission should consider," he added, "in conjunction with its new effective date, what ceiling on total hours allowed for the exempted network programs in the light of the number of independent programs for first-run syndication then available for early production.

The "exempted network programs' reference" to a critical feature of PTAR III whose constitutionality the court upheld, in the face of appeals, both from critics and supporters of the basic prime time rule that contend that it violates the First Amendment. PTAR I which was adopted in 1970 for the stated purpose of freeing affiliates from the dominance of networks and of encouraging diverse sources of programing, limits affiliates in the top-50 markets to three hours of network and off-network programing in prime time. PTAR II, which was adopted last year but which was remanded by the court on the ground its September 1974 effective date did not provide independent producers with sufficient time to prepare for the new market conditions, exempted Sunday from the rule and specified 7:30-8 p.m., Eastern and Pacific times, and 6:30-7 p.m., Central and Mountain, as access periods. PTAR III in the main revives PTAR I, but specifies a major category of exemptions—children's programing, public affairs and documentaries.

And the independent producers and syndicators, in addition to the constitutional and statutory arguments they made in opposition to the exemption, are concerned about its impact on their business opportunities. Mr. Cox, in his letter to Chairman Wiley, said that if the rule becomes effective in the fall, Sandy Frank will have "very serious if not insurmountable difficulties in obtaining clearances." The letter cited both Frank's "Bobby Vinton Show" and MCA's Don Adams Screen Test as network-caliber, high-cost series of the type that had finally been developed under the prime-access concept, and that would be endangered by any cutbacks. Under PTAR III, Mr. Cox said, "there would be no time period available in Boston, Detroit and other markets which are absolutely critical to the success of access programing.

Some officials expect the FCC to attempt at least a partial solution to that problem, possibly leading to a September 1975 effective date. It would involve taking the court's cue and setting a ceiling on the amount of time that exempt programing would be permitted to fill were not the only ones the opinion for the commission to consider. The court also:

- Held that the commission's decision to permit stations to present in access time feature films that had not played the networks but not films that had "is arbitrary and capricious." Thus the commission is left with a decision as to whether to ban all feature films from access time or permit all to be shown, or whether to make a distinction between theatrical films and those made for television. Another choice is to retain the present rule which permits the airing in access time of any film not shown on television in the market in the past two years.
- Directed the commission to define public affairs, programing.

Told the FCC to make up its mind about Saturday night. The commission's rule admonishes licensees not to use the exempted programs on Saturday night, which independent syndicators find most desirable for their product, except for "compelling public interest reasons." The court noted that the commission offers no guidelines on what constitutes "compelling public interest reasons," and said that, "for the sake of orderly regulation, the commission must either withdraw its admonition or make the exempted categories wholly unavailable to licensees in access time on Saturdays," some sources thought the FCC would ban network programing from access time on Saturday, but permit the airing of off-network material.

The principal reason the commission is said to be anxious to hold to its September 1975 effective date is to free it from
its present obligation of deciding whether various individual programs are entitled to waivers of the rule—an obligation that played a major role in the commission's decision to reconsider the rule itself. The exemptions contained in the rule are designed to eliminate the need for the commission to make ad hoc decisions on programs.

And the court evidently feels the commission should not make such decisions. For the opinion says that the commission should not even determine on a case by case basis whether programs are viable in the categories exempted from the rule. "Since it would not be in the public interest to institute what could become, in effect, a system of pre-censorship," Judge Gurfein wrote, "we must leave it to the licensee himself to interpret the programs categories in good faith." The commission would review licensee decisions at license-renewal time. But, Judge Gurfein said, licensees who are not "out to cut corners" need not fear that "severe sanctions will be imposed for good faith error."

Sandy Frank and NATFJD appealed PTAR III because of the exemption and the effective date; they supported PTAR I. Washington Broadcasting Co. took a similar position. CBS and six major program producers— Warner Bros., Columbia Pictures Industries, MGM Television, United Artists, MCA and 20th Century Fox—argued that PTAR III itself is unconstitutional. The commission was backed in its support of the rule by ABC, NBC and, somewhat reluctantly, the Justice Department.

None of those on the losing side was prepared last week to state whether it would attempt to take the case to the Supreme Court.

Whatever questions the court leaves unresolved, it makes it clear there are doubts as to the constitutionality of PTAR I, as originally adopted and as amended in PTAR III.

The court noted that it had upheld the constitutionality of PTAR I, even though it might impose a restraint on licensees, on the ground that it was "designed, as a practical matter, to open up the media for those whom the First Amendment primarily protects—the general public." Warners and others contended, in their appeal, that there had actually been a decrease in diversity of programming in access time in the past four years and that, as a result, the constitutional underpinning of the original decision had disappeared. The court rejected that argument with the comment: "We do not find so abysmal a failure of purpose as to require us to say that what was constitutional has become unconstitutional, or that the result reached by the commission is arbitrary and capricious, or against the public interest as a matter of law."

But of perhaps greater concern to broadcasters and their lawyers is the court's acceptance of the concept of exemptions of certain categories of programming from the rule. The commission exempted children's programming, documentaries and public affairs material on the ground that such programming was in the public interest but was being aban-

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theatrical movies would be fully competitive during the 1975-76 season. In the offset, this spokesman said, are such titles as "Doctor Zhivago," "1776," "The Owl and the Pussycat" (Barbra Streisand and George Segal), "The Last of Sheila" (Raquel Welch, Dyan Cannon and James Coburn), "The Street" (Mollye Benson, Dick Lemmon and Catherine Deneuve), "Rio Lobo" (Johnny Wayne) and "White Lightning" (Burt Reynolds).

This schedule of NBC's should stay as is, industry sources said, with the only foreseeable change hinging on whether the FCC, sitting on the remand of the U.S. Court of Appeals (see page 12), decides to postpone its access-rule changes for a year. In that event, these sources added, NBC would be forced to subtract an hour from its Sunday-night line-up.

But these thoughts were far from Bob Howard's mind last week as he voiced enthusiasm about the newly minted schedule. He's convinced, he said, that NBC may be in a position next fall to overtake CBS in the ratings. (The season-to-date ratings—Sept. 9, 1974, to April 20, 1975—show CBS with a 20.8 average rating and NBC with a 19.8, with ABC out of the running at 16.5.)

Another NBC source said that the network is expecting a sellers' market again this season and added that, after the schedule was announced early last week, agency men had been beating down the network's screening-room doors.

Mr. Howard likes the balance in NBC's schedule for the fall, although he said he was a little disappointed that the network could not come up with a musical—variety hour in prime time. "We're still high on Mac Davis," he said, "but we just haven't discovered how to use him to the best advantage."

As a laboratory for the development of new talent and new comedy—variety ideas, NBC announced that it will use its Saturday nights, from 11:30 p.m. to 1 a.m., beginning Oct. 11, for a weekly entertainment series (which will be pre-empted only for the new, Saturday series, "Weekend"). Called Saturday Night, the series will "introduce new forms of comedy—variety—forms we might not be able to experiment with and use in a competitive prime-time situation," according to Dick Ebersol, NBC's director of late-night programming.

NBC's schedule reads: 8-9 p.m., Monday: The Invisible Man; 9-10 p.m., Doctor's Hospital; 10-11 p.m., Petrocelli; Tuesday: 8-9 p.m., Movin' On; 9-10 p.m., Police Story; 10-11 p.m., The Metro Man.

Wednesday: 8-9 p.m., The Little House on the Prairie; 9-9:30 p.m., Chico and the Man; 9:30-10 p.m., Fay; 10-11 p.m., Medical Story.

Thursday: 8-9 p.m., Holvak; 9-11 p.m., NBC Thursday Night at the Movies.

Friday: 8-8:30 p.m., Sanford and Son; 8:30-9 p.m., Sunday Dinner; 9-10 p.m., The Rockford Files; 10-11 p.m., Police Woman.

Saturday: 7-8 p.m., The Wonderful World of Disney; 8-9 p.m., Ellery Queen; 9-11 p.m., NBC Sunday Mystery Movie (Columbo, McCcloud, McMillan and Wife and McCoy).

Program Briefs

In orbit. Independent Television Corp. announced that its new 60-minute adventure series Space: 1999, which kicks off in September, has racked up sales in 73 markets over last two months. Among signers include WPHL-TV Los Angeles and WGN-TV Chicago.

Swinging along. Warner Bros. Television reports that hour-long TV Tarzan series (57 episodes) has been sold to eight more stations, bringing total sales to 74. Off-network series has been sold for first time to KQN-C, Denver; WJAC-TV Johnstown, Pa.; and WABI-TV Bangor, Me. Renewal and rerun sales were to WPLH-TV Philadelphia, WSB-TV Atlanta, KFMB-TV San Diego, KXTV (Colorado Springs, WSMW-TV Worcester, Mass.

Paramount picks up. Paramount Television announced that its Portfolio VI series of 30 theatrical movies has been purchased by 82 stations. Most recent signers include WJZ-TV Baltimore, WHIO-TV Dayton, Ohio, and KOLO-TV Reno. "L.A. Magazine" (in the Park 5) and "Gunfight at the O.K. Corral" are among titles in package.

Movies-TV. Tomorrow Enterprises Inc., Los Angeles, has signed exclusive contract with First Artists Productions, Los Angeles, to produce both motion pictures and television series. First Artists is partnership of Barbra Streisand, Paul Newman, Steve McQueen, Sidney Poitier and Dustin Hoffman. TEL is successor to Tomorrow Entertainment Inc., the GE-underwritten TV production firm that included among others "The Autobiography of Miss Jane Pittman," "Tell Me Where It Hurts," "The Glass House," and "I Heard The Owl Call My Name."

UTA sells six more. United Tapes of America has sold its easy-listening Bouquet music service to WCUP (FM) Tipton, Ga.; KMBR (FM) Dumas, Texas, and WOOD (FM) Woodstock, Ga.; contemporary adult rock music service to KVMT (FM) Vail, Colo.; KLRF (FM) Emporia, Kan., and KEYE (AM) Perryton, Tex. UTA also has moved to new studios: 445 White Avenue, suite 210, Grand Junction, Colo. 81501.

The FCC passes in review before Pastore

Communications Subcommittee head is less testy than usual at oversight hearings, but Hartke steps in with blasts at children's TV

FCC Chairman Richard E. Wiley showed up at a Senate Communications Subcommittee oversight hearing on commission activities last week with his six commissioner-colleagues and an 81-page statement (as well as an abbreviated, 31-page reading version) on what the commission has accomplished in the past year. The document reflected the considerable amount of work the commission has done in the first year of Mr. Wiley's chairmanship, from the policy statement on children's television programming to new crossownership rules to authorization of domestic communications satellite proposals. But before the hearing was over Senator Vance Hartke (D-Ind.), a subcommittee member, complained to some public witnesses made it clear they felt the record left much to be desired.

Senator John O. Pastore (D-R.I.), the subcommittee chairman, a peppy legislator who has often caused FCC chairmen to squirm in their appearances before him, was relaxed in questioning Chairman Wiley and the other commissioners. He even indicated some satisfaction with the manner in which, he said the television industry has reduced the amount of programming violence (although he seemed to attribute at least NBC's reduction to the determination on the part of NBC's board chairman Julian Goodman to take action after the senator said, Mr. Goodman realized what he had "his pride and joy" was viewing on Saturday morning). But, relaxed or not, Senator Pastore presented some problems for the commission.

When Commissioner Robert E. Lee mentioned, as an example, that the commissioner and commission staff have in other settings, the Justice Department's "laxity" to prosecute broadcasters under the obscenity statute, the senator suggested, "off the top of my head," that the commission be given the authority by Congress to prosecute obscenity cases "If the Department of Justice doesn't want to move in the public interest, I think it's your responsibility" to act, he said, "I wish you would look into this."

The problem of obscenity and indecency on the air, like violence, has long troubled Senator Pastore. "TV was invented for the purpose of serving the family," he said. "The sets are in the home. Would you want language on the sets you wouldn't want at the dinner table?"

None of the commissioners picked him up on the suggestion. Nor did anyone rush to embrace his proposal that the commission "do something" about providing New Jersey with its first VHF

Broadcasting Apr 28 1975 14
AMERICAN TOP 40 IS MOVING A LOT OF BURGERS IN WATERLOO

and theater tickets in New York (WPIX), jeans in Chicago (WDHF), and stereos in L.A. (KKDJ).
Best of all, it moves people, pulling highest rated time period of the week in many of its 325 markets around the world.
And we've got the facts to back it up in our new, 1975 American Top 40 marketing survey.
Do yourself ... and your radio station ... a favor. Send in the coupon now and find out how easy it is to get your weekends moving with American Top 40.

Here's 17 year old Patty Steimel, KLEU's official American Top 40 girl. Patty appears every Saturday at one of Henry's 4 Locations in Waterloo, Iowa. She awards prizes in an American Top 40 Treasure Hunt masterminded by KLEU's Manager Bill Bundy and PD Dave Jonasen. Since Henry's has been sponsoring weekly AT40 broadcasts burgers have been moving up to 5 times faster! BELOW: AT40 host Casey Kasem interviews a burger from Henry's.
channel, as many of the state's citizens are demanding. He indicated that the demands justified, said the "pressures" for action were increasing, and mentioned the concern expressed by the state's senators—Republican Clifford Case and Democrat Harrison Williams. His suggested solution: Persuade one of the multiple owners with a VHF license in New York to give up the channel to New Jersey interests in return for an opportunity to acquire a VHF station elsewhere, even in a "better" market, he said. And when he heard snickering at the suggestion there was a better market than New York, he said he was referring to a market where there was only one channel instead of many, as in New York. But, he said there were "many" possible answers to the problem, and hoped the commission "will take a look. I'm not sure mine is the answer," he said.

At least one commissioner, Glen O. Robinson, is prepared to consider the more frequently heard, if no less controversial, solution of dropping a shortwave for action was increasing, and he also told the subcommittee he would not "write off" the possibility of drop-ins elsewhere without seeing the evidence on their technical and economic feasibility. In that connection he noted that the staff is drafting a notice of inquiry dealing with another element of the television-service problem—UHF reception. The proposed inquiry would look to TV set-design modifications that would improve UHF reception. The staff is expected to present the item to the commission in a matter of weeks.

One other suggestion Senator Pastore offered was initially made in the testimony of two of the public witnesses, James McCuller, chairman of the National Black Media Coalition, and Pluria Marshall, head of the coalition's new Washington office. They had said the commission should set up a consumer office to assist citizen groups interested in participating in commission proceedings. Senator Pastore thought that "encouraging public participation" would be worthwhile, although he conceded that winning congressional approval for funds might be difficult.

Chairman Wiley seemed to resist the idea, even apart from possible legislative problems. He suggested such an office might be redundant, since the commission has an equal employment opportunity office to implement the commission's EEO policies in the regulated industries. "But," the senator said of the NBMC representatives, "they're talking about the whole gamut. I hope we can talk about this at a later time."

The lack of a consumer office was only one of a number of faults Messrs. McCuller and Marshall found with the commission's performance. Indeed, it was the commission's basic approach to regulation they questioned. The commission's "action in so many vital areas in so short a time may appear a great administrative accomplishment. But most of the commission's newly adopted policies are industry formulated or protective of the industry."

They complained about what they said was the commission's "foot dragging" in developing and implementing "meaningful" EEO guidelines for the industries it regulates, as well as its alleged failure to "clean up its own house" ("the internal EEO picture of the FCC is a disgrace"); the delay in developing ascertainment-of-needs procedures for public television; the commission's failure to facilitate public participation in commission rulemaking and other proceedings, and the "two, three, or four years or more" the commission needs to resolve a petition to deny. They asked the subcommittee to act to end the "frustrations and delay."

The commissioners, at Senator Pastore's request, remained in the hearing room to listen to the NBMC statement and to offer comment. On some points, as in the length of time needed to resolve petitions to deny, Chairman Wiley agreed the complaint was justified. But he and others defended the commission's record on the EEO front. Mr. Wiley said the "package of EEO guidelines," on which work began two years ago, "is nearly completed." And he said the commission is making a vigorous effort to hire minority-group members. The commission's general counsel, Ashton Hardy, indicated the commission's statistics are no better than they are—17 blacks among the 300 attorneys—because of the high rate of refusal FCC recruiters receive. "Fifty percent of the offers we made this year to law school graduates were to minorities or women," he said.

The statement by the NBMC members and the discussion it generated brought into the open some disputes within the commission in which Commissioner Benjamin L. Hooks, the agency's first black member, was pitted against his colleagues in losing battles.

Commissioner Hooks, who is the EEO commissioner, indicated he sympathized with the NBMC view that the commission's industry EEO unit is understaffed, with only two professionals. He noted, as did Chairman Wiley, that the Broadcast, Common Carrier and Cable Television Bureaus have personnel assigned full time to EEO work—some nine in all. But he said he would have preferred a stronger, centralized EEO effort. "I lost," he said. Perhaps more significant, Commissioner Hooks made it clear he thinks the commission should have a special counsel for citizen groups or a consumer affairs office, and should ask Congress for the necessary funds. Then, noting that commissioners cannot always agree or the position to take on the FCC budget request, he said, "This year, I'm preparing my own statement to the Senate and House committees."

The commission's performance was criticized also by Robert B. Choate, chairman of the Council on Children, Media and Merchandising. He made the point he did in his petition filed with the commission on April 10—that the commission erred in "delegating" its authority and responsibility for protecting children to industry trade organizations (BROADCASTING, April 14).

He is concerned about the commission's reliance on the National Association of Broadcasters advertising code as a regulatory tool—even though the time standard: adopted by NAB and the Association o
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- Flexible design lets you expand as your needs expand... with additional consoles, memory expansion, source expansion, automatic memory load and a choice of clear text or numeric logging.

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Independent Television Stations are those Chairman Wiley suggested.

One of Mr. Choate's contentions is that in applying to programing designed for children, the code deals with only 10% of the programming seen by children. Mr. Wiley noted that much of the other programing that concerns Mr. Choate is covered by the NAB's prime-time standards, which are the same as those for programs designed for children. But the thrust of Mr. Choate's statement, as his petition, is directed to the content of the commercials children see, those that advertise what he says are hazardous products for children—aspirin, cough remedies and the like. Although the NAB code bars such commercials in or near children's programs, Mr. Choate said that "23 out of 40 programs most popular with children are not covered by the . . . code."

Mr. Choate wants the commission to "correct the present insipid NAB protections for children, or perform the job themselves." He also asked the subcommittee to assign a special staff person "to look into children's commercial rights."

But it was Senator Hartke who caused Chairman Wiley the most unpleasantness. He made a number of points concerning the commission's alleged lack of action that Mr. Choate was to make later in his testimony, but Mr. Wiley held his ground.

As for the commission's concern with programs children watch that are not specifically designed for them, Mr. Wiley said, "We can't have all programs directed at the fifth grade level." He also said the commission has spoken "forcefully," and that the industry has acted, on such matters as host selling and "intensity" of sales pitches. And when the senator said the industry's self-regulatory program was a "failure," Mr. Wiley disagreed.

Then Senator Hartke asked how many "experts" the commission had working on children's television programing matters. Chairman Wiley checked his staff and found that two staffers in the rules and standards division of the Broadcast Bureau were assigned to the problem. "Two assigned to this major problem affecting the future of the nation," Senator Hartke remarked.

And when he said that the commission has done "nothing" in the field of children's television programing, that it was a "sad part of FCC stimulation," Chairman Wiley noted that the commission had issued its policy statement on children's programing, submitted a report to Congress on sex and violence on television, obtained industry cooperation on commercial time standards and on the family viewing concept (designed to assure viewing suitable for the entire family between the hours of 7 and 9 p.m.).

