Ratings report card on the new TV season
fixed reviews on NRBA, the all-radio challenger

In just one year of live AP broadcasting*

**320** member radio stations are signed for AP’s total news/feature programming and quality sound.

What a year for apradio

apr means ‘added profit radio’ for your station—contact roy steinfeld, agm, ap broadcast, (212) 262-4011
NAB/RAB MANAGEMENT CONVENTIONS*

The First Day...

**Morning:**
- Radio Growth and Profits (Management)
- Co-Op Advertising: The Plugged-Up Faucet (Sales)
- Persuading Your Congressman (Government Relations)
- "Boss or Leader," a Luncheon Address by motivationalist Hugh Finnerty (Management)

**Afternoon:**
- New Tools for Selling Radio (Sales)
- Solving Day-to-Day Management and Engineering Problems (Engineering-Management)
- Standardization of Radio Rate Card Formats — Making Radio Easier to Buy (Sales)
- Reception

The Second Day...

**Morning:**
- Case Histories in Finding and Training Salespeople (Sales-Management)
- Trends in FM Influencing Radio Today (Programming)
- How to Avoid Legal Problems (Legal)
- Luncheon Address by an FCC Commissioner

**Afternoon:**
- Today's FCC Problems (Regulatory)
  A special panel of top FCC personnel to help you comply with Commission rules and regulations such as Fairness Doctrine, false and misleading advertising, EEO regulations and guidelines, operator exams, renewal requirements, political broadcasts and lotteries.

---

*At the end of each session, you’ll have an opportunity to quiz the panelists on your specific problems.

---

Regional Radio Conventions

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
<th>Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>Oct. 13-14</td>
<td>Fairmont</td>
</tr>
<tr>
<td>Boston</td>
<td>Oct. 16-17</td>
<td>Marriott</td>
</tr>
<tr>
<td>New Orleans</td>
<td>Nov. 10-11</td>
<td>Monteleone</td>
</tr>
<tr>
<td>Chicago</td>
<td>Nov. 13-14</td>
<td>Pick-Congress</td>
</tr>
<tr>
<td>Denver</td>
<td>Nov. 17-18</td>
<td>Brown Palace</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Nov. 20-21</td>
<td>Fairmont</td>
</tr>
</tbody>
</table>

Program Directors' Seminars

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
<th>Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>Oct. 13</td>
<td>Fairmont</td>
</tr>
<tr>
<td>Boston</td>
<td>Oct. 16</td>
<td>Marriott</td>
</tr>
<tr>
<td>New Orleans</td>
<td>Nov. 10</td>
<td>Monteleone</td>
</tr>
<tr>
<td>Chicago</td>
<td>Nov. 13</td>
<td>Pick-Congress</td>
</tr>
<tr>
<td>Denver</td>
<td>Nov. 17</td>
<td>Brown Palace</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Nov. 20</td>
<td>Fairmont</td>
</tr>
</tbody>
</table>

NAB PROGRAM DIRECTORS' SEMINARS †

Morning:
- Under the direction of program consultant Bob Henabery, you will program a hypothetical New York City station after all others have been forced to leave the air. You must program to the variety of needs of the nation's most diversified city and will face the same problems encountered by a station in the smallest market.
- Luncheon Address by motivationalist Hugh Finnerty

Afternoon:
- Nationally-known management/program director teams will share with you the ideas and planning that have made their stations successful in highly-competitive markets.
- Reception

---

†Program Directors may stay for the second day of the Radio Regional Conventions by purchasing luncheon ticket for that day.
WILD, WILD WORLD OF ANIMALS
NOW IN OUR 3rd CONTINUOUS YEAR OF NEW PRODUCTION

WILD, WILD WORLD OF ANIMALS is so successful because it's not the same old footage you've seen before. It's produced especially for television by Time-Life Television crews all over the world.

SOLD IN 126 MARKETS FROM COAST-TO-COAST

SUPER AUDIENCE PROMOTION—FIRST TIME EVER FOR A SYNDICATED TV SERIES:
COMING SOON!

AND, WWWA IS ALSO AN INTERNATIONAL HIT... SOLD IN Argentina
Australia, Antigua, Armed, Bahamas, Barbados, Bermuda, Brazil, Canada, Chile, Colombia, Cuba, Denmark, England, Finland, France, Germany, Holland, Hong Kong, Iceland, Jamaica, Japan, Kuwait, Malaysia, Mexico, New Zealand, Nicaragua, Oman, Panama, Peru, Qatar, St. Kitts, Saudi Arabia, Singapore, Surinam, Sweden, Taiwan, Thailand, Trinidad, Tobago, U.S.A.

...to be continued.
Admiral Corp. □ In intensive broadcast advertising campaign that is expected to cost in vicinity of $1.5 million, Brown Goods Division of Rockwell International, Scamburg, Ill., has assembled network TV, spot TV and radio to go after Christmas business for Admiral color TV sets. Kelly, Scott, Madison Inc., Chicago buying service, is putting together lineup of TV stations in 140 markets and radio stations in more than 200 markets for this major effort, which runs from early October to mid-December. In addition, Admiral will be featured on various NBC-TV prime-time series for one month, starting in mid-October. Commercials geared to adult men and women. Creative work on campaign is by Marsteller Inc., Chicago.

Wm. Underwood Co. □ Watertown, Mass., manufacturer, which has tested its roast beef spread on TV in San Diego and Huntington, W. Va., is moving its new product nationwide, powered by extensive spot TV blast that may reach 75 markets. Campaign is set to begin in mid-October and continue for four weeks. Kenyon & Eckhardt, Boston, is seeking women, 18 to 49.

Jeno's □ Frozen pizza, snack tray, pizza rolls and deluxe pizza are subject of separate spots in campaign of fringe and prime-time 30's in 33 markets. Five-week campaign begins Oct. 20, is aimed at women 18-49. JFP & Associates, Duluth, Minn., agency, reports $750,000 budget; Independent Media, New York, is buyer.

J.B. Rudolph □ SFM Media Corp., New York, buyer for J.B. Rudolph retail jewelry firm, Syracuse, N.Y., has placed daytime, fringe and prime-time 30's in 10 markets for September through December campaign. Norman Friedman Advertising, New York, has created different ads for four jewelry lines and reports budget at approximately $400,000. Campaign begins this week (Sept. 29) in Tampa-St. Petersburg, Fla.

American Biltrite Inc. □Amtico Flooring Division, Trenton, N.J., introduces new tile product in month-long campaign in 50-60 markets. Daytime 30's targeted to women will use estimated $150,000 budget, according to Sweet & Co., New York, agency.

Great Western Wines □ New York state vintner is promoting label campaign beginning Oct. 13. "Substantial" budget backs fringe, weekend 30's aimed at adults 18-49. Last year's theme, "if you think great wines come only from Europe..." is complemented by new "meant to be shared" theme. Wasserman Media, New York, is buying spots; DeGarmo Inc., New York, is agency.

Earth shoes □ In its first network TV advertising, costing almost $1 million, Kalso Systemet Inc., New York (Earth brand shoe), has bought schedule on CBS-TV Evening News With Walter Cronkite and on NBC-TV's Tonight, Saturday Night, Tomorrow and Midnight Special, starting this week. In addition, many of 90 Earth shoe stores throughout U.S. will participate in local co-op TV and radio campaign to begin in few weeks. Martin Landey, Arlow Advertising, New York, is seeking audiences of adult men and women, 25 to 49.

Merrill Lynch Pierce Fenner & Smith □ New York brokerage, through Ogilvy & Mather, will launch $75,000 TV and radio campaign to promote its first "national investment seminar week." Radio-spot campaign will blanket about 150 markets, including all major ones, for one week beginning Oct. 19. Sixty-second radio spot will inform people about free seminars on "how to manage your money in today's changing economy" in all 209 cities where Merrill Lynch has offices. TV campaign on same theme will be all network, with focus on World Series games and Sunday pro-football games on CBS and NBC. Demographic target is upper-income males.

Alfa Romeo □ AllSCO Services, New York, has placed TV 30's in extensive campaign for Alfa Romeo "Alfetta" cars, Englewood Cliffs, N.J. Fringe, sports and weekend 30's are scheduled for 53 markets, to begin this week (Sept. 29), describing "a truly balanced automobile." Agency is John Paul Itta Inc., New York.

Hanes Corp. □ Hanes Hosiery Division, Winston-Salem, N.C., will be advertising its May Queen Pantyhose in extended list of markets nationwide, beginning in mid-October and continuing through first week of November. Creative work and placement are being handled by Long, Haymes & Carr Inc., Winston-Salem, N.C., which is searching for time spots appealing to women, 25 to 49.

National Presto Industries □ Eau Claire, Wis, firm is preparing its most extensive TV campaign, earmarking about $700,000 for spot TV and network TV for its Hot Dogger and Presto Burger lines of utensils. Robert Cohn Inc., Northbrook, III., is selecting TV stations in 90 markets to run commercials in time slots appealing to women of all ages, starting in early October and continuing into end of December. National Presto also has bought into NBC-TV's Today and Tonight programs.

Amity Leather Products Co. □ West Bend, Wis., company's Rolf's Leather Goods will break pre-Christmas spot TV campaign in about 25 markets during first three weeks of December. Agency is Hoffman York Baker & Johnson, Milwaukee, which is slanting commercials toward women and men, 18 to 49.

Luden's Inc. □ Richard K. Manoff Inc., New York, is putting together string of 51 stations for campaign to begin in late October and continue through February 1976 for Luden's Super-Strength and Flat Box coughdrops, with markets carrying spots on alternate-week basis. Manoff is aiming its messages at men and women, 18 to 49.

Midas Inc. □ Firm is tooling for heavy spot radio campaign in list of markets throughout country in support of Midas Mufflers, with flights beginning in late September and in October and lasting from four to eight weeks, depending on market. Wells, Rich, Greene, New York, is making placements in time periods appealing to male adults, 18 and older.
J.W. Gibson Co. Indianapolis firm, makers of icy-Hot analgesic balm, has signed as sole national sponsor of new radio barter series Memory Lane, hosted by nostalgist Joe Franklin. Series, which runs five times weekly (two-and-a-half minutes per episode), goes on air Oct. 6, with 25 markets already signed "and another 40 to 50 still pending," according to Allan Priault of The Register and Tribune Syndicate, which is bartering Memory Lane. Stations lined up include WQAM Miami, KDFL Seattle, KLQ(A) Portland and KZUM(A) Spokane.

Federal Express Air Freight Memphis, Tenn.-based service is adding five markets to TV list, bringing total to 35 since last December. Prime time, sports and late news spots will run in two four-week flights, Oct. 6-Dec. 8. Theme is "America, you've got a new airline, but don't get excited unless you're a package." Agency, Carl Ally, New York, reports spot budget is $100,000.