"Too little has been said about the key concept of this legislation—that of insulation from government pressure," he said at the start. "But that does not mean insulation from the public," he added.

He said he has written FCC Chairman Richard Wiley seeking an explanation as to why the FCC has not yet promulgated a rule outlining procedures for public broadcasting stations to follow in ascertaining the needs, problems and interests of their service areas. In the letter Mr. Macdonald urged Mr. Wiley to expedite the development of such procedures.

Ralph Rogers, chairman of the Public Broadcasting Service, told Mr. Macdonald he was apprehensive about the cost of formal community ascertainment and said someone should make certain that public broadcasting money for community service should not be diverted for ascertainment.

Mr. Macdonald said it may not be necessary to have a formal ascertainment procedure for public broadcasters, but that it is important to know that public stations are making an effort to find out what their publics want to watch. Mr. Macdonald asked repeatedly for evidence from the witnesses that stations were already making such efforts, but was unable to get a response that satisfied him.

Pursuit of ascertainment procedures for public broadcasting stations was an ideal championed during hearings before the subcommittee three weeks ago by Pluric Marshall, Washington representative of the National Black Media Coalition (Broadcasting, April 14, 21). Mr. Marshall asked not only for local ascertainment requirements from the FCC but also for minority participation in the ascertainment process. He said he had written FCC Chairman Richard Wiley in March asking him to institute a rule requiring ascertainment in any community input into the PBS Station Cooperative System. In a prepared statement, Mr. Marshall said most public broadcasting stations "don't even know what the needs and interests of the minorities in their communities are." He added that since

### Minority interests again dominate CPB fund hearings

Macdonald expresses concern that public stations are exempt from formal ascertainment

At the House Communications Subcommittee's fifth and final day of hearings last Tuesday on legislation to provide five-year funding for the Corporation for Public Broadcasting, Chairman Torbert Macdonald (D-Mass.) wanted to learn from the panel of public broadcasting witnesses what public stations were doing to ascertain their community's needs and interests.

"Too little has been said about the key concept of this legislation—that of insulation from government pressure," he said at the start. "But that does not mean insulation from the public," he added.

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local stations depend on contributions from viewers and listeners, "they tend to come to think of their communities' needs as only the needs and interests of middle-class whites who are most able to provide financial support."

Members of the Communications Subcommittee asked in the final hearing about the amount of federal funds for CPB and the way those funds are being used. The public broadcasters have argued that the more money is made available for matching by the government, the greater the public's freedom in raising to fund stations privately. But, Representative Edward Madigan (R-Ill.) wondered aloud, would it not also be greater incentive if the government gave less? Furthermore, if CPB is asking for $88 million now, how much more would it be asking in eight years?

Mr. Rogers answered with statistics showing that public broadcasting in 1974 spent less than 4% of the amount the commercial networks together spent on national programming. "It is not a waste," he said, "when the government spends money" on public broadcasting.

Representative Louis Frey (R-Fla.), ranking minority member of the subcommittee asked what the public broadcasters would do if the bill "fell flat" this year. Representative George Mahon (D-Tex.), chairman of the House Appropriations Committee, to which the bill will be referred when it leaves the House Commerce Committee, has indicated his distaste for a long-term appropriation such as this bill asks, and also for the fact that the bill contains both an authorization and an appropriation. Appropriations measures are usually separate from authorization measures and originate in the Appropriations Committee.

Henry Loomis, president of CPB, replied to Mr. Frey that the public broadcasters would hope to get at least an appropriation to get them through the next year, then try for the five-year funding again next year. Mr. Frey in turn said "I, for one, am willing to try" to get the measure passed, but he chided the public broadcasters for not putting together an effective lobbying campaign for the bill. The last thought was echoed by Mr. Macdonald.

The other public broadcasting officials appearing last week to testify on the bill (H.R. 4563) were CPB Chairman Robert Benjamin, PBS President Hartman Gunn, Matthew Cofey, president of the Association of Public Radio Stations, and Lee Frischknecht, president of National Public Radio.

**Television slips in estimate of power**

**Survey puts it after White House and Supreme Court, but Cronkite named among top-10 influencers**

Television has placed third, behind the White House and U.S. Supreme Court, in the ranking of "most powerful institutions" in America, according to a poll of "more than 1,000 men and women of distinction" conducted by the weekly

**U.S. News & World Report.** A year ago a similar poll put television at the top.

Newspapers ranked seventh in the latest survey, reported in the April 21 issue of the magazine. They were fourth a year ago. Magazines were 13th this year, 11th last year.

In the ratings, Walter Cronkite, CBS newswoman, was ranked ninth among the "10 most influential decision makers" behind President Gerald Ford, Secretary of State Henry Kissinger, Federal Reserve Board Chairman Arthur Burns, AFL-CIO President George Meany, Vice President Nelson Rockefeller, Chief Justice Warren Burger, Senator Edward Kennedy (D-Mass.), and Senate Majority Leader Mike Mansfield (D-Mont.). House Speaker Carl Albert (D-Okl.) was 10th.

Asd to name the most influential figures in their own fields, respondents in television chose, in order, Mr. Cronkite; John Chancellor, of the NBC Evening News; Eric Sevareid, CBS commentator; Richard Salant, CBS News president, and William Small, CBS News senior vice president.

Respondents in advertising chose Edward Ney, chief executive, Young & Rubicam International; Mary Wells Lawrrence, chief executive, Wells, Rich, Greene & John Crichton, president, American Association of Advertising Agencies; William Bernbach, chief executive, Doyle Dane Bernbach, and John Elliott Jr., chairman, Ogilvy & Mather.

**Rusk believes fairness doctrine not so fair**

**Ex-secretary of state tells AAAA he's against government controls and self-imposed codes that limit radio and television freedoms that First Amendment guarantees**

Dean Rusk, secretary of state under Presidents Kennedy and Johnson, opposes the fairness doctrine and believes that broadcasting is entitled to the full freedom of the press.

Not only does he oppose media codes of ethics for their creation of an "association" or "club" relationship among institutions that ought to be free of such restraints. He made his views on broadcast regulation known in a speech to the Southeast Council of the American Association of Advertising Agencies at its annual meeting in Atlanta April 18. He is now professor of international law at the University of Georgia.

"There is justification in the licensing of frequencies to prevent confusion in the technicalities of broadcasting," Mr. Rusk said, "but to extend the regulation to the informational function of broadcasting is not warranted. The notion that the 'airwaves belong to the people' in this sense is as irrelevant as saying that the north star or the law of gravity belong to the people.

Mr. Rusk cited the law banning broadcast advertising of cigarettes as an abuse of federal regulation. Congress, he said, has the clear right to outlaw cigarettes, but I do not think Congress has the right to say that the electronic media cannot advertise cigarettes and leave other media with the freedom to do so.

Congress and courts are wrong to impose the fairness doctrine and the right to reply, he said. "However," he added, "I welcome a fair doctrine and right to reply freely extended and honestly exercised by both broadcast and print news organizations."

He said he sometimes feels he supports freedom of the press more strongly than the government does, "As far as I'm concerned," he said, "the news media have a constitutional right to lie."

**Gradick stations run afoul of fairness, get short terms**

**Violations of personal-attack and political-endorsement elements of doctrine land Ga. AM's in hot water**

Two commonly owned Georgia radio stations that were said to have violated the FCC's personal-attack and political-editorializing rules, as well as the underlying fairness doctrine, have been given short-term license renewals.

The stations—WYIN (AM) Rome and WPLK (AM) Rockmart, both 100% owned by L. E. Gradick Jr.—had editorially supported one candidate for the Democratic nomination for Congress without affording his opponent or his opponent's spokesman an opportunity to reply, and had broadcast material attacking members of a sex-education group, again without affording them an opportunity for reply, according to the commission.

The commission also said there were a number of other instances in which the stations had attacked individuals without complying with the personal-attack rules. In one case, the person mentioned was James Audrey, who was accused of treason, and of "giving aid and comfort to the enemies of the United States."

The commission found that in many cases persons attacked were invited to phone in their response to a talk show, Comment, "where they again were subject to personal attack." The threat of such a second attack discouraged at least one person from exercising his right of reply, the commission said. And, that, it added, thwarted rather than promotes the objectives of the rule.

The fairness doctrine was said to have been violated in connection with discussions of the United Farm Workers-sponsored lettuce boycott and labor disputes. The commission said WYIN opposed the lettuce boycott without offering time for proponents to express their view and that both stations failed to afford pro-labor forces an opportunity to respond to antiblock statements.

The commission said the fairness, personal-attack and political-editorializing rules were not the only ones WPLK broke. It said the station had failed to log the political affiliation of candidates who had
purchased commercial time, as required by the rules.

The stations, whose licenses expired on April 1, 1973, were granted renewals for a period ending Dec. 1, 1975. The commission directed them to submit within 30 days information on how they will handle personal attacks and discussions of controversial issues of public importance. The stations were also told to submit with their renewal applications, on Aug. 1, 1975, a report on how they have implemented those procedures.

In a related matter, the commission refused WYNN's request for remission of a $1,000 fine that was levied for a separate violation of the personal-attack rule. The station had allegedly attacked the Institute for American Democracy, of Washington, a self-styled watchdog of extremists of both left and right, and its newsletter, Homefront.

WYNN contended that the commission's order contained no findings as to what constituted repeated violations of the rule. But the commission said there was no reason for remitting the fine. It said that while the rule calls for prompt notification and an offer of reply time to the person attacked, the station did not contact IAD until 27 days after the broadcast in question.

NAB: Pay rules 'inadequate'

The National Association of Broadcasters is seeking to enter the developing court fight over the FCC's modified pay-cable and pay-television rules. The NAB, which contends the rules are inadequate to prohibit the siphoning of programming from free television, last week asked the U.S. Court of Appeals in Washington for permission to intervene in the case brought by Metromedia Inc. The NAB said the new rules, which relax restrictions on pay operators' showing of films and sports events, said the court's decision in the case will have "a direct and substantial effect on the ability of every free broadcast television station and network to continue to provide feature films, sports events and series programs to the viewing public."

Golden Orange
picked in Anaheim

Ch. 56 construction permit proposed in proceeding that started in sixties, involved six applicants

Golden Orange Broadcasting Co. has won the first round in a three-way fight for a new television station to operate on channel 56 in Anaheim, Calif. FCC Judge Forest L. McClenning, in an initial decision, proposed to grant Golden Orange's application over the competing applications of Orange County Broadcasting Co. and Orange Empire Broadcasting Co., primarily due to Golden Orange's proposed programming plans.

The total time planned for news and public affairs programming by Golden Orange was more than twice that of Orange Empire and 10% more than Orange County, Judge McClenning said.

Furthermore, Golden Orange's integration of its program proposals into the needs of the community, as disclosed by its ascertainment effort, shows a "superior devotion to public service," the judge said.

With respect to other comparative issues, the judge noted that Orange County was the only applicant "having an association of significance with other media." Two of its principals, J. D. Wrather Jr., and Monte E. Livingston, were directors and stockholders in Telesystem Corp., which holds cable franchises for Los Angeles and Anaheim and the counties where they are located.

And while Orange Empire's integration of any showing—the degree to which its stockholders would actually administer and operate the proposed TV station—was superior to Golden Orange, the judge contended that in the "balance" Golden Orange's programing proposal coupled with "substantial" integration showing put its application on a par with that of others.

Golden Orange's 13 principals include Charles E. Boone, president of Googa Monga Productions in Los Angeles; entertainer-actors James F. (Jimmy) Durante and Fess E. Parker; Richard A. Shepherd, vice president of productions; Warner Brothers, and other local residents connected with the Hollywood film industry through writing, advertising or production, as well as several local businessmen with outside investments and land interests.

The three applications had been designated for hearings by the FCC in the summer of 1968. Three other mutually exclusive applicants—Orange County Communications, Dana Communications Corp., and The Voice of the Orange Empire Inc. were dismissed Dec. 18, 1969, March 18, 1970, and June 14, 1974, respectively.

Judge McClenning's initial decision becomes effective within 50 days unless there is an appeal by one of the parties or the FCC elects to review the decision on its own motion.

Changing Hands

Announced

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

- WLAM(AM) Lewiston, Me.: Sold by Lewiston-Auburn Broadcasting Corp. to The Great Down East Wireless Talking Machine Co., Inc. for $320,000. Principals in seller is F. Parker Hoy who also owns WIDE-AM-FM Biddeford, Me. Principals in buyer are Arnold S. Lerner and Ronald R. Frizzel. Mr. Lerner is president and principal owner of WLLH(AM) Lowell, Mass. Mr. Frizzel is assistant to WLLH station manager. WLAM operates full time on 1470 khz with 5 kw. Broker: The Keith W. Horton Co.

- WMGZ(FM) Montgomery, Ala.: Sold by Radio Montgomery, Inc. to 103, Inc.

NEW ENGLAND
AM/FM
$300,000

Full time AM plus powerful FM. Profitable operation for absentee-owner in sizable market. Terms available to qualified buyer.
for $279,000 ($175,000 purchase price plus $104,000 consultant fee). Principals in seller, which also owns WMYG (FM) Montgomery, are Charles A. McClure (86.66%) and F. K. Brown (13.33%), who have similar interests in WCHK (AM-FM) Canton and WHYD (AM-WCGQ (FM) Columbus, both Georgia. Principals in buyer are William O. Jones (52.24%), William W. Dixon (23.03%), and Martin E. Kilpatrick (12.97%) and Lee Lunsford (11.75%). Mr. Jones controls WRMA (AM) Montgomery, Ala., and has holdings in WHSL (AM) and FM construction permit in N.C., and in WJEE (FM) Jacksonville, Fla. Mr. Dixon has interests in WRMA and WHSL-WWIL. Mr. Kilpatrick is account executive at Tucker Wayne, Atlanta advertising agency. Mr. Lunsford is station manager at WRMA. WMGZ (FM) is on 103.3 mhz with 27.5 kw and antenna 290 feet above average terrain.

Approved

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

* WHBY (AM) Appleton, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church, Telegraph-Herald Inc. for $655,000. Norbertine Fathers run St. Norbert College and are divesting themselves of broadcast properties which also include WBAY-AM-FM Green Bay (sold to Midwest Communications Inc. for $700,000, pending FCC approval [Broadcasting, Dec. 16, 1974]). F. R. Woodwood family owns Telegraph-Herald, which publishes Dubuque (Iowa) Telegraph-Herald and is licensee of KDTH (AM) Beloit, Wis., and KLMS (AM) Lincoln, Neb. WHBY is on 1230 khz with 1 kw and 250 w night.

* Other sales approved by the FCC last week include WAYS (AM) Fort Lauderdale, Fla.; WCBB-AM-FM Richmond, Ky.; WXTR (FM) Springfield, Mo., and KYLE-FM Temple, Tex. See page 39 for details.

Mondale proposes airing of Q&A sessions with White House officials

Bill introduced calls for weekly review of issues by executive branch members before full Senate with broadcast coverage

Legislation to establish weekly question periods with cabinet officers and White House officials preceding before the full Senate was introduced last week by Senator Walter Mondale (D-Minn.). The sessions would be broadcast live over radio and television.

In a statement last week, Senator Mondale said that although relations between Congress and the executive branch have improved since former President Nixon resigned, “policy-making in some areas vital to the nation remain chaotic, and too often the existing congressional committee structure is unable to pinpoint responsibility for these policy decisions.”

Officials in the executive branch frequently appear before committees of Congress now, but Senator Mondale said his plan is needed because, “in contrast to congressional investigative committees, the entire Senate—not just a few senators—will be able to question and hear the executive branch’s position.”

“Essential to this process,” he said, “is its openness.” Specifically, his plan provides that each week the Senate is in session, the head of an executive department or agency would be requested to appear before the full Senate for no longer than two hours. The guidelines for broadcast coverage Senator Mondale leaves to the Senate Rules Committee, to which his resolution was referred.

Broadcast coverage of Senate floor proceedings is currently forbidden under Senate rules, from which Senator Mondale’s “question and report period” resolution would be exempt.

Already pending before the Senate Rules Committee is a resolution (S. Res. 39 by Senator Lee Metcalf (D-Mont.)) to permit live daily broadcast coverage of Senate proceedings, but that resolution has not received attention yet.

Senator Mondale said the idea of a question and answer period in Congress is one which originated in the first Congress. It has surfaced several times, recommended by a select committee of the House in 1864, by a select committee of the Senate in 1888, by President Taft in 1912 and was championed throughout the 1940’s and 50’s by Senator Estes Kefauver (D-Tenn.).

Media Briefs

Compunet control. Control Data Corp., Minneapolis, minority stockholder in Compunet Inc., Los Angeles, on-line, network computer service supplier to radio and TV stations, has purchased remaining shares of company from group of private investors. Terms of sale were not revealed. Compunet now serves 40 radio

Engineering defects cost LIN $650,000

The price has gone down in LIN Broadcasting’s sale of four of its radio stations to Multimedia Inc. after an engineering problem was discovered at KEEL (AM) Shreveport, La. (Broadcasting, Apr. 21). The companies announced last week they have “restructured” their agreement; Multimedia will pay $8,650,000 cash instead of $9,3 million, as agreed in an original transaction approved by the FCC last month.

The closing is expected to take place in May. One condition is that $500,000 of the $8,650,000 will be paid upon satisfaction of conditions relating to the technical operations of KEEL. The $500,000 will bear interest of 7% per year. The problem is said to be in an antenna array of KEEL. Other LIN properties in the deal are KMBQ (FM) Shreveport, KAY (AM) Little Rock, Ark., and WAKY (AM) Louisville, Ky.
and TV stations across country as well as ABC Radio Network. It will operate as subsidiary of Control Data with Edwin J. Stevenson, president and managing partner of Webstep as executive vice president and chief executive offices. Control Data, computer services company, also is parent organization of American Research Bureau (Arbitron) Control Data has previously owned 25.6% of shares in Compubet; remaining shares were split evenly between Bank of America and Mr. Stevens.

RADAR re-funded. Next Radio's All Dimension Audience Research (RADAR) study has been commissioned for September 1975 by ABC, CBS, Mutual, and Nationals. Those networks have also indicated interest in sponsoring twice-yearly RADAR reports beginning in 1976. Reports will include measurement of individuals listening to AM and FM, and to network-affiliated stations and to program content. Data will be tabulated nationally and broken down by region, by ADI market group combinations and for demographic groupings such as age, income and education.

INTV's new headquarters. Association of Independent Television Stations Inc. (INTV) has moved to new offices at 2 W. 40th St., New York 10018; (212) 575-0577. Bob Somerville, director of sales for INTV, is now permanently based in New York office.

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**NAB fall sessions to offer formal help**

Special features in each of the six National Association of Broadcasters fall conferences this year will be workshop sessions designed specifically for radio program personnel. Bob Henabery, Associates Inc., New York, will conduct the workshops.

Burns Nugent, executive vice president, station relations, for NAB, said last week the goal of the sessions is to inform station programmers and managers of up-to-date and innovative radio program developments in all formats—contemporary and album rock, middle-of-the-road, easy listening, country and western, news and information and general service.

The workshops will deal with programming problems and solutions on topics such as: "How to test whether you're positioned properly in your market?"; "Identifying the hit elements in any kind of format?"; "What makes your listeners tune in?"; "How to spot the creative ego trip" and "How to manage your commercial inventory properly to increase ratings and profits."