Helena Rubenstein Firm is running five different radio spots to promote its newly packaged Heaven Scents perfume in top 45 markets. Drive-time 60's beginning Nov. 20 for five weeks will employ traditional jingle in rock format, geared to teen-agers of both sexes. Agency, Kenyon & Eckhardt, New York, reports company will spend "20-25% more than last year."

Arthur Treacher Columbus, Ohio, fast-food chain is investing $1.5 million for its current Fish 'n Chips campaign in approximately 30 markets. Spot 30's in prime and early and late fringe time will run Sept. 15 through Dec. 21. Theme is "meal you can't make at home." according to Sawdon & Bess, New York, agency.

General Electric Louisville, Ky., division is planning one-month campaign using four different spot 30's beginning Oct. 27 for Hot Point dealer association. GE has bought into 100 markets to promote refrigerator, dishwasher, range and washer-dryer pair. "Hot Point Month U.S.A." is aimed at women 25-49; Compton Advertising, New York, is agency.

Highlights for Children Columbus, Ohio, children's magazine has named A. Eicoff & Co., Chicago, to handle its initial direct mail TV campaign. Eicoff will test market magazine in two markets via 60's for three weeks in October. Expansion of markets is planned for holiday season. Initial broadcast budget of $150,000 has been allocated.


BAR reports television-network sales as of Sept. 14

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Sept. 14</th>
<th>Total dollars week ended Sept. 14</th>
<th>1975 total minutes</th>
<th>1975 total dollars</th>
<th>1974 total dollars</th>
<th>% change from 1974</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on 10 a.m.</td>
<td>139</td>
<td>$734,300</td>
<td>4,097</td>
<td>$23,265,400</td>
<td>$16,409,900</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>994</td>
<td>9,062,400</td>
<td>35,623</td>
<td>352,660,500</td>
<td>314,212,200</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on 6 p.m.</td>
<td>254</td>
<td>3,979,500</td>
<td>10,491</td>
<td>149,685,000</td>
<td>136,817,300</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>99</td>
<td>2,314,300</td>
<td>3,663</td>
<td>833,329,400</td>
<td>743,200,000</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>16</td>
<td>493,300</td>
<td>565</td>
<td>12,576,500</td>
<td>10,694,600</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>417</td>
<td>26,370,500</td>
<td>14,610</td>
<td>825,021,400</td>
<td>789,622,100</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>Sign-off 11 p.m.</td>
<td>184</td>
<td>3,205,300</td>
<td>6,897</td>
<td>114,731,200</td>
<td>103,631,200</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>2,103</td>
<td>$4,159,600</td>
<td>75,946</td>
<td>$1,561,289,400</td>
<td>$1,445,707,300</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports
**Monday Memo**

A broadcast advertising commentary by Daniel R. Cavalier, president, marketing and sales division, Litton Microwave Cooking, Minneapolis.

---

**Litton cooks up a network campaign for its microwave oven**

Planning a major advertising campaign is always a difficult task. Goals have to be set, budgets allocated, media selected, ads created, merchandising and promotion coordinated. The list is almost endless.

At Litton Microwave Cooking Products, we faced this situation a year ago when we wanted to introduce our new Minutemaster model 416 microwave oven and its exclusive Varicook oven control. Beyond the product introduction, our research also indicated another need—to build Litton awareness. So we set out to design a high-impact campaign, but at a price we could afford.

It was decided eventually that the main thrust of the campaign should be a major national TV advertising schedule—our first ever. Microwave ovens lend themselves to demonstrations and television is by far the most capable medium to allow a product to be demonstrated. According to our research, six of every 10 Litton ovens sold are due to a demonstration of some kind.

Our studies also indicated that 45% of the people who buy microwave ovens have family incomes of $15,000 or less. Clearly, microwave ovens have moved into the mass market and no longer should be considered a luxury item. Finally, a high percentage of women who own microwave ovens work full time.

Our agency, Campbell-Mithun, put all this information to work and created a high-impact TV advertising campaign. Our strategy was to maintain a minimum of 100 gross rating points per week with a good mix of popular prime-time entertainment programs and a variety of the leading network news programs. The campaign ran for a four-week period just prior to the Christmas sales period.

Our theme for the TV campaign was "Litton—changing the way America cooks." The emphasis was on the Varicook model, the first microwave oven to give the flexibility needed to capture old-fashioned, slow-cooked goodness at microwave speeds. With Varicook, a person can change cooking speeds as fast as he or she changes foods.

The second tier of the campaign involved hundreds of product exposures on leading network and syndicated game shows. Added to this was a comprehensive retail advertising program in which we made the TV spots available to our dealers and distributors. Finally, a schedule of full-page, full-color ads ran in the leading magazines to support the TV spots and achieve some balance to the over-all campaign. This kind of "layering" or media mix—total effort, if you will—later proved to be very successful.

The recession was just getting up a full head of steam about that time, so we did have some second thoughts about committing such a sizable budget for national TV. But once we were on the air, the whole tenor of our thinking changed. Within days the reaction to our 30-second spots became evident in increased sales figures. Glowing reports came in from our dealers and distributors all over the country.

In the final quarter of 1974 our division's sales were up 100% over the same period of 1973. Our brand awareness increased by a whopping 50%. We are convinced that a great deal of the credit for this success should go to network TV, the leading edge of the campaign, in which we achieved 112.5 gross rating points per week.