Mr. Henabery was selected because of his programing experience, which, prior to organizing his own company in 1974, included six years with the ABC-owned AM stations. As director of program development at ABC, Mr. Henabery supervised seven individual radio formats and helped develop the rock 'n' stereo format for the-owned FM group. His previous job titles include: director of operations for WREO-AM-FM Boston, and before that program director of WWJ-AM-FM Detroit.

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**Cablecasting®**

**Conflicting advice inundates FCC on blackout rule for sports, cable**

Broadcasters and cable operators are arrayed on opposite sides, with leagues inching toward middle

Cable operators, filing comments last week on the FCC proposed cable sports blackout rules (BROADCASTING, Jan. 20), held that the FCC is overstepping its jurisdiction and is on the road to becoming the "Federal Sports Commission." Conversely, broadcasters continued to construe the continued importation of sports events on distant signals as a threat to free television.

The third parties in the controversy, principally American Radio Dealers Association, have cautioned the National Collegiate Athletic Association, in their comments stuck to the line that without blackout protection, the box office will come tumbling down.

It was a revival of the dispute that started in 1972 when the commission first issued its rulemaking on the subject. Yet despite the FCC's hope to update that record in view of the Senate's deletion of the cable sports-carrige provisions in the copyright bill voted last fall (BROADCASTING, Sept. 16, 1974), and the anticipatory arguments made in 1973 by Congress (to allow local telecasting of home games if they are sold out 72 hours in advance), last week's wave of comments only reinforced the basic positions already taken.

The National Cable Television Association argued that the FCC has "misread congressional intent" in its effort to extend TV sports blackout rules to cable. Tracing the current congressional sports blackout statute from inception as a means of preserving "league-pooling" arrangements, the NCTA pointed out that the original rationale behind the blackout—to avoid a negative impact on gate revenues—has never been proved.

Furthermore, NCTA claimed that Congress never intended the blackout provisions to be extended to cable. The history of the blackout law has shown only Congress's desire to let sports teams compete on an equal basis for broadcasting revenues and cannot be characterized under the "deprivation of televised sporting events to the viewer," said NCTA.

Aside from a misplaced understanding of Congress's original intent, NCTA argued that the FCC seemed oblivious to current congressional trends away from the sports blackout. As examples, NCTA cited the antiblackout law and deletion of the cable sports-carrige provisions of the copyright bill. The FCC's own report on the minimal impact of the antiblackout law (BROADCASTING, April 14) is undermined by the "fallacy in thinking the law had hurt gates."

NCTA, looking back over the three years since the cable blackout rules were first proposed, noted that the delay has afforded the FCC the "empirical evidence" to realize no adverse impact on gate revenues has taken place. In contrast to the absence of any data to support the claims of economic injury made by professional sports leagues, NCTA said there was evidence that the imposition of the proposed blackout rules "would wreak havoc on the cable industry."

Some of the points outlined in NCTA's 61-page filing were:

* Nationally, approximately one-third of all CATV subscribers would lose sports programming, which they have received for upwards of 25 years on some systems.
* Especially hard hit would be new systems coming into existence after the 1972 CATV rules, which are restricted to the carriage of stations in their market plus two distant independent signals.
* The future growth of cable would be brought to a halt since the top-50 markets and with more than 50% of all U.S. TV households (35 million).

NCTA noted that FCC Chairman Richard Wiley, in his lectures at the 1974 Cable Convention in Chicago and the one in New Orleans two weeks ago, had promised to eliminate burdensome cable regulation. However, NCTA said, the present blackout debate serves as a re-minder of the FCC's "true philosophy . . . an uncontrolable reach for ever more regulation."

Joining forces with NCTA were Teleprompter Corp., and Telecable Corp., which suggested that what had been drafted by the Congress as "a narrow antitrust exemption" has become expanded by "regulatory zealotry" into a special relief act for sports interests. The two multiple system operators questioned why, at a time when there is increasing public pressure to eliminate anticompetitive and anticonsumer-oriented regulation, the FCC was considering a cable sports blackout rule.

Cablecom-General Inc. raised First Amendment concerns of prior censorship if the FCC should adopt the proposed blackout rule. The rule—which would prohibit cable systems located within the grade B contour of a TV station in the home town of a professional sports team from importing distantly televised broadcasts of a game of the same sport on a day when the local station is in a blackout zone and is not locally televised—would deprive cable subscribers of programming to which they would otherwise be entitled under existing signal carriage rules, said Cablecom.

Cablecom suggested that the grade B contour line be changed to a 35-mile zone, which it said was "more than adequate to protect home-game receipts." Furthermore, rather than limit carriage of the same type of game, Cablecom would narrow the restriction to the "same game.

Viacom International Inc., another multiple system operator, illustrated what
it contended to be the "most extreme and pervasive example of the deletious effect" of the proposed blackout rules. Viacom's case in point was Suffolk county, Long Island (N.Y.), which is 35 miles outside New York City and therefore, under the FCC's nonduplication rules, exempt from protection of that city's network programming. However Suffolk county is also within the predicted grade B contour of New York stations, and under the proposed blackout rule would have to offer home-site protection to all games played in New York. Since there are two hockey, two baseball and two basketball teams in New York, Viacom concluded that in the Suffolk case, on any given day during the sports season at least one team is playing at home.

Other cable operators to underline the industry's position that the FCC has no jurisdiction to protect sports interests were: Florida Cable Television Association, New Channels Corp. and Eastern Microwave Inc., Becker Communications Association and 69 individual cable operators that filed joint comments.

The only point made by cable people that the National Association of Broadcasters was able to agree with, was that the FCC has "misconstrued" congressional policy in limiting its interpretation to the protection of gate receipts. The broader reason behind the congressional sports blackout laws, NAB noted, was to end the fragmentation of the TV audience which had resulted from individual sales of TV rights by each club. The effect of the law, NAB continued, was to enable weaker teams to gain access to TV and generate hometown support and broadcast revenues.

If cable has a free rein over the importation of distant sports signals, the NAB charged, then the viewing audience which sustains professional sports will be fragmented and the sports market will become saturated to the point that local and regional advertising support diminishes. When that occurs, NAB said, the number of local sports programs available free to over-the-air television will be reduced.

In order to retain strong advertiser support, NAB urged the FCC to include in its rulemaking the provision that protects not only home games but also a team's away games that are being broadcast back to the home territory.

If steps are not taken to block the open-ended importation of distant signals by cable systems, the NAB forewarned that sports leagues may have to take actions to regain control of distribution. Such actions, submitted NAB, might include an effort by sports leagues to eliminate the requirement that networks broadcast away games back to the home territory and might prod the leagues to force member clubs to sell their rights only to network affiliates, since FCC distant signal rules are geared to the importation of independent TV signals.

The Association of Maximum Service Telecasters, as an answer to the cable industry's claim of impending financial doom if blackout rules are adopted, said that "it is essential that the FCC not place free TV service in jeopardy out of a fear that this might reduce the profits of private CATV operators."

ABC rebuked the commission for its delay in acting on the cable sports blackout rules and noted that in the interim since 1972, when the commission said it would take "expeditious" action—4,690 applications for certificates of compliance have been filed; 3,561 of which were granted and 838 are pending.

If the FCC continues to delay action, ABC argued, the accumulating reliance by cable systems on virtually unlimited availability of sports events threatens to preclude corrective FCC action.

With that concern in mind, ABC urged the FCC to at least adopt on an interim basis, its proposals which would curtail cable's carriage of live sport events on distant signals when a game of the same sport is being broadcast live locally or when local stations are blacked out.

Furthermore, ABC said there should be no exceptions for grandfathered systems, since the cable industry has been on notice for three years of an impending sports blackout rulemaking.

NBC suggested that the FCC could best meet its public-interest responsibility by adopting rules to permit cable subscribers to receive access to all sports provided by their local TV stations, but which would "expressly" restrict the importation of signals not generally made...
available to the public from TV stations in the market.

An additional 20 individual broadcast licensees echoed the network's sentiment that the FCC should act immediately on the blackout question before cable grows to the proportion that would foreclose any chance of rules that might take away some of cable's present leeway in importing distant signals.

The National Hockey League and the American Hockey League filed comments last week generally supporting the suggestions of the commissioner of baseball (Broadcasting, April 21). Basically, they favored a set-up in which cable systems could not retransmit any games of any sport within 75 miles of the home site, within 20 miles of the home site of minor league contests and within 35 miles of a TV station carrying the local or regional telecast.

The National Collegiate Athletic Association was even more urgent in its plea to the FCC for the adoption of the proposed rules at the "earliest possible time." Since perhaps less than 10% of all NCAA member clubs are currently self-supporting, the association warned that the increasing extent of CATV carriage might force colleges to forego telecasting their events. What is on the line, NCAA concluded, is not the mere profits of a business enterprise, but the continued existence of programs for student athletes.

Four students at the Indiana University School of Law noted that most comments failed to consider the issue of viewer access. Filing under the name of "four interested viewers," the students proposed three modifications which they said would take into account the interests of the "stay-at-home fan." First, they would limit to same game rather than game of the same sport any restrictions on cable carriage; second, they would limit the zone of protection to a 25-mile radius of the home site; and third, the students suggested that only major league protection be afforded.

Before magic in space comes mundane at FCC

UA-Columbia, first in line for Home Box Office's pay cable network, plans to file this week for FCC's earth station approval; ATC will be accorded in legal line; Jones Intercable third to announce

Next step toward realization of Home Box Office Inc.'s plans for a satellite-interconnected pay cable network (Broadcasting, April 21), should come this week with UA-Columbia Cablevision's application to the FCC for a construction permit to build a ground receive station.

Marvin Jones, vice president of operations at UA-Columbia, expected the company to file early this week for a facility to serve its cable systems at Fort Pierce, Fl. Target date for operation is Oct. 1. Mr. Jones does not anticipate any difficulty in gaining FCC approval and noted that he was "assured informally" that the commission is welcoming such applications.

A chief factor in hoping for a non-obstructed path through the FCC lies in the configuration of the earth station "disk," or receiving antenna. Anything smaller than a 10-meter dish (32½ feet in diameter) would probably be held up, Mr. Jones noted, until the FCC has concluded its orbital spacing pattern assignments for the various satellites now in operation.

That task should be completed sometime this fall, according to Ronald Lepkowski of the FCC Common Carrier Bureau's satellite division. Reason for reluctance on smaller antenna configurations: the larger the ground antenna, the closer satellites can be placed. He noted that the reverse is also true: Smaller antennas require satellites to be placed farther apart in order to yield the same degree of interference, which in turn results in a less efficient use of available orbit patterns.

That is not to say that smaller receiver dishes (less than 10 meters) are automatically precluded, Mr. Lepkowski added. However, applications that specify use of a smaller dish will be granted only after the commission has concluded its orbital assignments and only after a showing has been made that proves no more interference will result, Mr. Lepkowski said.

UA-Columbia's applications for the five other earth stations in its initial package will follow in order. The second will be for Laredo, Tex., which is targeted for operation in January 1976, following launch of RCA Global Communications' 24-transponder satellite that will be the primary vehicle for the Home Box Office network. (RCA will use one transponder on the existing Anik or Westar satellites until its own bird is aloft. The second transponder will be needed to accommodate the western time zones.) After that, UA-Columbia plans to make other earth stations operational on a one-a-month basis: Fort Smith, Ark., in February; El Centro, Calif., in March; Yuma, Ariz., in April and Pasco-Kennewick, Wash., in May. It may also build earth stations to serve its systems in Wayne, N.J., and Brookhaven, Long Island, which presently receive service via terrestrial microwave.

Monroe Rifkin, president of American Television and Communications, is also looking toward this fall to begin operation of an earth station at Orlando, Fla. At present, ATC is "in the procuring process," said Mr. Rifkin, adding that the company was comparing technical specifications offered by different hardware manufacturers and surveying potential sites. With respect to when ATC might file at the FCC, Mr. Rifkin suggested "within a six week" time frame.

Mr. Rifkin, who called the satellite venture the "dawn of a new era," said the company was considering the prospects of building other earth stations besides Orlando, although no specifics have

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yet been decided.

The third among cable operators to embark on earth station planning is Jones Intercable Inc., a Denver-based CATV management firm with systems in two suburban counties outside of Denver, and in Lake County, Calif. (in the San Francisco Bay area). According to Glenn R. Jones, president, the company plans to file for an earth station in Denver within a couple of months. The twin-county areas served by the Denver system, Colorado Intercable, account for 500 subscribers at present, but Mr. Jones feels the Home Box Office product "will really make the market."

In comparing terrestrial microwave with satellite stations, Mr. Jones said: "It's like owning your own house instead of renting." Furthermore, he said that—unlike terrestrial microwave relay, where each "hop" (or point where a signal is received, boosted and then retransmitted) can degrade the signal—satellite transmitted signals would be "more reliably clear."

No contracts with equipment manufacturers can be finalized before FCC approval is given to a cable operator's application for an earth station. Nevertheless, negotiations looking toward those contracts are well under way. Scientific-Atlanta and Collins Radio are the two front runners in the earth-station business so far, and all of the three cable systems that have made definite plans to file applications with the FCC noted they have been in negotiations with one or both. As of last Wednesday, only Scientific-Atlanta Inc. has quoted a price—$75,000 for the installation of one earth station (announced two weeks ago at the NCTA convention). Howard Crispin, vice president of Scientific-Atlanta, said as of last week he had talked with 30 cable companies and believed "well over half" are "very serious." He anticipates meeting with 15 to 20 additional cable firms by the end of this week.

Collins Radio declined last week to make any comment regarding the number of prospects it has lined up so far or how soon it would be ready to install a receive station.

**Optical Systems moves out with microwave plan**

It's about to open Texas system and is already in California with pay-cable licensing deal

Notwithstanding the recent news about satellite distribution of pay cable programs, there's still considerable action right down on the ground. Consider Optical Systems Corp., the Los Angeles-based pay cable firm, which reports it's moving steadily ahead.

On May 1, it begins serving San Angelo, Tex., where Texas Cablevision serves over 15,000 subscribers. And in and around that West Texas region there are another half-dozen CATV systems with an estimated 75,000 subscribers that Optical hopes to sell on its Channel 100 service.

This is being done by leasing a channel on the West Texas Microwave common carrier system that serves the area (Abilene, Midland, Odessa, San Angelo and Lubbock among others).

The Texas move is not the first that Optical has taken to engage in a new trend in pay TV marketing—licensing. It already has started in northern California where it leased a channel from Microwave Transmission Corp. to serve an area from Monterey northward to the Bay Area and eastward to Stockton. There are, Optical executives figure, 30-odd cable systems serving 350,000 customers in that zig-zagged shaped region—again all potential pay-TV customers. Optical already has begun its Channel 100 service in Concord and Walnut Creek in that area.

All of this is the fruition of plans first mentioned last year by founder-president Geoffrey M. Nathanson: the combining of cable communities via microwave to establish a mass market for pay cable. Mr. Nathanson, however, resigned his post last January, although retaining his 10% interest in Optical.

The company's fortunes are now under the direction of Alan H. Greenstadt, 28, formerly vice president of the firm.

Optical, which is a public, over-the-counter firm, is principally owned by Pioneer Systems Inc., a New York-based manufacturer of airplane subassemblies and parts. Optical now serves 32 markets...
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CRTC fear of imports mirrored in stance on pay-cable development

Pay cable is on the horizon for Canada, but the question of how its development will unfold could become a major obstacle. A spokesman for Premiere Cablevision Ltd., Canada’s largest cable system, predicted pay-cable operation “within one year,” but only if the Canadian Radio Television Commission alters its approach to pay that it outlined in its position paper released in February. Hearings on those proposals are to begin June 10 in Ottawa (BROADCASTING, April 21).

But the CRTC was basically that cable be paid as a delivery service and that business and programing be left to the television production industry. Accordingly, broadcasters and the motion picture industry would lose cable channels and plough back profits from the pay service into production.

But, the CRTC staff noted that the commission is not wedded to the idea and could be “persuaded” to allow cable systems to run the show, if cable can come up with a plan to put a portion of its gross profits back into the Canadian production industry. What CRTC fears—and why pay television is presently nonexistent in Canada—is an onslaught of foreign (mostly U.S.) programing material to compete weak Canadian television and movie production industry. However, one CRTC staffer conceded: “To be realistic, Canadian pay television could not exist alone with Canadian software. There is just not enough.”

The Canadian Television Association has maintained that Canadian TV production must be “coat-tailed” on American production. To gain the necessary audience to make pay cable viable, the Canadian system must first rely on American software sources, where profits are generated. If the monies can be redirected back to Canadian production, the association’s argument concluded.

Banned outside Boston

Springfield Television Broadcasting Corp. has filed a petition with the FCC that is unusual breadth. It involves 38 cable television systems in New England, and is designed to aid Springfield’s WRLP(TV) Greenfield, Mass., in a financial comeback. Springfield contends the unchecked growth of cable television in the area and the systems’ importation of distant signals forced WRLP into the status of a satellite of Springfield’s WWLP(TV) Springfield, Mass.

The petition asked the commission to direct 19 systems to carry WRLP’s signals, now to afford nonduplication protection for NBC programing, to 10 to afford protection for the station’s carriage of the Boston Bruins hockey and Boston Red Sox baseball games, and 14, which are now carrying WRLP on various channels, to carry it on channel 6. All the systems are within WRLP’s grade B contour.

Springfield said the station, which went on the air in 1957 as the only station in the area, has begun local programing, including 30 minutes daily of local news and periodic public affairs and entertainment programing. But, it said, the special relief is needed to establish the audience and revenue base the station needs to continue expanding its program service and permit, ultimately, its return to regular station status.

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Broadcasting Apr 28 1975

**News personnel cling to posts in Southeast Asia**

**Story behind the story is the quest for coverage in harrowing circumstances**

Evacuation from South Vietnam looms as a strong possibility for most broadcast news personnel in the next few weeks, although staff sizes are holding close to normal levels for networks and news services in the country. Covering the rapid political and military changes in Southeast Asia has given reporters still there a challenge to meet, with the general result a graphic record on tape and film of a complex crisis situation.

No evacuation or major change in coverage has been announced, although CBS and NBC held open the possibility of decisions regarding their personnel by the end of last week.

If the tenacity with which reporters remained in Phnom Penh, Cambodia, is any indication, many from South Vietnam will continue until any evacuation is well under way. CBS News’s Dennis Cameron remained in Phnom Penh even after the city was taken, and was one of a number of journalists given sanctuary by the French embassy. Lee Rudakewych, a stringer for ABC Radio, was also still in Phnom Penh, having provided reports until communications were severed by the insurgents.

Among the more vivid accounts of the Cambodian evacuation was that given ABC viewers by Frank Mariano, who left Phnom Penh on the last U.S. Marine helicopter, along with American embassy staff. "It was tough leaving," Mr. Mariano reported from Bangkok, Thailand. "In fact, right up until the last moment, I didn’t know whether or not I wanted to leave. The looks on the faces of the Cambodians that were watching as the American embassy in Phnom Penh emptied out—and it emptied out very quickly. We got the word at seven in the morning, and by 9:30 the helicopters were already taking a lot of people out.”

In South Vietnam, a near-full complement of broadcast journalists remained in Saigon after evacuations from several northern cities, and those evacuations have provided several notable stories of their own. Perhaps most graphic was film footage broadcast by CBS News March 29 of the evacuation process at Da Nang, reported by Bruce Dunning. The film, of South Vietnamese soldiers fighting with civilians for places on departing aircraft, was shown on several later newscasts.