The results of our first TV efforts were so gratifying that we launched another TV campaign this past spring on CBS and NBC. We concentrated on the same selected mix that had proven so effective for us in our previous effort—top-rated entertainment shows will be the three million program with additional spots in NBC's Tonight and Tonight shows. Similar arrangements were also made with our dealers and distributors for locally identified advertiser support.

Again, despite the economy, our TV advertising paid off in important numbers. For the year to date, our sales are up nearly 60% over 1974. This is compared to the rest of the microwave oven industry, which is tracking at a 25% increase. Recently, a New York Times article highlighted the appliance field in general, saying that only three electric appliances were running against a downward trend in that industry—microwave ovens, heat pumps and freezers.

We at Litton believe we are still on the threshold of what will one day be one of the largest appliance businesses in the world. In 1980, we forecast industry sales of microwave oven over 400,000 units, a market of over $1.4 billion. That year, one out of every three major cooking appliances sold will be a microwave oven. This growth compares to our estimate of industry sales this year of 90,000 units, and industry sales in 1970 of 10,000 units.

To increase our share of this growing market and continue to build Litton brand awareness, we have increased our advertising budgets this fall, particularly in television, to record levels. We just launched a $6.3 million advertising and promotion campaign, the largest in our history. The campaign includes an alternating six-week TV schedule on 15 CBS and NBC programs, exposures on five network game shows, and comprehensive dealer and distributor support materials.

The campaign will introduce a new line of combination microwave ranges and countertop microwave ovens, and will again stress our theme, "Litton—changing the way America cooks.

We at Litton are specialists in microwave cooking and are fully committed to building the microwave oven industry—a situation similar to RCA in the mid-sixties and its leadership in building the color television industry. All of our technological and marketing programs are directed toward that goal. Our strong advertising and promotion campaign, including the use of national TV, will also play a vital role in helping us achieve that goal.

Dan Cavalier is responsible for all of the marketing, sales and sales-related activities for Litton Microwave Cooking's consumer, commercial and private-label products in the U.S. The marketing and sales division also handles marketing planning, marketing communications, consumer affairs, service, sales administration and transportation. Prior to joining Litton in 1971 as vice president of marketing, Mr. Cavalier was vice president and general manager of Salespower, a division of Metronet Corp. He was appointed to his present post as president of the division in July 1975.
PROFESSIONAL SALESMAINSHP MAKES THE DIFFERENCE

WOAI
SAN ANTONIO

NOW REPRESENTED NATIONALLY

by

Buckley Radio Sales, Inc.
Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Case nos. 74-3599 RJU et al.). Network appeals contesting Judge Kelleher should not have permitted refiled of suits were dismissed by Supreme Court (BROADCASTING, May 5).

Broadcasting in Congress. Special subcommittee of House Rules Committee is making slow progress on examination of measure to permit one-year experiment of broadcasting chamber proceedings (H.Res. 269 by Represen- tative Jack Brooks [D-Tex.]). Subcommittee has received one report from advisory group of representatives from networks and Public Broadcasting Service saying coverage can be done without closed circuit (Senate, July 13). Resolution similar to House's is pending in Senate Rules Committee (S.Res. 39 by Senator Lee Metcalf [D-Mont.]) but it has received no attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). Action concludes rulemaking in Docket 20506, but commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward: comments are due Oct. 3, replies Nov. 6.

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Wash- ington by Action for Children's Television (Case no. 74-206). House Communications Sub- committee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Hirth (D-Colo.), has introduced bill (H.R. 8619) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agree- ments has been issued. Comments have been filed (BROADCASTING, Aug. 4). Subject is scheduled for commission discussion on Oct. 23. Meanwhile, commission has declared im- proper first of such agreements, between KTTV(TV) Los Angeles and National Association for Better Broadcasting. Commission said licensee dealt away too much programming responsibility (BROADCASTING, Sept. 22).

Community ascertainment. FCC has insti- tuted rulemaking (Docket 19715) designed to modify procedures commercial stations must follow in community ascertainment. (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar proposal for noncommercial stations has also been issued (Docket 19816). (BROAD- CASTING, Sept. 15). Commercial station ascertainment is due for commission consideration on Nov. 4.

Comparative renewals. FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

Consumer agency. Senate passed bill to es- tablish Agency for Consumer Advocacy after amending it to assure agency cannot involve it- self in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broad- cast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, although committee's report said agency's "active participa- tion should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has com- piled markup and cleared for full Judiciary Committee its bill (S.22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hear- ings on House copyright bill, H.R. 2223. Group- ing witnesses by issue, subcommittee has heard from FCC and Office of Telecommu- nications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and from public broadcasters (BROADCASTING, July 14). Hearings will be complete following wrap-up testimony Oct. 2 by Barbara Ringer, register of copyrights.

CPB nominees. Controversial nomination of Joseph Coors, of Colorado brewing company, to board of Corporation for Public Broadcast- ing is pending before Senate Commerce Com- mittee. Following three days of hearings sec- ond week of September, Committee postponed action on nomination until early Oc- tober (BROADCASTING, Sept. 15). Committee's main concern is over possible conflict of in- terest between Mr. Coors's directorship of Television News Inc. and directorship of CPB.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownership prospectively and requiring breakup of 16 crossownerships has been ap- pealed by various parties to three different cir- cuit courts of appeals. Suits have been transferred from the Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Case nos. 75-1054 et al.). How- ever, court has yet to designate circuit in which they will be argued. In addition, number of part- ties petitioned commission to reconsider its or- der, but the commission has denied them.

Crossownership (television-cable televi- sion). FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had im- posed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments and reply com- ments have been filed.

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal em- ployment opportunity guidelines (BROADCAST-ING, July 21). Comments deadline has been ex- tended from Sept. 11 to Oct. 13 (although some have already been filed [BROADCASTING, Sept. 22]), replies deadline from Oct. 1 to Oct. 31. FCC discussed EEO guidelines for cable TV last week, but postponed decision.

Fairness doctrine bills. Senate Communi- cations Subcommittee conducted five days of hearings on two bills intended to eliminate fair- ness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Com- munications Act, section containing equal time requirement as well as statutory basis for fair- ness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast pro- gramming or scheduling in any way. S.1176 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two meas- ures. Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass), and Mr. Hruska's bill is duplicated in H.R. 4528 by Charles Thome (R-Neb.). There is no sign of movement on two House bills.

FCC and fairness doctrine. FCC's new fair- ness statement exempting product commer- cials from application of fairness doctrine, re- jecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by Na- tional Citizens Committee for Broadcasting and Friends of the Earth. Meanwhile, Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22).

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROAD- CASTING, Jan. 20) (Case nos. 75-1053 et al.); more than 70 appeals have been filed by
broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). Briefs also have been filed in that case (BROADCASTING, Aug. 25). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAIRFM New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15).

KRLA (AM). Comparative hearing case, under way since 1964, is now on appeal to U.S. Court of Appeals in Washington (Case nos. 74-1002 et al.). Six losing applicants are challenging FCC's grant of Pasadena, Calif., frequency to Western Broadcasting Corp., whose principals include Bob Hope.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4). Rulemaking is scheduled for commission deliberation Oct. 2.

License renewal legislation. Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Sarbanes (D-Md.). Bill identical to Frey-Byron measure, S. 2246 by Senator John Glenn (D-Ohio) and Wendell Ford (D-Ky.), has also been introduced in Senate (BROADCASTING, Aug. 4). Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has set first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission; they are scheduled for commission discussion on Oct. 14.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC, CBS and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Anti-Trust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in July (BROADCASTING, July 14, 21).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola. Another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion. Justice Department says its investigation, which resulted in indictments, reached into 16 cities, is "only the beginning" (BROADCASTING, June 30).

'Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with 'Pensions: The Broken Promise TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which--acting at request of full nine-judge circuit--vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, has requested full-court rehearing of panel's order (BROADCASTING, Aug. 4).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. In last session of Congress, it was defeated as amendment to Senate's copyright bill. S. 1111 is being considered separately from pending copyright bill S. 22. Subcommittee on House side is studying duplicate Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Strauss Communications Inc., which claims rules are unconstitutional. Smith rules are unconstitutions (Case nos. 75-1083 and 75-1084) (BROADCASTING, June 16).

Pole attachments. Since fall of 1970, National Cable Television Association and AT&T have been stalemated in pole rate negotiations. Talks between parties fell apart (BROADCASTING, Sept. 8) with NCTA wanting FCC to assert jurisdiction and AT&T seeking to settle matter on state-by-state basis (BROADCASTING, Sept. 22). For first time, FCC Chairman Richard Wiley has offered proposal with concrete numbers and talks were resumed by both sides (see story, this issue).

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and plans to strike that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All
appropriations bills originate in House.

- **Section 315.** Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) bill to exempt presidential and vice presidential candidates from equal-time requirements in Section 315 of Communications Act (S.608) is being scrutinized during hearings on fairness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Tobert Macdonald (D-Mass.) has introduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that programs like Meet the Press be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill. Meanwhile, at FCC, Chairman Richard Wiley has proposed placing presidential news conferences under an equal-time requirement, while the FCC has been given political feasibility standards are reduced. Commission indicated in comments on economic and technical feasibility of drop-ins, deadline has been extended from July 11 to Oct. 15.

- **Washington Star transfer.** Texas banker Joe L. Allbritton and owners of Washington Star Communications Inc. have reached agreement under which Mr. Allbritton would take control of company. Under tender offer, Mr. Allbritton would acquire up to 17,864 shares he does not now own for total of $295 million. Agreement commits Mr. Allbritton to comply with FCC's crossownership rules within minimum of two years, if commission requirement that as condition for approving sale, stations involved are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCVI(TV) Charleston, S.C. A prehearing conference was held last week at commission at which latest Allbritton proposals were discussed (see story, this issue).

- **Sports antiblackout.** House Communications Subcommittee has begun hearings on bill to make sports blackout law permanent (see story, this issue). Current law, which provides that baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV, expires Dec. 31. New bill, H.R. 9566, introduced by Subcommittee Chairman Tobert Macdonald (D-Mass.), would also reduce the 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

**Star stations.** FCC order stripping Star Broadcasting of KSTV(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington, D.C. (Sept. 17-1203).

**VHF drop-ins.** In April, FCC adopted inquiry (Docket 20416) into feasibility of dropping as many as 83 VHF channels into top 100 markets (Broadcasting, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; deadline has been extended from July 11 to Oct. 15.