Mr. Dunning left Da Nang on one of these airplanes. Less fortunate was Tom Aspell, a correspondent for 'VisNews', which provides overseas coverage for TVN. Mr. Aspell was pushed from a plane awaiting take-off while he attempted to film a clash between soldiers and refugees. His camera and film left with
the plane; Mr. Aspell, after suffering a shrapnel wound, was able to board a Red Cross helicopter.

ABC News's coverage of the Da Nang evacuation was provided in part by Tran Khiem, a Vietnamese cameraman who stayed behind after American personnel had departed, and who shot film of Vietnamese marines fighting civilians to board rescue boats. Mr. Khiem then tied his film in a plastic bag around his neck, and himself swam to one of the last LST's to leave.

NBC and CBS each have from eight to 10 staffers still in Saigon. ABC, which closed its Saigon bureau last year, is shifting crews in and out from Hong Kong and from Bangkok, where Mr. Mariano has remained to cover Cambodian developments. ABC is averaging four correspondents in South Vietnam at present. The three networks have made an arrangement with AP and UPI to charter a plane to evacuate their personnel if necessary (Broadcasting, March 31). VisNews has similar contingency plans to remove its personnel.

Two arguments against privilege

Source-protection bill opposed for opposite reasons by Justice and Reporters Committee

Legislation to protect newsman, broadcast and print, from having to disclose their sources and information was the subject of hearings last Wednesday before Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice.

Two witnesses appeared to oppose the bill, the Justice Department on the grounds it would inhibit effective law enforcement and the Reporters Committee for Freedom of the Press on the grounds it does not go far enough in protecting reporters.

Antonin Scalia, assistant attorney general in the Justice Department Office of Legal Counsel, argued Justice's case. "If categorical legislation such as the present bill is passed, it would be entirely possible for you to watch on your television screens in the near future a face-to-face interview with Patricia Hearst and other alleged members of the SLA [Symbionese Liberation Army, the group that kidnapped Miss Hearst and that she later joined], now fugitives from justice and under indictment in connection with several crimes," he said. "Law enforcement officers would in no way be able to learn from the newsman the location at which the interview was taped, nor would they be able to obtain a copy of the tape itself for the purpose of identifying the location from intrinsic evidence, or even for the purpose of circulating the most recent photographs of the fugitives."

Fred Graham, CBS news correspondent specializing in legal matters, and member of the Reporters Committee, countered with an actual experience. He recalled that Walter Cronkite of CBS News had interviewed Daniel Ellsberg, the man responsible for leaking the Pentagon Papers, while Mr. Ellsberg was being sought by federal authorities. It would be a "chilling horror," Mr. Graham said half-kiddingly, to envision authorities dragging Walter Cronkite into a grand jury room, then locking him up for refusing to produce his information.

The bill being scrutinized was H.R. 215, sponsored by Mr. Kastenmeier and two other members of the subcommittee, Representatives Tom Railback (R-Ill.) and William Cohen (R-Me.). The bill provides that no newsman shall be compelled to reveal his sources or information except at a civil or criminal court trial (U.S. or state) if the information was not received in confidence or if the party seeking the information can produce "clear and convincing evidence" that (1) disclosure is indispensable to the establishment of the offense charged, (2) the information cannot be obtained elsewhere and (3) there is "a compelling and overriding public interest" in requiring disclosure.

Under the bill, a reporter charged with defamation would have to reveal the sources of the allegedly defamatory information, but only if the plaintiff could...
demonstrate that identifying the source would "lead to persuasive evidence on the issue of malice."

Mr. Graham and another member of the Reporters Committee, Jack Nelson, Washington bureau chief for the Los Angeles Times, argued for unqualified privilege. "We believe that the First Amendment protects journalists from being compelled to testify under circumstances that impair their capacity to collect and publish news," they said in a prepared statement.

Mr. Scalia had a list of reasons for opposing the bill. To begin with, he said, the bill's definition of reporter is so broad as to encompass a member of a radical and violent organization who would be able to publish a weekly newsletter concerning past and future criminal activities of the organization without being compelled to disclose sources.

Mr. Scalia also objected to the bill because it would impair investigations by agencies such as the FCC, committees of Congress and any law enforcement efforts prior to the trial stage.

While relating a history of the Justice Department's use of subpoenas to obtain information from newsmen, Mr. Scalia revealed that the department had issued 46 subpoenas since March of 1973, notably more than the 13 issued in the previous two and a half years. That brought several of the subcommittee members to attention, particularly Representative Robert Drinan (D-Mass.). Mr. Drinan probed that point, but Mr. Scalia did not know who had been subpoenaed and for what reasons. At the subcommittee's request he promised to provide that information within three weeks.

Bankers honor financial reporting

The 1975 winners of Janus Awards for "excellence in financial news programming" have been announced by the sponsoring Mortgage Bankers Association of America.

The Janus Awards are presented annually to recognize broadcasting stations and networks whose financial news programs have made a significant contribution to community understanding of commerce and finance.

This year's winners:
  - Associated Press Radio (network radio category) for its daily Business Barometer— a package of one-minute capsule reports, mini-docs, live reports and end-of-day wrap-ups.
  - ABC-TV (network television category) for its ABC News Close-Up presentation, "Oil—The Policy Crisis."
  - KCBS-AM-FM San Francisco (commercial radio station category) for its program, Money Talks, presented each weekday.
  - WLWT-TV Indianapolis (commercial television station category) for incorporating financial and economic news into its regular prime time newscasts in an interesting and easy-to-understand manner.
  - Maryland Center for Public Broadcasting (special award) for its production, Wall Street Week—presented weekly on the Public Broadcasting Service.

The awards will be presented May 5 at the Mortgage Bankers Association's National Mortgage Banking Conference in New York.

Newsmen-newsmaker. Paul Berry (standing, l), anchorman for WMAL-TV Washington, joined the negotiations between inmates and corrections officials April 19 after a one-hour stoppage in which inmates seized 12 prison employees. The inmates were said to have asked for Mr. Berry to be present in talks as the result of an earlier report he had broadcast on that jail's conditions. "I was concerned about the hostages, not who got what first," Mr. Berry said in response to criticism from other local news media that he had reneged on earlier arrangements to provide pool coverage. CBS News Assignment Editor Paul Byers claimed a deal that involved the inmate's agreement to a pool arrangement, such as happens in this town all the time, to back out of it is dirty pool." Mr. Berry maintained that the decision to grant only WMAL-TV crew access for sound recording was made by the inmate who feared "unfair" coverage—"the only misunderstanding," he said, "was on the part of my colleagues." Prison guards credit Mr. Berry with playing a key role in the successful negotiations.
Coming back with a crossover

B. J. Thomas's first hit since 'Raindrops' follows latest pattern for recording success: singles that appeal to two or more audiences

As B. J. Thomas's (Hey Won't You Play) Another Somebody Done Somebody Wrong Song testifies, appeal in more than one radio format is more than ever a vital ingredient in a single's success. Mr. Thomas's comeback effort for ABC Records, still rising at five on this week's "Playlist," has also been a top-10 item on national MOR and country lists.

A look at 1975's most-played singles to date shows that Mr. Thomas's success has been duplicated by each of the year's leading performers. Barry Manilow's Mandy, which topped the "Playlist" for five weeks, was also a number-one MOR hit. Have You Never Been Mellow by Olivia Newton-John, also a five-week, first-place song, led both country and MOR charts. And Elton John's Philadelphia Freedom, now in its third week atop the chart, is also establishing his appeal at R&B stations. Recent hits by Linda Ronstadt and the Doobie Brothers have followed similar patterns.

B. J. Thomas's return to chart prominence caps a comeback that began in 1973 after the artist had withdrawn from touring and recording for health and personal reasons. A stabbing incident in a New York hotel in 1968 had put Mr. Thomas in a hospital and kept him from performing for five months. Upon his return, the series of events that led to and resulted from his enormous 1969-70 hit, Raindrops Keep Falling on My Head, brought him from country success to mass appeal at a time when his health, physical and emotional, was not equal to the strain.

Before and during this period, Mr. Thomas had seen his records win in several formats. His first national hit, a 1966 cover of Hank Williams's I'm So Lonesome I Could Cry, brought him country prominence and his first gold record. The energetic, uptempo Hooked on a Feeling gave Mr. Thomas a major pop hit in 1968. And Raindrops, the Burt Bacharach song from "Butch Cassidy and the Sundance Kid," became a number-one record in pop and MOR formats, and reappeared in cover versions by several other artists.

Another Somebody Done Somebody Wrong Song, written by Chips Moman, recaptures much of the easy-going appeal of Raindrops, while adding country touches that brought the single even wider reach. Beginning in the South, MOR—not country—stations led the way, with pop success following quickly. Released in January, it made its "Playlist" debut in early February, with country stations starting to add it soon after. By mid-March, the song was first on most MOR lists (it has remained near the top...
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 audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (↑) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

### Over-all-rank Last This week week

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### Top 39 songs:

- Philadelphia Freedom
- Elton John Band
- Heavy Water
- The Three Degrees
- Have You Never Been Mellow
- New Wave
- Somebody Done Somebody Wrong Song
- B. J. Thomas
- The No-No Song
- Ringo Starr
- I Don't Love You (Like I Used To)
- Tony Orlando & Dawn
- How Long
- Jackie Blue
- Ozark Minn. Darrell
- Long Tall Glasses
- It's A Miracle
- Barry Manilow
- Only Yesterday
- Carpenters
- Cheesy Van
- Sammy Johns
- You Are So Beautiful
- Joe Cocker
- Killer Queen
- Queen
- Walking in Rhythm
- Blackbirds
- Shining Star
- Earth Wind & Fire
- Emmet Kelly
- Hot Chocolate
- What Am I Gonna Do With You
- Barnaby Brown
- Pinball Wizard
- Elton John
- Once You Get Started
- Rufus & Chaka
- My Eyes Adored You
- Frankie Valli
- Thank God I'm A Country Boy
- John Denver
- Before The Next Teardrop Falls
- Freddy Cannon
- Black Water
- Doobie Brothers
- Supernatural Thing
- Ben E. King
- Shame, Shame, Shame
- Shirley & Company
- Hijack
- Herbert Mann
- I Don't Like To Sleep Alone
- Paul Anka
- L-O-V-E
- Al Green
- Don't Call Us, We'll Call You
- Sugarcoat
- Stand By Me
- John Lennon
- Harold Melvin & The Blue Notes
- Express
- Fire
- Ohio Players
- Bad Time
- Grand Funk
- Last Farewell
- Roger Whittaker
- Poetry Man
- Ease On Down The Road
- Consumer Happort
- Sister Golden Hair
- Old Days

### Information:

- The top songs are listed alphabetically.
- Each song is weighted by audience ratings for the reporting station on which it is played.
- The list includes artists and labels for each song.
- The rankings are based on the overall rank for the week.

**Broadcasting Apr 28 1975**
ever since), with top pop sales being reached last week.

Much of Mr. Thomas's comeback success may have been predictable—he is an established artist with an appealing sound. But ABC Records believes that the leverage gained from airplay on MOR stations helped bolster the single's success at pop stations, with the two combining to bring the single country acceptance.

Breaking In

Just Like Romeo and Juliet—Sha Na Na (Kama Sutra) * Few groups have benefited from the continuing revival of interest in rock 'n' roll of the fifties as much as Sha Na Na, a group formed by Columbia University students in the late sixties that rose to prominence at the Woodstock Festival in 1969. Since then the group has become a mainstay of the college concert circuit, but has never had a hit single. This remake of a 1964 hit by the Rebeccas re-creates bringing them substantial airplay, however: KMKX (Minneapolis, wcol(A.M.) Columbus, Ohio; wpro(A.M.) Providence, R.I.; wmtv(A.M.) Milwaukee and whwy(A.M.) Montgomery, Ala., have added it.

Trampled Under Foot—Led Zeppelin (Swan Song) * The most publicized (and most successful) rock concert tour since the Rolling Stones' 1972 American performances was the recent Led Zeppelin tour, and their latest album soared to the top of national sales charts in near-record time. The band's trademark, a blend of heavy metal and throbbing 4/4 rock, is a rarity on most pop playlists, but contemporary program directors are apparently attracted by the massive audience the group commands, and are making this pounding rocker the group's most promising single in some years. The single has been added by wvsl(AM) Buffalo; kewl(AM) Topeka, Kan., weee(AM) Richmond, Va., and wcoo(AM) Greensboro, N.C.

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

- ALL THE LOVE IN THE WORLD, Mac Davis (Columbia).
- ANYTIME I'LL BE THERE, Frank Sinatra (Reprise).
- DYNOMITE, Tony Camillo's Bazuza (A&M).
- GET DOWN GET DOWN (GET DOWN ON THE FLOOR), Joe Simon (Spring).
- GOOD LOVIN' GONE BAD, Bad Co. (Swan Song).
- HANG ON SLOOPY, Rick Derringer (Epic).
- HUSTLE, Van McCoy (Avco).
- LONG HAIR COUNTRY BOY, Charlie Daniels Band (Kama Sutra).
- MINNESOTA, Northern Lights (Glacier).
- MISTY, Ray Stevens (Barnaby).
- ONE BEAUTIFUL DAY, EckASY, Passion & Pain (Roulette).
- PINBALL, Brian Protheroe (Chrysalis).
- SAIL ON SAILOR, Beach Boys (Reprise).
- SANDY, Hollies (Epic).
- TRAMPLED UNDERFOOT, Led Zeppelin (Swan Song).
- 2+2, Jaggerz (Wooden Nickel).
- WONDERFUL BABY, Don McLean (United Artists).

Tracking the 'Playlist.' Another week in the top "Playlist" spot for Eton John and Philadelphia Freedom brings MCA's streak to eight weeks at number one. For the rest of the top 10, singles by B.J. Thomas, Tony Orlando & Dawn and the Ozark Mountain Daredevils continue to gain, with the largest jumps made by Ace's How Long, now picking up good MOR airplay as well. Leo Sayer's Long Tall Glasses gives the Warner Brothers' artist his first top-10 record. Queen's Killer Queen also continues to impress, moving strongly to 15, while two progressive R&B singles that have been climbing the chart in tandem, the Blackbyrds' Walking in Rhythm and Earth, Wind & Fire's Shining Star, are bringing those groups to the attention of a still greater audience. Eton John's Tommy performance of Pinball Wizard, certainly one of the more phenomenal pop success stories in recent years, is still soaring at 20, and will apparently remain available only as an album cut. The year's biggest crossover from country, Freddie Fender's Before the Next Teardrop Falls, looks very much like a top-10 item, and is charted this week at 24. Herbie Mann's pop-chart debut (after a long jazz career), Hilad, makes another large jump to 28. And the year's MOR sleeper, Roger Whittaker's Last Farewell, moved this week's strongest debut brings in a new group, Consumer Rapport, and a new label, Wing and a Prayer Records, to the chart, with a cover of a song from the Broadway musical, The Wiz: Ease on Down the Road, at 39. America's second hit of 1975 and first from its new album, entitled Sister Golden Hair, is adding stations at 40. Chicago should easily surpass its last effort with Old Days, at 41 in its second week. David Bowie's Young Americans moves to 43, largely on the strength of an addition at wabc(AM) New York. Gordon Lightfoot is returning to the chart in strength with Rainy Day People, and Linda Ronstadt should have her second hit from Heart Like a Wheel with When Will I Be Loved. Another returning group, Seals & Crofts, is at 58 with I'll Play for You, in its second week. Among other new releases on the chart, Captain & Tennille make the chart with Love Will Keep Us Together. Disco Tex and the Sex-O-Lettes bid to make Sir Monti Rock III a household name—their second disco single, I Wanna Dance Wit' Choo Is at 59. Sha-na-na's best chart effort in some years, a cover of Just Like Romeo & Juliet, breaks in at 70. And the Average White Band enters the list with a tight, brassy dance tune meant to follow Pick Up the Pieces' success; Cut the Cake is at 74.

Network, spot TV in 1974 reach $3.83 billion mark

Leader P&G hiked spending 6%; number-two General Foods up 11%, according to TVB's compilation.

Combined network-television and spot-TV expenditures climbed an estimated 8% in 1974 to almost $3.83 billion, according to figures released last week by the Television Bureau of Advertising.

Based on compilations prepared by Broadcast Advertisers Reports, TVB issued breakdowns on estimated expenditures by product classifications which contained combined network and spot figures and on the Top-100 network and spot-TV classifications.

TVB said that network TV in 1974 rose to $2,256,519,100 from $2,043,634,300 while national spot TV grew to $1,571,685,600 from $1,509,171,300 in 1973.

Categories registering major gains were publishing and media, up 72% to $50.5 million; pet foods and supplies, up 59% to $118.6 million; entertainment and amusement, up 50% to $51.1 million and household furnishings, up 50% to $30 million.

In its annual listing of top-100 advertisers...
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**Top 100 television advertisers in spot and network—1974**

Procter & Gamble was in first place with a total of $234,483,000, up 6%; General Foods Corp., $125,591,200, up 11%; American Home Products, $111,865,400, up 3%; Bristol-Myers, $98,716,000, up 8% and Lever Bros., $81,056,000, up 27%.

The companies in the top 100 boosted their TV investments from 54% to 101%; American Can Co., $9,901,000 (101%); Carnation Co., $28,802,000

**Yes-but on INTV standards**

The Media Directors Council has partly endorsed the commercial time standards adopted by the Association of Independent Television Stations Inc. (BROADCASTING, Jan. 27), but disagrees with certain portions.

The council, composed of media directors at leading agencies, said it approved of provisions that define nonprogram elements as including promotion and public service announcements. It disagreed with standards that would permit up to seven consecutive nonprogram elements in telecasts of 60 minutes or longer; would exclude from the definition of nonprogram material those credits in excess of 30 seconds, and would allow the expansion of nonprogram time allowance in prime time from 12 to 14 minutes, even though public service and promotional announcements are included.

**Business Briefs**

BIAS’ed. Broadcast Industry Automation System (BIAS) division of Data Communications Corp., Memphis, has completed contract negotiations to supply all six TV stations of Forward Communications Corp. with its automated TV information systems. Systems now include: WSMV-TV, Nashville; WBBJ-TV, Dubuque; WTHI-TV, Wheeling, W.Va.; WRAV-TV, Peoria, Ill.; KCAT-TV Sioux City, Iowa; WNTN-TV, Morris, Ill.; WTVN-TV, Columbus, Ohio; KSNV-TV, Las Vegas, Nev.; and WFSB-TV, Hartford, Conn.
Iowa; WMVT Madison, Wis.; and KOSA-TV Odessa-Midland, Tex.

It's entertainment. Rosenfeld, Sirowitz & Lawson Inc., New York, plans to form entertainment marketing division to handle advertising accounts in motion pictures and other forms of entertainment. Robert S. Ferguson, former vice president in charge of worldwide advertising and publicity for Columbia Pictures, will head new arm of RS&L, which hopes to exploit growing market in entertainment field.

Growing and expanding. Air Time Inc., media service company based in New York, will open Chicago office shortly in Hancock building. Air Time, which marked its fifth anniversary, has grown from $2 million in billing placed in 1970 to more than $50 million in 1974. Among its accounts are American Cyanamid Co. (Breck), International Business Machines Corp. (corporate advertising), Jockey International, Piel Bros. Inc., Shulton Inc. (Old Spice products), Ward Candy Co. and Schieffelin & Co. (Blue Nun wine).