- **Regional Manager**
  - Bob Daugherty
  - 214-233-4334
  - Dallas

- **Regional Manager**
  - Neil Sargent
  - 602-264-7459
  - Phoenix

- **Regional Manager**
  - Conway Craig
  - 512-524-5528
  - San Antonio

- **Regional Manager**
  - John R. Lega
  - 214-233-4334
  - Dallas

---

**MEASURE UP WITH DOUBLEDAY MEDIA**

Doubleday Media communications properties are yardsticked to sell and measure up to the needs of both Buyers and Sellers of radio, television newspapers and CATV properties.

**Outstanding facilities and qualified Buyers are available NOW.** Weigh your investment dollars carefully and call your Doubleday media specialist TODAY...collect.

**DM**

Brokers of Radio, TV, CATV and Newspaper Properties

---

**BROADCASTING PUBLICATIONS INC.**

- **Sol Taishoff,** chairman.
- **Lawrence B. Taishoff,** president.
- **Maury Long,** vice president.
- **Edwin H. James,** vice president.
- **Joanne T. Cowan,** secretary.
- **Irving C. Miller,** treasurer.
- **Lee Taishoff,** assistant treasurer.

**Broadcasting®**

Executive and publication headquarters:

Broadcast-Telcasting Building
1725 Dealeck Street, N.W., Washington, D.C. 20036.

Phone: 202-638-1026

Sol Taishoff, editor.

Lawrence B. Taishoff, publisher.

**EDITORIAL**

- **Edwin H. James,** executive editor.
- **Donald West,** managing editor.
- **Rufus Cauger (New York),** assistant editor.
- **Donald Zelindberg,** senior assistant editor.
- **Dr. Daniel Coldy,** assistant to the managing editor.
- **Frederick M. Fitzgerald,** senior assistant editor.
- **Joseph A. Esser,** Patrick J. Gallagher, assistant editors.
- **Mark Havens,** Ruth Sturtz, staff writers.
- **Barbara Jane, Linda Gilmour (editor's office),** Mark Miller, Donna Wyckoff, classified assistants.

**BUSINESS**

- Maury Long, vice president.
- David W. Witham, Jr., director of marketing.
- Danis Kelly, secretary.

**ADVERTISING**

- David Berlin, Eastern sales manager (New York).
- Ruth Linderstrom, account supervisor (New York).
- Bill Merritt, Western sales manager (Hollywood).
- Lynda Dorman, classified advertising manager.

**CIRCULATION**

- Bill Coggeshall, circulation manager.
- Ken Burton, circulation manager.
- Lucille DiMauro, Odell Jackson, Patricia Johnson, Greg Karpick.

**PRODUCTION**

Harry Stovetts, production manager.
- Susan Cole, Joanna Misko.

**ADMINISTRATION**

Irving C. Miller, business manager.
- Lynda Dorman, secretary to the publisher.
- Philippe Bouchier, Gloria Nelson.

**BUREAUS**

- (New York) 75 Rockefeller Plaza, 10019.
  - Phone: 212-577-7200
  - Rufus Cauger, chief correspondent.
  - Rocco Famiglietti, assistant editor.
  - John M. Dempsey, associate editor.
  - Joanne Ottow, staff writer.

- David Berlin, Eastern sales manager.
- Ruth Linderstrom, account supervisor.
- Harriet Weinberg, Susan Haas, advertising assistants.
- Earl R. Abrams, Sales assistant.
- Bill Merritt, Western sales manager.
- Sandra Klausner, assistant.

**Broadcasting Magazine** was founded in 1931 by Broadcasting Publications Inc. Under the title *Broadcasting,* the magazine is available to University Microfilms. 300 North Zeib Road, Ann Arbor, Mich. 48103.

---

**Broadcasting** magazine was founded in 1931 by Broadcasting Publications Inc. using the title *Broadcasting,* the News Magazine of the Fifth Estate. *Broadcasting Advertising* was acquired in 1912, *Broadcasting Review* in 1933, *Television* in 1953 and *Television* in 1961. *Broadcasting-Television* was introduced in 1946.
This week

Sept. 28-30—Southern Cable TV Association convention. Scheduled speakers include FCC Chairman Richard E. Wiley and Senator Strom Thurmond (R-S.C.). Royal Coach motor hotel, Atlanta.


Sept. 28-Oct. 1—Pacific Northwest Cable TV Association meeting, Redpath hotel, Spokane, Wash.

Sept. 28-Oct. 3—Society of Motion Picture and Television Engineers 117th technical conference and equipment exhibit. Jack Valenti, president of the Motion Picture Association of America, will be Sept. 29 luncheon speaker. Century Plaza hotel, Los Angeles.

Sept. 29—FCC's new deadline for comments on proposed rulemaking (Docket 20548) regarding multiple ownership of AM, FM and TV broadcast stations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 9 to Oct. 9, FCC, Washington.

Sept. 29—Revised deadline for filing comments at FCC on allowing DSS systems to carry specialty stations and amending signal carriage rules accordingly. Replies are due Oct. 30, FCC, Washington.


Oct. 1-3—Pennsylvania Cable Television Association fall meeting. Hershey motor lodge, Hershey.

Oct. 2-3—Ohio Association of Broadcasters fall convention. Speakers will include FCC Chairman Richard E. Wiley and Tom Brokaw, NBC White House correspondent. OSU Center for Tomorrow, Columbus.

Oct. 2-4—Combined fall meeting of Missouri Broadcasters Association and Illinois Broadcasters Association. Speakers will include FCC Chairman Richard E. Wiley; Wayne Fickinger, president, J. Walter Thompson Co.; Mike Wellman, executive vice president, NBC-TV; and Vincent Wasilewski, president, National Association of Broadcasters. Chase Park Plaza, St. Louis.

Oct. 2-8—International Telecommunications Union Telecom'75, second world telecommunication exhibition. Event scheduled simultaneously with Second World Telecommunications Forum, Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

Oct. 2—FCC's new deadline for comments on proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. Deadline previously had been extended from Aug. 11 to Sept. 26. Deadline for replies was further extended from Oct. 13 to Oct. 20, FCC, Washington.

Oct. 3—FCC's new deadline for comments on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972 (Docket 20509). Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 8 to Nov. 8.

Oct. 3-5—Massachusetts Broadcasters Association annual meeting, Dennisport, Hyannis. Contact: Douglas Rowe, MBA, 19 West Main Street, Marblehead, Mass. 01945, (617)-485-5555.


Oct. 3-5—American Women in Radio and Television Northeast area Conference. Ryte Town Hilton Inn, Ryte, N.Y.

Also in October

Oct. 7—FCC's new deadline for comments on further notices of inquiry and proposed rulemaking (Docket 19816) regarding ascertainment of community problems by noncommercial educational broadcasters. Previous deadline was Sept. 15. Informal comments (without extra copies) will be accepted.

Oct. 7-9—Electronic Industries Association 51st annual convention. Fairmont hotel, San Francisco.

Oct. 8—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Previous deadline was Aug. 11. Deadline for replies was extended from Sept. 1 to Oct. 24, FCC, Washington.


Oct. 8-10—Indiana Broadcasters Association fall convention. Royal Inn, South Bend.

Oct. 9—Television Bureau of Advertising workshop on co-op advertising, for national advertisers, retailers, broadcasters, Plaza hotel, New York.

Oct. 9-12—Women in Communications Inc. annual national meeting. Sheraton Inn-Sunnyvale East, Tulsa, Okla.


Oct. 13—Revised deadline for comments on equal employment opportunity guidelines due at FCC. Reply comments are due Oct. 31, FCC, Washington.


Oct. 13-14—New York State Cable Television Association fall meeting. Speakers will include New York Lieutenant Governor Mary Anne Krupsak; FCC Commissioner Glen O. Robinson; Robert L. Schmidt, National Cable Television Association president, and Robert R. Kelly, chairman of the New York State Commission on Cable Television, Treadway Inn, Binghamton, N.Y.


Oct. 15—FCC's new deadline for comments regarding commission's further notice of proposed rulemaking (Docket 19995) aimed at setting standard for communications carrying Dallas Cowboys games.

RCA TK-76: the TV camera with film camera freedom.
When you want a small package delivered fast, it's in the bag.

Delta's DASH guarantees delivery on the flight or routing you specify between most Delta cities. Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90". Bring your package to Delta's passenger counter or air freight terminal at the airport at least 30 minutes before scheduled departure time. Package can be picked up at DASH Claim Area next to airport baggage claim area 30 minutes after flight arrival at destination. Charges for DASH shipments are nominal. Delta will be pleased to quote actual charges between specific points. Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL.

When you want a small package delivered fast, it's in the bag.

To prevent television signals commonly viewed in non-cable households of cable community from being blacked out because of mileage priorities. Previous deadline was Sept. 22. Deadline for replies was extended from Oct. 7 to Nov. 5, FCC, Washington.

Oct. 15 — FCC's new deadline for comments on inquiry into drop-in rates into top 10 markets (Docket 20418). Previous deadline was July 11. Deadline for replies was extended from Aug. 11 to Nov. 18, FCC, Washington.


Oct. 16-17 — Association of Maximum Service Telecasters engineering committee meeting. 1735 DeSales Street, N.W., Washington.

Oct. 17 — National Association of Broadcasters television executives' seminar, Marriott hotel, Boston.

Oct. 17 — Society of Broadcast Engineers regional convention and exhibition, sponsored by SBE chapters for Central New York, Binghamton area and Northeast Pennsylvania. Information: Paul Barron, WCNY-TV Syracuse, N.Y. Nor'way Inn, Syracuse.

Oct. 17 — FCC regional meeting: With licenses, 1:30 p.m., Marriott hotel, Boston, with public, 6:30 p.m., New England Life Insurance Hall, Copley Square, Boston.

Oct. 17 — FCC's new deadline for comments on rulemaking that would establish new class of radio station to be used to transmit information to motorists and other travelers (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 kHz. Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 5 to Nov. 18.

Oct. 17-18 — Third annual Midwest Seminar on Videotape and Film, nonprofit event sponsored by Chicago Film Council, Chicago Television Guild. Chicago chapters of Information Film Producers of America and Society of Motion Picture and Television Engineers. Demonstrations of latest audio-visual equipment and talks by authorities in A-V field are planned. Holiday Inn, Chicago's O'Hare Airport. Information/reservations: P.O. Box 11376, Chicago 60611.


Oct. 22 — Comments due at FCC on whether promotional announcements made by sister stations should be classified commercial and what distinctions should be made between spots that announce future programming and those that solicit audience personalities. Reply comments due Nov. 17, FCC, Washington.

Oct. 22-23 — Kentucky Broadcasters Association fall convention. Julian Goodman, chairman, NBC, will be principal speaker. Red Carpet Inn, Bowling Green.


Oct. 24 — Society of Broadcast Engineers, Pittsburgh chapter, regional convention. Howard
The local/regional side

EDITOR: Broadcasting broke the story that the White House was likely to accept our invitation to the President to appear on a regional news conference originating from WJAR-TV. But your follow-up on the President's adventures here and elsewhere in local television missed at least one major point.