TVB moves. Television Bureau of Advertising has moved to 1345 Avenue of the Americas, New York 10019. It has adopted system of individual telephone numbers and reception number is (212) 397-3456.

New way to measure multimedia mixes

It calculates reach and frequency of any combination of vehicles

A computerized multimedia advertising analysis system that could be used to help broadcasters get business away from newspapers and magazines—and vice versa—was announced last week by Telmar Communications Corp., New York.

Telmar, which already offers computer-based programs for individual media, said the new system, called PLANIT, can calculate the reach, frequency and frequency distribution of advertising schedules that include any combinations of network and spot TV, radio, magazines, newspapers, newspaper supplements, outdoor and transit advertising. By showing the gains or losses that may result when budgets are diverted from one medium to another, officials said, the system can be used as a competitive sales tool and also as a means of improving existing plans.

Stan Federman, president of Telmar, said PLANIT ties together the company's single-media systems—UNITEL for TV, UNIRAD and Radio System III for radio, METREX for magazines and NEWS-REACH for newspapers—"in the first practical multimedia reach/frequency system. He said about 40 of the company's 175 clients are in broadcasting, including Cox Broadcasting, Metromedia and Robert E. Eastman Co. Charges are on a per-job basis.

Finance

Goldenson, Rule move to front of network pay line

ABC's plan for added compensation puts them ahead of peers at CBS, NBC

ABC Inc. Chairman Leonard Goldenson and President Elton H. Rule emerge as the two highest-paid executives with a network-operating company—and the first ever to pass half-a-million in one year—with 1974 salaries and additional compensation amounting to $175,600 and $320,000, respectively, according to information in the proxy statement to shareholders distributed last week.

For 1974, Mr. Goldenson received $200,000 in salary, and additional compensation of $86,000 paid in July 1974 and of $296,000 paid in January 1975. Mr. Rule's salary was $175,000 and his added compensation was $70,000 paid in July 1974 and $280,000 paid last January. For Mr. Goldenson his total compensation of $552,000 was $175,600 over the 1973 figure of $376,400 (up 43%), while Mr. Rule's $325,000 climbed over the 1973 remuneration by $182,000 (up 53%).

An ABC spokesman said additional compensation in each case was based on ABC's stockholder-approved Key Employees Incentive Compensation Plan, whose distributions in turn depend on ABC's financial results in any given year. "And we had a record year in 1974, as you know,” he said, adding that all officers and employees who are participants in that plan enjoyed relative compensation increases as a result of the 1974 performance. ABC's 1974 earnings from continuing operations were up 10% to $49.9 million on revenues that rose 12% to $986,040,000 (BROADCASTING, March 31).

Trailing Mr. Goldenson and Mr. Rule in total compensation for 1974 are RCA Chairman Robert W. Sarnoff and CBS Inc. Chairman William S. Paley. RCA's proxy issued last month shows that in 1974 Mr. Sarnoff's total remuneration was $483,500, consisting of $326,000 salary and $157,500 incentive, of which $52,500 was paid and $105,000 is to be earned out in two annual installments (BROADCASTING, March 17). CBS Inc.'s proxy showed that Mr. Paley's $450,000 in total compensation in 1974 consisted of $225,000 in salary and $225,000 in additional pay, of which $208,125 was paid and $16,875 deferred (BROADCASTING, March 31).

The ABC proxy also reports that Everett H. Erlick, senior vice president and general counsel of ABC Inc., received $104,791 in salary and $110,000 in additional compensation; I. Martin Pompadour, president of ABC Leisure Group I, $100,000 in salary and $100,000 in added compensation; Walter A. Schwarz, president of ABC Leisure Group II, $99,800 in salary and $90,000 in added pay; Robert D. Krestel, vice president, finance, $100,000 in salary and $80,000 in additional compensation and Frederick S. Pierce, president of ABC Television, $92,863 in salary and $80,000 in additional remuneration.

The annual meeting of ABC stockholders will be held at the company's studios at 7 West 66th Street, New York, on May 20. On the agenda are proposals to amend and continue the key employees incentive compensation plan and to approve the 1975 restricted stock bonus plan.

As goes ABC-TV, so goes ABC Inc.

Profits sag for parent is blamed on costs of new programs and lower prices of prime-time shows

ABC Inc.'s first-quarter earnings dropped 29% to $7,049,000 on a 9% rise in revenues to $250,886,000, said Chairman Leonard H. Goldenson and President Elton H. Rule reported last week.

They blamed the earnings decline primarily on "the costs associated with the introduction of six new prime-time series on the ABC-TV network during the first quarter of 1975 and the lower prime-time ratings in the fourth quarter of 1974 which adversely affected sales in the first quarter.”

But they said they "are encouraged by the recent ratings improvement in the prime-time program schedule, which has been revised since January,” and "also anticipate that the company's second-quarter earnings comparisons on a year-to-year basis will show marked improve-
Cox Broadcasting has higher first-quarter revenues, earnings

Cox Broadcasting Corp.'s broadcasting division showed a 7% gain in revenues and a "modest" increase in operating profits for the quarter ended March 31 as compared with the same period a year ago. The first-quarter report put the company's total net income at $2,192,000 or 38 cents a share, up 7% from $2,046,000 or 35 cents a year ago, on total operating revenues that increased 9% to $22,825,000 from the 1974 first quarter's $20,869,000.

Cox President Clifford M. Kirkland Jr. said of broadcasting, the company's major division, that "the softness in local and national spot advertising that began during mid-quarter has continued. Because of the short notice advertisers now give before placing advertising with radio and television, it is difficult to project the station's broadcasting performance for the 1975 second quarter."

Mr. Kirkland said the company's Bing Crosby Productions had first-quarter gains in local and network revenues, thanks to receipts from both theatrical and TV (ABC) showings of the movie "Walking Tall," and that "The Renunciation of Peter Proud," released in March, was also expected to be profitable. He said that the publishing division had good gains in revenues but a decline in operating income, primarily because of development costs associated with new publications and that auction operations, which showed strong gains in revenues and pretax earnings that should continue in the second quarter.

First-quarter net income of Cox Cable Communications, of which CBC owns 56.2%, was said to have increased 25%, with CBC's shares coming to $344,000 as against $276,000 in 1974's first quarter.

**CCC wins a point**

Oponents to P&S merger drop suit, agree to exchange

Combined Communications Corp. has settled out of court the suit brought against it last year by a group of Pacific and Southern Broadcasting Co. stockholders, who opposed the merger of their company into CCC (BROADCASTING, Nov. 18, 1974). The merger had been consummated earlier (BROADCASTING, Sept. 2, 1974). The suit, filed in federal district court in Delaware, had sought the cancellation of the $36.45-million merger and damages totaling $6,181,064. The plaintiffs, DeSales Harrison, former president of P&S, his five children and Eugene Keogh, had charged that certain P&S and CCC board members had conspired to mislead P&S stockholders as to the status of the merger.

Together, the plaintiffs held about 10% of P&S's outstanding stock and were seeking damages equaling $24 for each share held. That price was considerably higher than the going price for P&S shares at the time of the merger, which was about $5.50. The merger transaction was executed at the exchange rate of one CCC share for every .6924 P&S share held.

Under the terms of the settlement, the plaintiffs withdrew their dissent to the merger, and gave their P&S shares to Combined Communications. Some of the plaintiffs chose to receive immediately CCC shares based on the previously announced exchange ratio. Others, including DeSales Harrison, received the right exercisable over the next four years to take CCC shares on the same basis or to receive $21.10 in cash for each CCC share on June 29, 1979.

The market value of CCC stock today is over $14 and Ray Toppin, vice president of finances at CCC, submitted that the company expects its stock to rise above $21.10 over the next four years.

CCC said it agreed to the settlement after studying the estimated costs required to pursue the case in court.

CCC is a Phoenix-based group broadcaster and outdoor advertising firm.

**Programs and cable rebound at Warner**

First quarter is turnaround from losses of early last year

Warner Communications Inc.'s television and cable-TV operations moved from operating losses in the first quarter of 1974 to pre-tax profits in the company's first quarter, while the company's total net income reached a near-record $14,254,000, second only to the 1974 first quarter's $15,839,000.

Revenues from TV film leasing rose from $10,444,000 a year ago to $12,865,000, with pretax income from TV distribution totaling $1,577,000 as against a $516,000 loss in the first quarter last year. CATV revenues, via Warner Cable Corp., increased to $9,043,000 from $7,297,000 and a $74,000 profit replaced a year-ago loss of $545,000. Revenues from records, tapes and music publishing gained 1% to $71,993,000 but pretax income from these operations declined from $13,694,000 to $10,673,000 for the quarter, though the company said "substantial improvement" began in March and is continuing.

Warner credited the TV operations' swing to profitability to increased income from TV leases of feature films and to "certain cost efficiencies in ongoing series production."

Warner's total revenues for the quarter were $171,289,000 as against $175,417,000 a year ago.
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<th>Closing Wed. Apr 26</th>
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<th>% change in week</th>
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Over-the-counter bid prices supplied by Hornblower & Weeks, Humphrey-Noyes Inc., Washington, D.C. 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 published by Standard & Poor's Corp. or obtained through Broadcasting's own research. Earning figures are exclusive of extraordinary gains or losses.

*P/E ratio computed with earnings for last 12 months published by Standard & Poor's Corp. **No P/E ratio is computed; company registered net losses.

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### Performance

#### Stocks

**Stock**
- **Valu**

**Symbol**
- **Val**

**Exch.**
- **Val**

**Closing Wed. April 23**
- **Val**

**Closing Wed. April 16**
- **Val**

**Net change+ in week**
- **Val**

**% change in week**
- **Val**

**High**
- **Val**

**Low**
- **Val**

**P/E ratio**
- **Val**

**Approx. shares**
- **Val**

**Market capitalization**
- **Val**

**Total market capitalization (in millions)**
- **Val**

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### Programming

#### Television

**Program**
- **Val**

**Station**
- **Val**

**Network**
- **Val**

**Rating**
- **Val**

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### Service

#### Financials

**Company**
- **Val**

**Revenue**
- **Val**

**Net income**
- **Val**

**P/E ratio**
- **Val**

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### Electronics/Manufacturing

#### Company

**Name**
- **Val**

**Revenue**
- **Val**

**Net income**
- **Val**

**P/E ratio**
- **Val**

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### Standard & Poor's

#### Indexes

**Index**
- **Val**

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Media


Dorothy Brincofield, manager, equal opportunity programs, International Telephone & Telegraph, New York, named director, equal opportunity programs, ABC Inc., New York.

George R. Francis Jr., general sales manager, WAYS(AM)-WROQ(FM) Charlotte, N.C., named station manager.


John W. Hagerman, promotion manager, William B. Tanner Co., Memphis, named general manager, WOMI(AM)-WBKR(FM) Owensboro, Ky.

J. Thad McKinney, station manager, KAMB(AM) Merced, Calif., named to same post, KEKR(AM) El Cajon, Calif.

Tom Foster, music director-assistant program director, WEZE(AM) Boston, named director of operations, WMEX(AM) Boston.

Frederic A. Williams, coordinator of regional offices, Office of Public Affairs, Cornell University, Ithaca, N.Y., named administrative assistant to owner and executive officer, Park Broadcasting Inc., Ithaca, group station owner.


Broadcast Advertising


Joe Parish, sales manager, WIND(AM) Chicago, named general sales manager.

Norton Spitzer, sales representative, KFBK-AM-FM Sacramento, Calif., named sales manager.

New man in town. CBS Television Stations' new Washington bureau chief got a capital sendoff last week at a party attended by, among others, Senator Jacob Javits (R-N.Y.), here extending congratulations to honoree Bill Eames, the former news director of KNXT(TV) Los Angeles. At right: D. Thomas Miller, president of the owned stations division. In the background: Mrs. Javits and CBS Washington Vice President Richard Jencks.


Paul Mersdorf, account executive, KSBK-TV San Francisco, named national sales manager, KOSC-TV San Jose, Calif.

Vince Williams, account executive, KIDD-FM Oklahoma City, VP; and Associates Inc., New York, elected VP's.


(AM) Monterey, Calif., named general sales manager.


Roland Abrams, sales executive, WOKY-(AM) Milwaukee, named retail sales director.

Irv Adelsberg, media director, E. A. Korchny Ltd., New York, named associate media director, S. Jay Reiner Co., Carle Place, N.Y.

William A. Moulder, writer and account executive, Rustad Robertson Advertising, Madison, Wis., named chief copywriter, J.F.P. & Associates Inc., Duluth, Minn.

Karen J. Gagliardi, manager of information services, Avco Television Sales, New York, named promotion staff assistant at The Katz Agency, New York.

Newly elected officers, National Federation of Advertising Agencies, Sarasota, Fla.: George P. Crumbley Jr., president of Crumbley Robertson Riley Advertising, Atlanta, president; James S. Wattenmaker, Wattenmaker Advertising, Cleveland, executive VP; John A. Garrigues, Ross, Jurney and Associates, Salt Lake City, VP; and Joel Freedman, J. S. Freedman Advertising, Cincinnati, treasurer.

James W. Evans, director of sales development, WATR-AM-FM-TV Norfolk, Va., retires May 1 after 25 years in broadcast management.

Programing

Gary Sanders, sports director, WAPF-AM-FM-TV Birmingham, Ala., named program director, WAPF-AM-FM.

Edward Andre, production manager, WAPF-AM-FM-TV Providence, R.I., named to same post, WCVB-TV Boston.


Tom Edwards, producer-director, WJZ-TV Baltimore, named to same post, WMJ-TV Milwaukee.

Kent Harman, operations manager, KSHO-TV Las Vegas, named executive director of production and sales, Global Productions, video-tape sales and production firm, Las Vegas.
Broadcast Bureau granted TV hertz. -construction alt. - authorizations

David Russell, head of own production firm, D/R Productions, Los Angeles, named VP-manager, N.B.E. Productions, new Los Angeles office. Francis Gramman, head of Atrium Films, his own Los Angeles firm, named director-camera-

Rene Cantu, newswriter and producer, kgo-tv San Francisco, named bilingual program producer and announcer, KNTV-

Bobby Wooten, program director, KAYO-(AM) Seattle, retires after 12 years with station.

Broadcast Journalism

Dick Wagner, executive producer, WAVE-
tv Louisville, Ky., named assistant news director, WPRT-
tv St. Paul.


Eleanor Schano, anchorwoman, WJIC-
tv Pittsburgh, named news and special assignment reporter, KDKA-
AM- FM Pittsburgh.

Janice Coleman, newscaster, WQUA-(AM) Moline, Ill., named to same post, WLS-
AM-(AM) Chicago.

Cable
Robert J. Lewis, president, Cablecom-


general Inc., Denver, named executive VP, Intellite Inc., Irvine, Calif., cable firm.

Equipment & Engineering
Harvie E. Schwartz Jr., manager of engineering laboratory, Goldmark Communications, New York, named manager of technical operations, Byron Motion Pictures, Washington.

W. Paul Warnock, VP-finance-international operations, Electronics Memories and Magnetics, elected VP-finance, Tele-
mation Inc., Salt Lake City.

Allied Fields
Jerry Gooze, with Lawrence Welk's Vague-T. B. Harms music publishers, named membership representative, Ameri-
can Society of Composers, Authors and Publishers, Hollywood.

David Crane, associate editor, noncommercial KGDE-
tv San Francisco, named associate, Entertainment Response Ana-
lysts, San Francisco media research firm.

Death
V. J. Steele Sr., 77, founder and board chairman of Owensboro On The Air Inc. (WJS-
AM)-WSTO-(FM) Owensboro, Ky., and among originators of Owensboro Cablevision, died April 15 in Fort Lau-
derdale, Fla. He is survived by his wife, Pauline, four sons and three daughters.

For the Record

As compiled by BROADCASTING, April 14 through April 18 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional anten-

na. ERP—Effective radiated power. HAAT—height of antenna above average terrain. kHz—kilome-
ters. kW—kilowatts. MEGY—maximum expected operation value. MHz—megahertz. mod.—modifica-


New stations:


AM application

* WOOL Golden Circle Broadcasting seeks 1200 kHz, 3 kw-D. P.O. address: East Hwy. 40, Roosevelt, Utah 84066. Estimated construction cost $39,974: first-year operating cost $49,489. Format: Easy listening contemporary. Principals: Joe B. J., Jimmie N. and Tommie E. Redhead (each 20%) own cement products and ranching and land de-

velopment companies. Morris J. Jones (20%) is sales engineer for electronics manufacturer. Jay S. Mon-

son (20%) is manager of KBVU-FM Brigham Young University, Provo, Utah. Ann. April 16.

AM starts

* WPSC Pageland, S.C.—Authorized program opera-


tion on 1510 kHz, 500 kw-D. Action April 2.

* WEGO Wburg, Tenn.—Authorized program operation on 1220 kHz, 500 kw-D. Action April 4.

FM applications

* Tuscaloosa, Ala.—Tri-Cities Broadcasting Co. seeks 92.5 MHz, 3 kw, HAAT 197 ft. P.O. address: Box 1896, Tuscaloosa, Ala. 35401. Estimated construction cost $18,000; revenue $18,000. Format: R&B, pop.

Principals: E. O. Roden (45%) is banker and real estate investor. Zane D. Roden (27%) is director of finance company. Edmond Payne (27%) is general manager of WTUG-(AM) Tuscaloosa, Ala. E. O. Roden owns WBIF-(AM) Booneville, Miss. and CP for FM in same city and shares ownership of WTUG-(AM) Tupelo, Miss., WGGM-(AM)-WTAM-

(AM) Gulfport, Miss., WRPQ-(AM) Pensacola, Fla., WSTUG-(AM) Tuscaloosa, WOJF-(AM)-WOJW-

(AM) Jackson, Miss., with Zane Roden and Mr. Payne. Ann. April 15.

* Liberty Ky.—Radio Station WKDO seeks 105.5 MHz, 3 kw, HAAT 204 ft. P.O. address: Box 8, Libby, Ky. 42539. Estimated construction cost $25,500; first-year operating cost $8,800; revenue $12,000. Format: standard pop, country and gospel. Principal: Carlos Wesley (100%) owns and man-


* Auburn, Me.—Great Down East Wireless Talking Machine seeks 1003 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 1401, Lowell, Mass. 01853. Esti-
mated construction cost $50,997; first-year operating cost $24,490; revenue $40,000. Format: Big music. Principals: Arnold S. Lerner (43%) is general manager and has interest in WLLH-(AM)-WSSH-


* Allegan, Mich.—Allegan County Broadcasters seeks 101.9 MHz, 3 kw, HAAT 278 ft. P.O. address: 706 E. Allegan, Osage, Mich. 49078. Estimated construction cost $41,722; first-year operating cost $11,584; revenue $18,000. Format: Variety. Principal: Robert V. Doll (100%) owns WAOP-(AM) Osage, Mich. and has interest in WTRE-AM-FM Greens-


* Sauk Centre, Minn.—Dairyland Broadcasters seeks 94.3 MHz, 3 kw, HAAT 300 ft. P.O. address: 123

Broadcasting Apr 20 1975
FM actions

Calais, Me.—WOQY Inc. Broadcast Bureau granted September 30, 1987, and has paid $4,204,203; first-year operating cost, $46,000; format, Standards; call letters, WOQY. FM operation now pending before FCC. Interests: Robert E. Kane, principal, general manager and part owner of KTIT-AM-FM Columbus, Ohio; T. M. Robinson, insurance and realty company and has interest in KTIT-AM (AM) and WOQY (FM). Station, Colby, Colo. William Whitlock (30%) has interest in KTIT-AM (AM) and WOQY (FM). Estimate: to KUVR-AM FM Holdrege, Neb. Donald L. Krese (1956) is sales manager of KTIT-AM-FM. Approval Apr. 17.

*Fishkill, N.Y.—Wappingers Central School District seeks 88.9 MHz, ERP 600 W, P.O. address: 281 Main St, Calais. Estimated construction cost $45,000, first-year operating cost $3,180; revenue not given. Format: contemp.; Principals: Robert E. Kane, principal, general manager and part owner of KTIT-AM-FM Columbus, Ohio; T. M. Robinson, insurance and realty company and has interest in KTIT-AM (AM) and WOQY (FM). Station, Colby, Colo. William Whitlock (30%) has interest in KTIT-AM (AM) and WOQY (FM). Estimate: to KUVR-AM FM Holdrege, Neb. Donald L. Krese (1956) is sales manager of KTIT-AM-FM. Approval Apr. 17.

Toppenish, Wash.—Radio Broadcasters seeks 92.7 MHz, ERP 1,000 W, P.O. address: Box 350, Toppenish, Wash. 98948. Estimated construction cost: $45,000; first-year operating cost: $4,950. Principal: Donald R. Nelson (100%) owns KENE Toppenish. Ann. Apr. 15.

FM starts

*WJIT Melbourne, Fla.—Authorized program operation on 88.1 MHz, ERP 1 W, P.O. address: 321 South State Street, Melbourne, Fla. 32901. Estimated construction cost $10,000, first-year operating cost $1,180; revenue not given. Format: stand.; Principals: Babette A. Blumen and Myron C. Schwartz (100%); own WQDT (AM) and WACU (FM) Houlton, Maine. Deferred.

Portageville, Mo.—New Madison County Broadcast Corp. seeks 107.9 MHz, ERP 3,000 W, P.O. address: 230 North Grand Avenue, Portageville, Mo. 63770. Estimated construction cost $23,001; first-year operating cost $6,000; revenue $8,000. Format: C&W; principal: J. Shelby McCulley (100%); owns WGRC (FM) Perryville, Mo. 63775. New.

Alice, Tex.—Nerman Broadcasting Corp. Broadcast Bureau granted Sept. 30, 1987, and has paid $2,817,781; estimated construction cost $21,000, first-year operating cost $6,500; revenue $5,500. Format: Spanish; principal: Robert T. Alphonse (100%); owns XEAN (AM) and KWPL (FM) El Paso, Tex. 79901; cross-ownership restricted.

WAVS (AM) Fort Lauderdale, Fla. (1190 kHz, 5 kW) - Broadcast Bureau granted license of assignment of former Licensee of WLBW, WXAT and WLSL. Change in location from North Lauderdale to Dania. Approval Apr. 14.

KWID (TV) Fort Lauderdale, Fla. (Ch. 15) —Broadcast Bureau granted permission to change station location from Dania to North Broward. Approval Apr. 14.


*WAVS (AM) Fort Lauderdale, Fla. (1190 kHz, 5 kW, DA)—Broadcast Bureau granted license of assignment of former license of WLBW, WXAT and WLSL. Change in location from North Lauderdale to Dania. Approval Apr. 14.


*WFRD-FM Canton, Ohio (103.5 MHz, 6 kW) —Broadcast Bureau granted special temporary license to transmit over WOMD tower. Ann. Apr. 14.

FM licenses

Broadcast Bureau granted following licenses covering new stations:


*WSPS Concord, N.H., St. Paul's School (BLED-1306). Approval Apr. 3.

*WYCT-FM New London, Conn. (104.9 MHz, 1.8 kW) —Broadcast Bureau granted license of assignment of license from Texas Radio Corp. to KTEM Inc. Radio for.

FM facilities

*KAKM Anchorage—Broadcast Bureau granted call of CP to change in station structure (decrease height); change ant. height to 143 ft. applicants:anonymous (FPC-1994). Approval Apr. 3.

KXTV Sacramento, Calif.—Broadcast Bureau granted request for authority to operate trans., by exchanging control from former owners to KXTV Inc. and CP to change type of trans. (BPCT-242, BPLE-111). Approval Apr. 3.


AM applications


WTTL Madisonville, Ky.—Seeks CP to change ant.-trans. loc. to Ky. 262, 2.5 miles west of Madisonville. Ann. Apr. 16.

KALV Alva, Okla.—Seeks CP to change ant.-trans. loc. to Alva city limits and 0.2 miles east of Hwy. 281. Ann. Apr. 15.

WHYL Carlisle, Pa.—Seeks CP to make changes in MEOV's. Ann. Apr. 17.

AM actions

*WHOW Clinton, Ia.—Broadcast Bureau granted CP to make changes in ant. system; conditions (BP-1897). Approval Apr. 8.

*WUWA Clovis, N.M.—Broadcast Bureau granted CP to increase antenna power to 3000 w. Ann. Apr. 16.

*WTVK Jacksonville, Fla.—Broadcast Bureau granted CP to increase antenna power to 3000 w. Ann. Apr. 16.

*WLCD-AM St. Louis, Mo.—Broadcast Bureau granted CP to change antenna loc. to Morgan County, Ill. (BP-1897). Approval Apr. 9.


*KGFB Shawnee, Okla.—Broadcast Bureau granted CP to change antenna system to MEOV's for nighttime array (BP-1995). Approval Apr. 11.


AM starts

*Following stations were authorized program operating authority for changed facilities on date shown: KZVW-AM—-Dundas, Mich.—install new ant.; change in antenna system (increase height); change TPO and HAAT: 600 ft. Ann. Apr. 18.

FM applications

*K.AHR Fremont, Calif.—Seeks modification of CP to change frequency to 90.5 MHz. Approval Apr. 18.

*WBCW-AM Grand Rapids, Mich.—Seeks to change trans. location to 543 Three Mile Rd., N.W. Grand Rapids, Mich.; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO and HAAT: 311 ft. and add circular polarizat. ant. and delete remote control (BP-1897). Approval Apr. 11.

*WSTS Laurinburg, N.C.—Seeks to change trans.; make ant.; make changes in ant. system (increase height); change TPO and HAAT: 600 ft. Ann. Apr. 18.

*WNMA-FM Nashville—Seeks CP to change frequency to 90.5 MHz, ERP 1 kW. Applicant: radio transmission facility WMC-AM, Nashville, Tenn., wishes to locate new trans. at radiophone license location to Tidwell Faculty Center, S.E. Cor. Lester Ave. and Wilson Terrace, Nashville, Tenn. (BPCT-242). Approval Apr. 7.

*KYLE-FM Handley, Ala. (104.9 MHz, 1.8 kW) —Broadcast Bureau granted license of assignment of license from Texas Radio Corp. to KTEM Inc. Radio for.

*LKJW-AM Jerry’s Bend, Miss.—Broadcast Bureau granted license of assignment of license from Texas Radio Corp. to KTEM Inc. Radio for.

*LSXG-AM—-Little Rock, Ark.—Broadcast Bureau granted license of assignment of license from Texas Radio Corp. to KTEM Inc. Radio for.

$60,000. Seller: Charles H. Gillespie, vice pres.; Buyer: Clent Formby (45%); Marshall Formby (45%) et al. Buyers: Jordan, Marshall and Nathan Formby (45%), are Tidwell, Arkansas, and has interest in KFANAM ( Amarillo, TX), KKVY (ATL Lift) and KTAM (Tyler, all Texas (BA2-HPL-1941). Approval Apr. 14.
Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound ever heard. Listen to Continental: quality talks.

QUALITY TALKS FOR

CKEK

Cranbrook, British Columbia

In context

Designed for hearing


WQIK-FM Jacksonville, Fla.-Broadcast Bureau granted mod. of CP to change trans. location to Dale Ave., 1.25 miles south of downtown Jacksonville, FL; ERP 2.2 kW; station height 230 ft.; condition (BFM-14441). Action April 8.

WPTM-Pascagoula, Miss.-Broadcast Bureau granted mod. of CP to change trans.-studio location to Dale Ave., 1.25 miles south of downtown Jacksonville, FL; ERP 2.2 kW; station height 230 ft.; condition (BFM-14441). Action April 8.

WONA-FM Winona, Miss.-Broadcast Bureau granted mod. of CP to change trans. station location to just off U.S. Hwy. 51, 1.25 miles south of downtown Winona, ER; ERP 160 kW; station height 320 ft.; condition (BFM-14395). Action April 11.

KMTY-FM Clovis, N.M.-Broadcast Bureau granted mod. of CP to change translocations to Tallon Rd., 6 miles west of Tallon, N.M.; site of trans.; change alt.; change ant.; make change in ant. system (increase height); change TPO; ERP 2.2 kW; station height 345 ft. (BFM-14395). Action April 11.

WWTA-FM Trenton, N.J.-Broadcast Bureau granted mod. to station location to Tallon Rd., 6 miles west of Tallon, N.M.; site of trans.; change alt.; change ant.; make change in ant. system (increase height); change TPO; ERP 2.2 kW; station height 345 ft. (BFM-14395). Action April 11.


Dismissed

WJXT-TV Jacksonville, Fla., renewal proceeding. Post-Newsmakers, Station (Doc. D-8035-B) —ALJ Forest E. McElroy granted motion by Trans-Florida Television for dismissal of application with prejudice; dismissed motions by Post-Newsmakers for reconsideration of Trans-Florida and opposition by Trans-Florida. Action April 14.

Joint agreement

Hanford, Calif.-FM proceeding. Kennebec Western Broadcasting Co. and Willow Broadcasting Co. competing for 103.7 mhz (Doc. 20086-7) —AlJ John Conlin granted application of joint request by applicants; dismissed application of Kennebec with prejudice and granted application of Willow. Action April 10.

Initial decisions


Fines

KBA(M) Benton, Ark.-Broadcast Bureau ordered Benton Broadcasting, Co. to forfeit $200 for violation of rules by failing to make required periodic reports. Action April 4.

KFAY(AM) Fayetteville, Ark.-Broadcast Bureau ordered Big Chief Broadcasting Co. of Fayetteville to forfeit $100 on charges of insufficient documents in station authorization and rules by operating without full disclosure of ownership changes and by logging conflicting information about presence of station owner in operation. Action April 1.

KMYC(AM) KEMP, Texas—Broadcast Bureau ordered California First Broadcasting Co. to forfeit $200 for violation of rules by failing to file financial report. Action April 8.


Other actions

FCC denied petition by dismissing hearing for failure to maintain trans. output power within tolerance prescribed by FCC rules. Action April 17.


WZID-FM Bakersfield, Ca.-FCC's grant of application of WTVY(TV) Dothan, Ala., to asbestos of station authorization, was not required because of application of WLSA(TV) Selma, Ala., for authority to increase trans. power. Action April 17.

Allocation

FCC took following actions on FM allocations:

Broadcast Bureau proposed assigning first channels to 12 communities throughout United States. Action would assign ch. 208A to Davis, Calif.; 209A to Ankeny, Iowa; 206A to Emmetsburg, Iowa; 208A to Haithwa, Kan.; 207A to Franklin, Mich.; 208A to Howell, Mich.; 206A to Joplin, Mo.; 206A to New London, Ohio; 206A to Ottawa, Ohio; 204A to Vernon, Tenn.; 204A to Copper Cove, Tex.; and 207A to Yaukum, Tex. Proposed would be in response to petitions by Christian Communications, B. Rex Stanley, Inc., and John D. Horrigan. Action April 17.

Snowmass Village, Colo.-Broadcast Bureau proposed assigning ch. 269A to Snowmass Village as community's first FM assignment. Action was in response to petition by Rainbow Associates. Action April 17.


KQAY(AM) Fayetteville, Ark.-Broadcast Bureau ordered Big Chief Broadcasting Co. of Fayetteville to forfeit $100 on charges of insufficient documents in station authorization and rules by operating without full disclosure of ownership changes and by logging conflicting information about presence of station owner in operation. Action April 1.

KMYC(AM) Kemp, Texas—Broadcast Bureau ordered California First Broadcasting Co. to forfeit $200 for violation of rules by failing to file financial report. Action April 8.

**Summary of broadcasting**

**FCC tabulations as of March 31, 1975**

<table>
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<tr>
<th>Licensed</th>
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<th>CPs not on air</th>
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<td>22</td>
<td>1,259</td>
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</tbody>
</table>

* Special temporary authorization

**Includes off-air licenses**

**Rulemaking**

**Action**

- FCC amended rules by increasing authority delegated to Chief of Field Operations Bureau. It said action should help reduce commission's workload of routine cases. Rules were amended to allow all matters of routine nature involving broadcasting, radio operator license applications and petitions and those not requiring high level questions of policy to be processed at staff level unless particular matter warrants referral to commission. Action April 1.

**Translators**

**Application**

- Northern Television, Pipeline Pump Station #10 and 11, 4,490 kHz, Genesee, N.Y. (BPTV-3244), Amm. April 20.

**Actions**

- **K5AG Redrock, Ariz. and Newcomb, N.M.**—Broadcast Bureau granted CP for translator on ch. 58, rebroadcasting KNME-TV Albuquerque, N.M. (BPTV-2778). Action April 1.


**Cable**

**Certification actions**

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Peninsula Cable Television Corp. of Menlo Park, unincorporated areas of San Mateo, Calif. (CAC-4012); Crescenta Valley Community Corporation, La Crescenta, Calif. (CAC-4129); Gulf Coast Cablevision, Gautier, Miss. (CAC-4071). Key-White Cable Television Co., Milton (CAC-4044), unincorporated areas of Cabell county (CAC-4426) and unincorporated areas of Putnam county, Ga. (CAC-4626), all West Virginia; Warner Cable of Nashua, Nashua, N.H. (CAC-4622); Warner Cable of Berlin, Conn. (CAC-4644), and both New Hampshire; Cablevision of Greensboro, N.C. (CAC-4373), Reidsville, N.C. (CAC-4383), and both North Carolina; California Cablevision of Barstow, Calif. (CAC-4575), Elko, Nev. (CAC-4576), Deep River (CAC-4577), Essex (CAC-4578), Chester (CAC-4579), Kankakee, Ill. (CAC-4581) and Durham (CAC-4582), all Connecticut; El Cerrito Video System, El Cerrito, Calif. (CAC-4614), Colloid Communications, Nashua, N.H. (CAC-4615); Colonial Cablevision of Stoneham, Stoneham, Mass. (CAC-4616); Cablevision of Woburn, Woburn, Mass. (CAC-4647); Caddo-Bossier Cablevision, Shreveport, La. (CAC-4642); Hawkweed Communications, Fremont, Iowa (CAC-4683), Cablevision of Jamestown, N.Y. (CAC-4745), Russell Springs (CAC-4746) and unincorporated areas of Russell county (CAC-4747), all Kentucky; Montello, Montello, Nev. (CAC-4748), and unincorporated areas of Loveland county (CAC-4749), both Kentucky; Mount Kisco Communications, Mount Kisco, N.Y. (CAC-4583), Berksford, Pa. (CAC-4584), Berks county, Pa. (CAC-4585), and unincorporated areas of Santa Clara county (CAC-4597), both California; Platte County Communications, Lake Waukomis, Mo. (CAC-4652); Diamond Communications, N.H. (CAC-4653); Uvalde Cablevision Corp., Uvalde, Tex. (CAC-4654); Smith County, Tx. (CAC-4711); Centerex Cable, Haskell, Tx. (CAC-4712); Florida Gold Coast Cable TV, Dania, Fla. (CAC-4734); Orange Blossom Cablevision of Florida Gold Coast Cable TV, Dania, Fla. (CAC-4739); Penbrook (CAC-4736), Florida; Volusia Cablevision, Daytona, Fla. (CAC-3504); Cobb Cherokee Communications, areas of Cherokee county, Ga., and both Georgia; TV Cable, Inc., Denver, Colo. (CAC-3505); Utah Cablevision, Logan, Utah (CAC-4800), and both Utah.

- **Maricopa county, Ariz.—FCC dismissed application for certificate of compliance for Arizona Cable TV, Inc. (CAC-4323, 4324), both Maricopa county and to add two signals, and directed applicant to comply with rules and regulations effective April 1.

- **Tempo, Ariz.—FCC dismissed the application for certificate by Central Arizona TVision (CAC-280), April 4.
Help Wanted Sales

Texas MOR/JAEN radio sales manager, excellent benefits, salary commensurate with experience. Attractive prospects. Send resume and photo to Box D158, BROADCASTING.

Help Wanted Technical


Help Wanted Audition

Immediate opening for DJ/production announcer, professional established AM-FM market station. Also, immediate opening for salesperson or combo announcer-seller. Box D167, BROADCASTING.

Help Wanted Sales, Continued

If you missed our ad, page 111 of Broadcasting, 1691, interested? Our sales opportunities, great one degree in government, degree in computer science or related field that includes computer utilization, management and/or EDI process. Radiotv Advertising media experience a definite plus. If this matches your profile, send us a resume including salary history to: Box D195, BROADCASTING.

Looking for your first management opportunity? Need strong female person that can take over Sales Management 120 days after joining our staff. Start $10,000 salary. Over-ride added as Sales Manager. Three to four years successful sales background required. Ethnic station Top 100 market. Complete resume to Box D203, BROADCASTING.

Central Illinois rich rural market. Long established AM-FM. Please tell us all about yourself. Box D158, BROADCASTING.

Dynamic, self-starter needed, must be capable of building Sales, sales management and plus commissions. Cell or write: Fred Miller, WDRC, Portland, OR 97214.

Immediate opening to replace $32,000 a year commission salesperson who has been promoted within the company. References and successful track record a must. Contact: Bill Lerner, WLIW/FWS/P, Lowell, MA 01853, 617-458-9468.

Experienced Salesperson for 5000 Watt, full time Modern Country Station. Send information to Ronald Eubanks, WWUN, P.O. Box "FM" Delta Station, Jackson, MS 39213.

Experienced Salesperson, WXIT, call Bob Knightspee, 203-434-3151.

Radio Sales, Northern California. McClatchy Broadcasting has opening at KBEQ, Modesto, California for a radio time sales person. Experience essential. Permanent, full time position, opportunity for permanent placement, resume, track record, and picture, first letter. Career opportunity, no transients. Box D125, BROADCASTING.

First Phone 342-4166. Radio time sales -342-4166.

Box 155, Ft. Lauderdale, FL 33310. Confidentiality protected.

Help Wanted Sales

Beach, the company. Management advertising. Interested? See ad for directions, complete resume and photo. First Phone 342-4166, Box 116, BROADCASTING.

Wanted: Salesperson, or combo announcer-seller. Box D167, BROADCASTING.

morning drive, more than time, competition to anchor medium market. Southern ratings leader. Need swinging evening jock also. Send resume, references to Box D178, BROADCASTING.

We need cattle-person, good in production for Top Station. E.O.E. Must dig into people people need apply. Box D203, BROADCASTING.

50,000 Watt FM stereo rocker needs experienced jock for nights. Northeast. Good voice and right attitude a must. 3rd phone line. Send resume immediately. Box 284, BROADCASTING.

Morning Entertainer. Add personality to format without destroying adult contemporary format, Suburban AM, major market station. Also opportunity to advance to Program Director likely. Box D211, BROADCASTING.

Five kilowatt format needs announcer for easy listening, news and sports format. Send tape and resume to WKEW, 777 Hobbs, N,M 88240.

Immediate opening for announcer-program director. Accent on programming and production. Must have first class ticket. WAND Aberdeen, MD 21001.

WARM, live human being to belong to key "Good Morning" on Phil's beautiful music people. WOKJ, 215-839-7873.

Top DJ. Send air check, resume and recent photo to Box D137, Atlantic City, N.J.

South Florida Gulf Coast, new AM-FM, experienced MOR has immediate opening for good voice, midday, jock heavy on production. No calls. Send air check, production log and airmail to WOR, 935 4th Ave. So., Naples, FL 33940.

WVQU, Jacksonville's "21", could be your next station if you have a 1st, good pipes and experience. The bread and fringes ain't bad. Tapes and resumes to John Hanke, 535 Elysia Road, South Boston, MA 02205. E.O.E.

Need Jazz announcer, expect 1st class, BOT 5 kW AAM/FM. Tapes and track record for Contemporary Productions, 300 S. Alexander, LA, CA 90020.

5000 Watt Time adult rocker setting up shop in central New England needs program director who knows the role of medium market radio; also need clever morning jock, newspaper, salesperson, Traffic. Resume to: Steve Fradkin, 22 James Ave., Stoughton, MA 02072.

June 1 opening for experienced program director/announcer, AM is Contemporary daytime. FM is MOS. Send tapes and resume to Ted Fogel, President and General Manager. P.O. Drawer W, Georgetown, SC 29440.

Small market adult top 40 has immediate opening for DJ/production announcer, call 414-748-5111.

Help Wanted Technical

Southern Indiana AM/FM Stereo-needs chief/new personality for beautiful, family friendly, low densities. Benefits, 6 to 12 hrs. workday. Photo and resume to Box D184, BROADCASTING.

Help Wanted Sales

Christian FM station, part of large network, looking for hard working, energetic sales person. Send complete resume, past income and billing performance, references, and photo to William Davis, Morrow. The Christian Broadcasting Network, Virginia Beach, VA 23463.

Help Wanted Technical


Chief for 5 kw Da-D (2 tower) for heavy maintenance and renovation. Metro Atlanta location. Resume to Box D169, BROADCASTING.

Chief Engineer, automated stereo FM, Mid-West College City, Opportunity to advance within chain of stations. Drawer 14, St. Louis, MO 63188.

Help Wanted News

50,000 Watt, Eastern Capital, desires news director. Only experienced apply. Confidential. Resume to Box D131, BROADCASTING.

Radio newspaper to work in 24 hour news operation in midwestern medium market AM-FM combination. We have the top rated medium country station in our area, and we're looking for a solid all around news-person who will fit into a professional established news department. Box D154, BROADCASTING.

Immediate, News director or news director, E.O.E., $125-180 per week, tapes, resumes, WROV, Box 4080, Roanoke, VA 24015. 703-442-4444.

Help Wanted Programing, Production, Others

Operations Manager for successful beautiful music FM. Full responsibility for copy, traffic. Production, hard-working, organized, efficient, creative person. Send resume, salary requirements to Box D214, BROADCASTING.

Afternoon production person. Help write, record spots, catch and write news. Some air work. Prefer experienced person. Write WMSC, Roaring Spring, PA 16673.

Situations Wanted Management

V.P. or GM, 11 yrs. experience from small market to major market station. Excellent opportunity for sales and/or programing, FCC and programming, 32, married and ready to help you. Box D139, BROADCASTING.

Wanted: FM in Southeast that can be converted to a Christian format. Write Box D163, BROADCASTING.

Manager/Investor. Chief Adm./Financial officer, Large Service Corp., seeks return to Broadcasting/News- paper, or full time production. Strong sales or medium market business. Excellent credentials & references. Family, degree, good education, reputable operations with solid business and civic goals. Like to help others, growing company, expertise & capital. Write Box D169, BROADCASTING.


Will invest $30,000 + and manage for absenteism, semi-active or full time position. Have background, have the ability; potential, drive and initiative. Box D120, BROADCASTING.

Situations Wanted Sales

Dynamic salesman in top 10 market seeks opportunity for sales position in a known business with a viable potential; drive and initiative. Box D120, BROADCASTING.
Situations Wanted Sales

Continued

Have many years experience as salesman, morning man, and P&P several sports. Too cold here, want better location, better climate. Prefer Carolinas or So. Virginia. Resume, complete info on request. Box D-166, BROADCASTING.

Broadcast graduate. Minor in business, seeking position in Eastern half of country. Box D-319, BROADCASTING.

Experienced Salesman. Available now. Announcing and programming experience. Box D-16, BROADCASTING.

Top 40-MOR Personalties desire top in top market. Warm, mature, high voice delivery. Good sense of humor. Good easy years. Many years of on-air experience, same station. Strong production, 3rd endorsement. M.O.R

Personality radio lives! So do I but only on a decent salary. Humorous, partially insane, original writing. Over a decade of radio and TV. Looking for a major market. Box D-180, BROADCASTING.

Allow me to unleash my creativeness on your listener. Many years experience, college degree. Must be an equal opportunity employer. Box D-189, BROADCASTING.

Rock or MOR, 2½ years in Chicago, first phone, college graduate, available immediately. Box D-205, BROADCASTING.

DJ, 3rd phone, right board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Experienced Country and MOR. Available now. Sales and Program Director experience also, Dick Miller, 424 Melanie Lane, Ripon, WI 53961. 1-714-748-7721.


Two years experience. BA, film-theatre background. Multi-faceted. 30 or under. Prefer north-midwest. Will consider all. Box J-54, BROADCASTING.


Top-40 Enterainer, comes complete with first phone, strong, production and heavy experience. Call now for a free sample. 602-881-2487.

I love Hockey! If you’re considering broadcasting this unusual sport next year maybe you’re right. These three play-by-play experience. Mike Phillips, 204-826-7632.

First phone personality, 15 years top ratings in top markets. MOR, country, 714-977-9880.

Dedicated, bright young man with 3 years experience at east coast Pacifica stations seeking first commercial DJ position. Experience with MOR, contemporary, progressive formats and news, 3rd endorsed. Prefer mid-Atlantic or New England areas, but welcome offers from anywhere. Call Phillip Sehadi, 212-238-2469.

First phone weekender. Western NY, Northwestern Pennsylvania. 6 years, news, music, maintenance. 718-272-1759 before 10:15 mornings, after 3:30 evenings.

Experienced, pleasant, veiled radio personality looking for a good station to grow in. Will do sales. Bill Smith, 516-731-6168.

Spects Broadcast graduate, with 3rd endorsement, seeks position as air personality. Good production, creative, willing to relocate. Robert Hollowell, 15266 Cleveland, Allen Park, MI 48107.

Female DJ, 3rd phone endorsed. Maryland or surrounding areas. 2nd phone, news, little music. 6 years, 342-0373. Tape/resume available. Reliable, dedicated.

Three years experience, 3rd May grad., looking for station with opportunity to become a DJ. Prefer large market, not too small. Contact, dealer, 301-342-0373. Tape/resume available. Reliable, dedicated.

Looking Minn or area, Contemp., or Top 40 DJ-MF, experienced. Married, BA, 3rd endorsed. Dedicated. Tom Krause. 402-462-5943.

Situations Wanted Announcers

Continued

If you want a young, ambitious college grad. who can start anywhere in your station, call Joe Prewitl 404-546-7908.

Willing, able. Radio/TV Graduates capable of all duties, DJ, news, sports, copy, camera, direct. Interviews live for contest Austin Vo-Tech, Austin, MN 55012. 970-657-0461.

Broadcast grad, 3rd phone, AFVET, seeks first opportunity. Will relocate, George B. Muzyka, 921 N. Newcase Ave., Chicago, IL 60612. 312-685-7994.


Ready, willing, able. Radio/TV Graduates capable of all duties, DJ, news, sports, copy, camera, direct. Interviews for contest Austin Vo-Tech, Austin, MN 55012. 970-657-0461.

Broadcast grad, 3rd phone, AFVET, seeks first opportunity. Will relocate, George B. Muzyka, 921 N. Newcase Ave., Chicago, IL 60612. 312-685-7994.

Broadcast grad, AFVET, seeks first opportunity. Will relocate, George B. Muzyka, 921 N. Newcase Ave., Chicago, IL 60612. 312-685-7994.

Situations Wanted Programming, Production, Others

Seek position as program director and/or music pro grammer at professional, beautiful, or good music market over 5 yrs. experience. Box D-53, BROADCASTING.

Need PD. You need me. Young personality with experience in radio and TV. Must have strong maintenance background and first 1 phone. Contact: J. Devine, WVIR-TV, Utica, NY 315-797-5220.

Help Wanted Sales

Manager with proven track record to sell and direct sales force and an independent family and sports station. Call 602-273-1746 or write: General Manager Box 5433, Phoenix, AZ 85010.

Help Wanted Technical

Chief Engineer for major VHF in growing South eastern market. Heavy live local and commercial pro duction opportunity. Chance for number two person to move up. Box D-176, BROADCASTING.

Help Wanted Management

Major Northeast market TV station is in need of ex panded operation and aggressive program director who has good production and directing skills. Send resume, references and salary requirements in confidence to: John Blood, Manager of broadcast equipment. Box D-129, BROADCASTING.

Sharp, imaginative program director for CBS affiliate in a top 30 Midwestern market. Must be experienced and able to thrive on fierce competition. Personality leadership the keys. In radio or TV, proven and commensurate with market size and position. Equal opportunity employer. Send resume to Box D-177 BROADCASTING.

Broadcasting Apr 1 1975 44

TELEVISION

Help Wanted Sales

Situations Wanted Technical

Competent Chief. Excellent references, currently chief of financially unstable small group. No small market station. Box D-117, BROADCASTING.

Engineer, 14 years, AM, FM, TV, VOA, Stable, compet ent. Present position with reputable TV company in South. Box D-199, BROADCASTING.

Assistant Chief or staff engineering position with a good radio organization sought by first ticket of call. Must be reliable, experienced, capable, reliable, mid-age, family, Box D-208, BROADCASTING.

Chief Engineer, technical director 4-7 years at present 50 kw. Experienced all phases of AM, FM, Strong on maintenance and quality audio. 15 kw. 405- 794-6301.

Situations Wanted News

Sports caster/salesman, six years experience college/ radio life. College grad., business admin., will relocate. Box D-47, BROADCASTING.

Newsmen, experienced reporter/writer with major NYC all-news TV Box D-189, BROADCASTING.

General news, TV, NY and NJ. Specializes, investigative work, interested in reporting, working NBC, or vicinity. Box D-75, BROADCASTING.

Dedicated female news director with 1st phone is seeking a new medium market position. Box D-145, BROADCASTING.

Professional all the way. Two years experience, BA degree. Hard working and dedicated. Prefer West Coast. Box D-124, BROADCASTING.

PD/Sports caster/Salesman with large Western chain seeks Sports Director position; or smaller market sports director/sales combo. Prefer radio/TV combination. Extensive radio/TV experience. Box D-145, BROADCASTING.

Hard working young woman reporterproducer experi enced in radioTV looking to move up. Call 703-628- 7979 or write Box D-188, BROADCASTING.

News Director/Anchorman. Six years NBC news man agement, 14 years in news. Excellent reputation. Write Box D-186, BROADCASTING.

Newsmen, announce, 2 years experience, 3rd phone, looking for non-contractor position in major market. Will relocate. 203-933-4723. Box D-191, BROADCASTING.

Tokyo-based Foreign Correspondent; National Radio Reporter, TV Box D-190, BROADCASTING.

Hard working young woman reporterproducer experi enced in radioTV looking to move up. Call 703-628- 7979 or write Box D-188, BROADCASTING.

News Director/Anchorman. Six years NBC news management, 14 years in news. Excellent reputation. Write Box D-186, BROADCASTING.

Tokyo-based Foreign Correspondent; National Radio Reporter, TV Box D-190, BROADCASTING.

Hard working young woman reporterproducer experi enced in radioTV looking to move up. Call 703-628- 7979 or write Box D-188, BROADCASTING.

News Director/Anchorman. Six years NBC news management, 14 years in news. Excellent reputation. Write Box D-186, BROADCASTING.
Help Wanted Technical Continued

TV Studio Engineer, J. Walter Thompson Company. Engineer needed immediately for advertising agency studio. Applicants must have minimum 3 years experience in maintaining and operating RCA professional equipment and video tape in all formats. Contact Edward Abrams, 212-666-7000, Ext. 2315.

Chief Engineer, Echelon Inc., is seeking a chief engineer with at least 5 years experience in broadcast video or similar area. Send resume and references to: Echelon Inc., 3505 Hennepin Ave., S., Minneapolis, MN 55416.

Help Wanted News

Street reporter for top-20 television station on East Coast, minimum of two years television experience, full-time position. Immediate hire. Send resume to: Don Zepp, 616-893-4000.

Help Wanted Programing, Production, Others

Midwest NBC affiliate seeking a current assistant program manager. Send resume and reference. Reply to: Box 1149, BROADCASTING.

Help Wanted Management

Thoroughly experienced sales/management professional seeks move upward. Currently local sales manager medium market TV. Prefer south. Will relocate if offer right. Box D-111, BROADCASTING.

Production-Operations Manager, 15 years TV, 5 years film. Successful Direct Response Marketing Company is moving aggressively into TV and Radio marketing. Our past experience is to print mail. We have successfully tested products on radio and TV and now need a proven time buyer to spearhead our efforts in this new direction. Terrific opportunity for an experienced buyer. Box D-109, BROADCASTING.

Situations Wanted Technical

Engineer, Extensive experience in AM-FM-TV studio, transmitter, installations, maintenance, operations and management. Available now. Box D-135, BROADCASTING.

Female Technician with beauty, brains and a 1st phone. Must be available for work right away. Will relocate if offer right. Box D-172, BROADCASTING.

Chief Engineer, Over 15 years in TV, ETV, CATV, FSC 1st, BSEE, Box D-175, BROADCASTING.

Chief Engineer with best technical qualifications, complete knowledge of FCC regulations, good industry relationships, excellent interpersonal skills. Seeking challenge, opportunity, reward, plus security. Offers include high salary, bonus with station, and groups. Can motivate your technical department to excellence. Box D-176, BROADCASTING.

Recent television school graduate seeks position as television technician, preferably at major market station. Experience includes: A. Drzaic, 1389 High Ridge Rd., Stamford, CT 06903.

Situations Wanted News

Six years in radio news, last in major midwest market looking for TV news, will look at sports or booth job. Box D-135, BROADCASTING.

Want personality and professionalism in your weathercast? I want to improve your position! Young, degreeed meteorologist with AMS seal and TV experience. Box D-137, BROADCASTING.

Impact seen, polished, print journalist, 30, ripe for television news. Experienced, very aware. VTR, BJ masters. Box D-165, BROADCASTING.

TV Meteorologist, AMS Seal, seeks midwest position. High visibility position. Box D-171, BROADCASTING.

Hard working young woman Reporter/Producer, experienced in radio-TV, looking to move up. Call 703-828-3279 or write Box D-182, BROADCASTING.

Working film reporter, graduating soon, looking for second break. Experience with Bell & Howell, Bolex, CP-16, processing equipment. Write Box D-193, BROADCASTING.

Six years in radio/TV make me just what your medium/large market news department needs. Author, investigative, can shoot and edit film. Natural on air, Columbia Journalism grad. Go anywhere. Box D-206, BROADCASTING.

Broadcast Journalist with seven years radio experience, some TV, seeking position as anchorman/reporter, preferably in morning drive position. All replies answered immediately. Box D-216, BROADCASTING.

Reporter with four years excellent experience. Especially strong on features, talented writer, creative with film and in production. Call: 404-876-1134 after 3 pm EDT.


CABLE

Help Wanted Management

Chief Engineer, Full technical responsibility for 450 mile, dual cable, fully activated, bi-directional cable communications system. Must be thoroughly prepared in cable electronics (RF and video), BSEE and FCC first class license preferred. Requires good people management, budget preparation and performance. Send resume and salary requirements to: R. E. Joslin, Executive Vice-President, Big Valley Cablevision, Inc., 4955 West Lane, Stockton, CA 95207.

WANTED TO BUY EQUIPMENT

Need General Electric High band television transmitter, Modulator or similar equipment. Write or call. Box 119, BROADCASTING.


Wanted: Good Recorders Hi band, switcher, special effects, chroma key, Noreloco 70's. Call 212-369-2352. B. Grodin.

FOR SALE EQUIPMENT

G.R. 916 A1 RF bridge, like new condition, call Mark, 5549-95 FOB. Box D-179, BROADCASTING.

Gates FM-16x transmitter, 7 1/2 yrs. old, excellent condition w/FEI Echelon power supply, RCA & spare finals; RDC-10AC Remote Control; FM Top Level 34667; FAMA 1C20 Cyclotron Antenna; 60.3 Hz Helix w/ Oase Band & Plunger, Liwa Headquarters. All or part. Call Manager, KIOU, Corpus Christi, TX, 512-880-6946.


Martin. Immediate delivery from our inventory, recon-door. Various picking in stock. Terms available. BESCO, 8585 Symmes Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Hitachi HVI1100, three tube Vidicon w/zoom lens. Ten hours use, $6,150.00. Video Inc., 2601 McLeiff, Las Vegas, NV 720-475-1315.

1 RCA BTA 250 L Transmitter, 1 RCA BTA 1 Transmitter with spare Browse. Contact Ken Spooner, 217-546-9835.


Complete automation system, top condition. 305-652- 5129, Mr. Hebrist.

Ampex 15000 2" Quad Broadcast Recorder with Video Head. Full color playback with VellComp, VHO and Minicom Color Dec. 305-587-9477.


RCA TA 66 16mm Projector Loaded, A-1 shape. Current price over $16,000.00 FOB Atlanta GA. $8,950.00. Will take Eastman, RCA or 35mm Projectors as part payment. Box 2205, Gemco Communications Co., 2991 N. Fulton Dr. NE, Atlanta, GA 30305.

Ampex HS 1008 Sio-Mo Disk Recorder complete with disks and heads and Auto-Phase. 305-587-9477.

COMEDY

Deejays: New, sure-fire comedy 11,000 classified one-liners. 810 Catalog free! Eddie Orrin, 276-6 West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Prices Prized Prized National brands for promotions, contests, programming. No barter or trade ... better for you. For literature. Phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 212-944-3700.

"Free" Catalog . . . everything for the deejay! Catalog I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 22486, San Francisco, CA 94128.


Collector wants back issue magazines. Donald Erickson, 6039 Essex, Riverside, CA 92504.

INSTRUCTION

Learn broadcasting in La at KiiS Radio (NBC), in the famous KiiS Broadcasting Workshop. Write or call for literature. 8500 Sunset, La 90069.

Broadcast Technicians! Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.
Help Wanted - Broadcasting News

**Help Wanted Programing Production and Others**

**WANTED**

Programmer with varied experience and preferably Master's degree. Must be responsible, mature, self-starter. An unusually good opportunity for the right person.

**Box D-131, BROADCASTING**

**Situations Wanted Management**

**SITUATION WANTED: RADIO STATION G.M.**

Strong, experienced, radio General Manager with successful record achieving maximum profits, sales, and ratings with dominant radio stations in competitive top five markets looking for position. Left to run own non-allied business. Wish to return to broadcasting. Highest recommendations. Reply in utmost confidence. **Box D-70, BROADCASTING.**

**Situations Wanted Announcers**

**MAJOR MARKET PERSONALITY**

Currently working in NYC. Searching for major market personality slot, upfront MOR or personality top 40. Available now, call:

212-889-5621

**Situations Wanted Programing, Production, Others**

**PROGRAM DIRECTOR:** Anybody can come in, do a “complete sociological psychoanalytic study” and tell you to play Elton John and give out $100,000. I think there are other ways. After 8 years in Top 10 Markets, I’ve learned my lessons well. My references will attest to that. I want to give something back to a business that’s been good to me. All I ask is the tools with which to work and the security of a stable organization. **Box D-205, BROADCASTING.**

**Help Wanted Technical**

**Circuit Development Engineers**

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

**Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Cali. 95945.**

**Television**

Help Wanted Technical

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you:

**Help Wanted News**

**Meteorologist/Weathercaster**

WTLV

Television 12

Jacksonville, Florida

Is interested in receiving applications for a well qualified meteorologist/weathercaster with TV experience. Send resume, picture and video tape if available. Great opportunity in a dynamic Florida city now the 54th U.S. Market. (Contact: Mr. Gert Schmidt, President, WTLV P.O. Box 1219, Jacksonville, Florida 32201)

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**Peabody Award Winner**

with world-wide film/broadcast credits—producer, director, writer, commentator, interviewer—available for full-time assignment as Director of News/Special Events for TV-Radio station.

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Number "One" in Weekly, Nationwide Employment Listings for Radio & TV, DJ's, P.O.'s, Announcers, News, Sales and Engineers

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Job placement and personnel recruitment for executives and all radio and television positions. Write or call today.

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305-392-4210

**Miscellaneous**

The most affordable stereo automation package in the country—Super Hit Music, Inc. call (314) 721-4847.

504 West Drive, St. Louis, Mo. 63130

**Help Wanted**

**Write, Chicago, Illinois 60611**

FCC five weeks (Sentinel West, N.W. 20006. Phone 703-373-1441.

**Jobs—**

MOTES, who is employed by the Mutual Broadcasting System of Washington, D.C., continues to expand its research and engineering department and has opportunities for professional engineers experienced in production, board work, and remote work, who desire working where quality audio is appreciated. Interview required after receipt of resume and letter by: (No phone calls accepted)

T. Skelton, V.P. Engineering

Mutual Broadcasting System

918 16th Street, N.W.

Washington, D.C. 20006

**Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you:**

**Radio**

Help Wanted Management

**LITTLE ROCK**

We're building a major station sales organization. We're looking for goal-oriented people committed to success. Opportunities exist both for sales people and a sales manager with strong management and sales training. Skills.

Resumes including salary requirements to Dave Earnest, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631, or call (312) 693-6171.

**Help Wanted Technical**

**mutual broadcasting system, inc.**

The world's largest radio network located in Washington, D.C. continues to expand its engineering department and has opportunities for professional engineers experienced in production, board work, and remote work, who desire working where quality audio is appreciated. Interview required after receipt of resume and letter by: (No phone calls accepted)

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Mutual Broadcasting System

918 16th Street, N.W.

Washington, D.C. 20006

**Help Wanted Continued**

Jobs opportunities and announcers 1st class FCC license training at Announcer Training Studios, 197 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 Ellis Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-971-1770.

No tuition, rent, Memory, study—Command's "Tests-Answers" for FCC first class license plus "Self-Study Ability Tests." Proven 85.5% Moneyback guarantee. Command Productions, Box 2624, San Francisco 94118. (Since 1967)

1st Class FCC, 6 weeks $400.00 money back guarantee. VA approved. Half Inst. Communications, 11309 Oxford St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee, FCC license. Results guaranteed. Veterans approved. Lowest price available. Institute of Broadcast Arts, 75 East Wacker Drive, 312-326-8105 or 414-445-5090.


For 38 years, Industry Leader, Don Martin School of Communications trains for 1st class license in just 5 weeks! Call for details 212-462-3281. or write Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028. Now! FCC license the right way, through understanding. Home study, Free catalog, Gen Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.


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Resumes including salary requirements to Dave Earnest, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631, or call (312) 693-6171.
Does your radio audience know...

- How to choose a lawyer?
- Rights to credit?
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"Law for Laymen," a two-minute public service program produced by Georgetown University in cooperation with Federal agencies, provides answers to those and many other questions. For an audition tape, write: Ms. Nancy Raley, Manager, Radio/Television Activities, Office of Public Relations, Georgetown University, Washington, D.C. 20057 or call (202) 625-4151.

For Sale Equipment

RCA Microphone Repair and Reconditioning Service

RCA professionals can repair, rebuild and test your RCA Broadcast Microphones to like-new condition and certify them to meet original performance specifications. For details and prices, write Technical Services, RCA, Bldg. 5-8, Camden, N.J. 08102.

Two TR-70C RCA VTR's for sale, under 40 hrs. use, 525/625 HTSC/PAL DOC/CAVAC/splice edit, 4 months old.

A. F. Associates, Inc.
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201-447-0986

CATV

CATV FRANCHISE AVAILABLE

The City of Rocky Mount, N.C., is requesting proposals for a 15-year franchise to be awarded in late summer, 1975. Deadline for receipt of applications is July 15, 1975.

Application forms and a copy of the ordinance are available from the undersigned beginning May 13, upon payment of $25 payable to the City of Rocky Mount.

MARKET DATA:

- Population 39,500
- Homes 13,500
- Street Miles 168
- TV Market 84
- Pole Plant Good
- Growing Economy
- Subscriber Rate $7.50

Contact: Peter Varney
Assistant to the City Manager
P.O. Drawer 1180
Rocky Mount, N.C. 27801
(919) 977-2111

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: 21/2 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box D-213, BROADCASTING

Very skilled broadcast engineer, 35, former major market CE putting together group to acquire Class "A" FM in San Francisco bay area. Active only with at least $25,000. Resume and/or financial statement with first letter please. Full price: $250,000 with $10,-000 down total needed. Box D-170, BROADCASTING.

A COTTAGE FOR SALE

Enjoy the fresh air, 5 level acres, south of Lake Britton, California. 1,000 watt fulltime AM station. $50,000 cash buys controlling interest. Serious principals only.

Box D-212, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building and new equipment on two acres of choice patented land. Good potential, $160,000.

Reply Box D-215, Broadcasting

TOP 35 MARKETS

5,000 Watt daytimer, non-directional, early sign-on. Valuable transmitter real estate included. Price: $600,000, 25% down, liberal terms.

John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

Eminently qualified broadcaster with limited finances desires to purchase station. Location unimportant. Send letter with details to:

Box D-122, BROADCASTING

For Sale Stations Continued

Class "A" FM

Central Eastern Penna., growing area. Excellent equipment including automation. 1974 gross 50M. Asking $125,000, includes real estate. Terms negotiable for cash. Principals only.

Reply Box D-217, BROADCASTING

For Sale Stations

Full Time AM

CLASS "C" FM

Northeast Calif./Northwestern Nevada. 1974 cash billing $194,000.00. Both fully automated. First $430,000 cash takes them. Call

Bob Ruark: 702-882-1319

SALE OF RADIO STATION AND LICENSE

Class "AM" radio license, 500 watt day time station together with complete transmitter, antenna system and station facilities located in Phoenix, Arizona area. Approximate annual gross of $100,000. Sale for cash only. All bids to remain open for minimum 30 days and to be accompanied by 10% of bid together with evidence of financial responsibility. Sale subject to confirmation by U.S. Bankruptcy Court.

For submission of bids or for further information, please contact David B. Commons, Receiver, 3700 Wilshire Blvd., 2880, Los Angeles, Calif. 90010, Phone: (213) 380-3710.

If you're looking for employment, the right employe, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.

For Sale Stations

KBRN Brighton, Colorado. 800 KHz, Non-Directional, 500 watts Daytime, profitable, $250,000—terms. 602-795-1050, Box 4008, Tucson, Arizona 85717.

John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

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The Publisher reserves the right to edit, reject, select or abbreviate words if space requires.

Classified display ads:

- Help Wanted, 50¢ per word—$10.00 weekly minimum. (Billing charge to stations and firms: $1.00)
- Situations Wanted, 40¢ per word—$5.00 weekly minimum.
- All other classifications, 60¢ per word—$10.00 weekly minimum.
- Add $2.00 for Box Number per issue.
- Box Numbers for Sale, Wanted, to Buy Stations, Employment Agencies and Business Opportunities—are available.

Agency Commission only on display space. Word Count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit. Count each abbreviation. Initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDD, PD, GM, etc. count as one word. Hyphenated words count as two words.

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City________________________State______Zip______________________________

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Display________________________(number of inches).

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Los Angeles Washington
Contact: William L. Walker
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Washington, D.C. 20036
202-323-1593

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TOP 50 MARKET


NEW ENGLAND AM

Single station market daytimer with p.s.a. Unit operation. Asking $225M on terms. Contact associates Bob Kimel, Box 270, St. Albans, Vt. 05478 or call Bob at (802) 524-5963.

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Address____________________________________________________

City________________________State______Zip_____________________

Broadcasting Apr 26 1975

48
Ronald Reagan didn't so much step down as governor of California as step out; when he left office at the beginning of the year, he immediately plunged into activities sufficient to keep any potential residential candidate in the public eye. His current occupations is idio commentator, which for him is a return to his first career.

His daily, syndicated Viewpoints show, however, is a far cry from his days as a sportscaster at WHO(AM) Des Moines, Iowa, where he began in 1932. In recent Viewpoints programs he has argued his conservative opinions of the South Vietnam situation, welfare programs and the Congress. At WHO, "Dutch" Reagan more kely was recreating in the studio a Chicago Cubs-St. Louis Cardinals baseball game from a Western Union telegraph account. He was no Graham McNamee or Ed Husting back then, but he was as well known and listened to in WHO's Midwest overheard area as Rogers is in the West.

His entry into broadcasting took considerably less campaigning than his two stints as governor required. He used his college and high-school football experience to talk WOC(AM) Davenport, Iowa, into letting him announce a four-game series at the University of Iowa football games. His first turn at the mike earned him $5 and the right to do the remaining three games (for which he was upped to $10 each). He was soon moved over to KLO(AM) Davenport, Iowa, where he was his first job in broadcasting, while he was resident sportscaster he earned $75 a week. He broadcast Chicago Cubs and Chicago White Sox baseball and Big 10 Conference football games.

But Dutch (he felt "Ronald" was inappropriate for a sportscaster and he used his boyhood nickname) Reagan had ticked up a bug for acting in a college drama group. And in 1937, while covering the Cubs in spring training at Catalina Island, near Los Angeles, he sought and was given several screen tests. Warner Bros. recruited him with his standard $200-a-week, seven-year contract.

He was off on a career that would last 30 years and include more than 50 feature films and numerous episodes of television's Death Valley Days and GE Theater series.

Wartime service (captain, adjutant of a U.S. Army Air Corps post at Hollywood) interrupted his acting career. Soon after his return to civilian life, the motion picture industry exploded into labor strife. It was his experience during that time that molded him into the conservative he is today. (Actually, he was once, as he says, "a near-hemorrhagic liberal" and staunch supporter of Franklin Roosevelt.)

He was a board member and later president of the Screen Actors Guild during those troubled years in Hollywood. SAG tried to mediate jurisdictional disputes among the craft unions that eventually escalated into a strike involving 12,000 technicians. But lurking behind the strike, wrote Mr. Reagan in a 1965 book, "Where's the Rest of Me?" was Communism. And he soon found Communists even in his beloved SAG.

He didn't spend all his time in SAG fighting Communists, however. It was under his leadership that SAG won acceptance by the studios of the principle of residual payments and the establishment of a pension and welfare fund. It was also under his leadership that SAG refused to embrace the idea of one big union for television.

Television entered into Mr. Reagan's life in the fifties. He was star of the syndicated Death Valley Days series, and later was actor, host and production supervisor for General Electric's GE Theater, on CBS. Part of the GE package was for Mr. Reagan to get out and talk to GE workers in communities throughout the country. It was during this time, he says, that he learned to communicate his philosophy and found that he could make converts. Ultimately, he portrayed that new skill into the governorship of California, in 1966 and in 1970.

The end of his second term did not spell the end of politics for Mr. Reagan. To one element of the Republican party, first disenchanted with Richard Nixon and now President Ford, Mr. Reagan is a viable candidate for President. And he is spreading his gospel daily, not only in his radio show, but in a Copley News Service syndicated newspaper column. He is also very big on the chicken-and-peas circuit. In the recent week, he logged 9,000 miles, gave five major speeches, attended numerous receptions, held several news conferences, shook thousands of hands.

His radio series is produced by Harry O'Connor Productions in Hollywood. It is sold around 250 stations at prices that range from $20 weekly for small markets up to $300 weekly for large markets. Sponsorship is all local— principally banks, insurance firms, savings-and-loan associations and auto dealers.

He has turned to radio today for a very practical purpose. But his who-do-only-hold a powerful, nostalgic charm for Mr. Reagan. It was the heyday of American radio, and he recalls them with much affection. As powerful as TV is today, he says, "I don't think it has attained the glamour radio had. Probably because in a sense it's just a different version of motion pictures. Radio, however, was stimulating--to stimulate people's imagination. Jack Benny's trips to his vault or Fibber McGee's problems with his closet wouldn't be all that funny on TV. Even in my own field—sportscasting—I wouldn't enjoy doing that on TV. The sportscaster is sort of an en masse for something the audience has already seen."

What the audience didn't see once is the subject of a favorite Reagan anecdote. He was doing a telegraphic reconstruction of a CBS game from the who studio; a Cubs batter was up, the score was tied in the bottom of the ninth. Dutch Reagan announced the wind-up "and there's the pitch," and the line went dead. For the next six and a half minutes, the batter, according to sportscaster Reagan, fouled one ball after another (certainly some sort of record), until the line was restored and the batter was discovered to have popped out.

Ronald Reagan, still on radio today, is at no less a loss for words.
Retrogression

It isn't quite clear what the appellate court did last week to the FCC's latest version of prime-time access rules, but neither has it been very clear what the FCC has been up to over the last five years in its inept attempts to tame the savage networks. The one unmistakable message in the court's opinion is an affirmation of the FCC's authority to intrude farther into programing. That could have dismaying consequences.

The court has held it constitutional for the FCC to issue a list of governmentally approved program types—public affairs, children's programs, documentaries—worthy of exemption to the rule barring other network programing from access periods. It has thus held that the First Amendment no more applies to the FCC and broadcast programing than to government grading of sides of beef.

In reaching that bizarre conclusion, the court used reasoning at least as bizarre. "The only way that broadcasters can operate in the 'public interest' is by broadcasting programs that meet somebody's view of what is in the 'public interest,'" said the court. "That can scarcely be determined by the broadcaster himself, for he is in an obvious conflict of interest." Then who is to determine it? Why, the FCC, of course. "Since the public cannot through a million stifled yawns convey that their television fare, as a whole, is not in their interest," said the court, ignoring all modern means of measuring audience reaction, "the Congress has made the FCC the guardian of that public interest."

The only flaw the court could find in the FCC's program grading was its lack of definition of "public affairs." The agency is now asked to remedy that omission, while making the other repairs that the court has prescribed.

It is impossible to believe that this decision would survive a review by the Supreme Court. If it does stand, broadcasters have lost much of the ground they have lately gained in their struggle for First Amendment protection.

Back to basics

Now under consideration in Senate and House are bills for the funding of noncommercial, educational broadcasting. While the measures differ in amounts, they correspond in division of fund-raising, specifying that $1 be appropriated for every $2.50 raised privately, to the extent of $70 million in the House bill and $100 million in the Senate measure for 1976.

There are conflicts aplenty, however, in areas of policy, programing and objectives. And, as we have said before, there is great need for a redefinition of noncommercial broadcasting and an appraisal of its educational services.

Newest voice protesting ETV service is that of FCC Commissioner Ben Hooks. He laments the lack of programing geared toward minority needs, methods of ascertaining them and the extent of minority employment at the subsidized outlets. He has the notion that ETV programing is directed toward an intellectual elite rather than the masses.

There can be no question about the excellence of many cultural and dramatic programs on ETV. The preponderance of imported programing during ETV's prime hours also probably is ascribable to lower costs in relation to domestic product.

Nonetheless there is validity in the suggestion to the House Communications Subcommittee of Jack Golodner, AFL-CIO official, that taxpayers' funds should be spent to develop domestic programing, thereby relieving mounting unemployment while encouraging home-grown talent.

Mr. Golodner's Sunday punch however, came in relation to private-sector funding. He suggested general grants rather than the underwriting of programs. "Grants for specific programs, he said, "are given to enhance corporate images and this take precedence over the mission of public broadcasting."

Mr. Golodner is on target. Most people have forgotten, c never knew, that ETV's were licensed to operate on reserve channels allocated for instructional and educational purpose. Program "underwriting," a form of commercial sponsorship practiced today, was unknown in the legislative history of ETV.

A way in

There are signs of progress in the House Rules Committee's consideration of a bill to equip the House chamber for live audio and video coverage. Some members remain disinclined to advance the Congress into the 20th century, but 1C have put their names to a bill authorizing a one-year experimenter with modern technology.

The idea is to turn the cameras and microphones on all public sessions of the House. Thus the full text of the proceedings would be available, as they happen, for observation on closed circuit monitors around Capitol Hill and, in recorded form, for future reference. After a shakedown period of six months, feed would be available for broadcast use, live or recorded and any length.

The proposal has brought out all the old objections that broadcast coverage would turn the members into performers and deliberations of the Congress into a circus. Privately, other fees are held. For the first time in history the members would be exposed to an accurate reflection of their conduct preserved on video tape, instead of a Congressional Record that is routine edited before it goes to press.

For broadcast journalists, the system now proposed would freeze short of the full range of coverage they could produce if admitted to the chamber with their own crews and equipment. No official manipulated system is going to show delegates sleeping in the chairs or absent during votes on decisive measures. But the system could provide a dependable core around which newscasts could be built and, when merited, a source of live pickups deserves the support of all broadcasters.

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5201 Old Orchard Road, Skokie, Illinois 60076
‘EMERGENCY!’ HELPS SAVE LIVES

Alerts Viewers to Fire-Emergency Unit Techniques and Services

A pioneer in developing emergency service teams, the Los Angeles County Fire Department, model for “EMERGENCY!,” now has over 50 operational squads manned by over 400 qualified paramedics. The television series has inspired legislation to promote the growth of paramedic services and public confidence in them. Time and again, “EMERGENCY!” episodes have encouraged individuals to react appropriately to crisis situations. News reports and personal letters tie “EMERGENCY!” to enlightened reliance on paramedic aid. They show many instances of clear-headedness and bravery as a result of viewing “EMERGENCY!”

From everywhere come tributes prompted by the series:

A ten year old boy, who says that “EMERGENCY!” taught him everything he knows about fighting fires, saved his own mother when she was set afame in a kitchen accident. Another youngster, trapped in a car, was saved by a rescue squad alerted by one of his brothers.

A couple taken ill at a restaurant, even given the wrong treatment because the respt treatment because the restaurant owner had never heard of the availability of a local emergency squad.

A girl, born while horseback riding, would have died without quick treatment for a birth injury.

Los Angeles (1975) "The most important education program in its field." "Recommended as TV." "Advised.”

Los Angeles (1975) "The most important education program in its field." "Recommended as TV." "Advised.”

‘EMERGENCY!’ is good news!

According to 1975 TVQ – ‘Emergency!’ is the #1 action/adventure network series among All Viewers and #1 with 18-49 women! ‘Emergency!’ is action without violence and a real asset to any station’s image. And its great popularity means it’s great entertainment!

For local start, Fall 1976

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