True, the President benefited from his several local television appearances. However, viewers benefited also. Network newsmen are somewhat forced to pose national questions; we were able to obtain answers from President Ford specific to New England and even pose questions specific to states and cities.

America is not a homogeneous mass. Our regions have identities and specific concerns. So, although President Ford did benefit and WJAR-TV did gain an exclusive, the real value of our effort lay in sharing the program with 11 stations from Maine to Connecticut. We hope local stations elsewhere in the country and the White House will exploit the regional focus. Citizens deserve a chance to watch the President wrestle with problems close to the hearth.

Leonard S. Davey Jr., general manager, and Arthur Alpert, news director, WJAR Providence, R.I.

Chain letter

EDITOR: I am proposing that Americans form a human chain from coast to coast next July 4 to demonstrate citizen involvement and unity in celebrating the Bicentennial. It would require some 4.5 million people, about 2% of the population, if you allocate each person four feet of space to cover.

At exactly 3 p.m. EDT, 12:00 PDT, everyone in the chain would sing "God Bless America" on the occasion of America's 200th birthday.

The route to be chosen would be determined by drawing a line from the RKO radio stations in Washington to the ones in New York, then Boston and across the country to our outlets in Los Angeles.

Radio stations along the route would be invited to participate. Each station along the route, which would circumvent mountains, deserts, and large bodies of water, would be responsible for organizing their part of the human chain in cooperation with and under the direction of local law enforcement agencies.

All Americans would be encouraged to participate. The first celebrity to agree to participate is Australian-born singer Helen Reddy, who just became an American citizen.

I hope to have a tentative route selected by October 1. After that, I would hope to hear from some of the program directors who read Broadcasting magazine. All formats welcome!—Paul Drew, vice president-programing, RKO Radio, Los Angeles.

Family reading

EDITOR: Thin-skinned I'm not, and in my time I have said worse, but George Schlatter's comments appearing in Broadcasting's Sept. 15 article dealing with the "family viewing" hour has prompted this first letter to an editor in more than 20 years in this business.

In its own shocking simplicity, Mr. Schlatter (executive producer of Cher) "articulated" the very reason why so many television viewers are offended by what they consider to be undue vulgarity and sexuality in television programing.

There is no question concerning the very real dangers inherent in any legislative, bureaucratic, or politically inspired attempt at programing censorship, be it in news or in entertainment. They are very real threats. But, opponents of family viewing concept better look for more valid arguments than the muzzling of a producer's or a writer's "creative" instincts as the basis for their opposition.

With "Friends" like Mr. Schlatter in New York and in California, television doesn't need its "enemies" in Washington. —Luis E. Farraye, vice president, programing and research, Gilmore Broadcasting Corp., Kalamazoo, Mich.

State feelings

EDITOR: As you know, I have long contended the fact that not one commercial UHF TV station is located within New Jersey's borders. Correspondingly, we suffer from a paucity of news coverage that hinders the ability of New Jersey public officials to convey to our citizens the problems faced by our state.

Governor Brendan T. Byrne, Trenton.

EDITOR: I appreciate the survey concerning the rapid development of television news, particularly on the local level. Here in Maine, our stations still cannot afford expensive technical gadgetry to improve the capability of coverage. But what is lacking in machinery is more than made up for in man and woman ability. As governor, I especially appreciate the integrity of television news, which enables citizens to see and hear the expression and tone of voice and phrases as they were delivered, not as someone interpreted them as being delivered. —Governor James B. Longley, Augusta.
WGAL-TV was the first television station in this historic area. Today it is still first in that it delivers more audience than all other stations in the Lancaster-Harrisburg-York-Lebanon market combined. The result of this impact is increased sales results for advertisers.
Closed Circuit.
Insider report: behind the scene, before the fact

Family' troubles?
First three weeks of family hour has already engendered intramural dialogue among major network authorities responsible for program standards. While there's no clear focus on what charges have been leveled by whom, there's known to be concern over sexual connotations in some of new series, and objectionable language in others. TV Code Authority has been screening programs against which complaints have been made.

Finger-pointing could break wide open at TV code board meeting in Washington Oct. 6-7-8. Sitting on board, under chairmanship of Wayne Karl, WISN-TV San Antonio, are vice presidents of three networks in charge of standards: Alfred R. Schneider, ABC; Thomas J. Swafford, CBS, and Herminio Traviesas, NBC. Agenda already contemplates pro-and-con arguments on advertising of personal products, contraceptives and foundation garments.

Widening the gap
FCC is moving toward adoption of tighter AM-FM nonduplication rules. Document that was before commission last week would limit to 25% amount of AM programing that commonly owned FM could duplicate in cities of more than 100,000. Present limit is 50%. In addition, it would for first time set limits on AM-FM duplication in communities of less than 100,000—50% in those between 25,000 and 100,000 population. Majority of commission was said to be prepared to adopt document and thus end proceeding designed to foster increased diversity of radio programing. However, Commissioner Glen O. Robinson asked staff for additional statistical data to back up proposed limits. Data, which would show correlation between present amount of duplication and profit levels, will probably take two-three weeks to collect.

Short strokes
Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee may bend little—but not much—to cable industry's pleas on copyright bill (H.R. 2223). Main features of bill won't change: Cable will be made liable for copyright infringement and will be given compulsory license. Tribunal will be created for adjusting compulsory fees. Subcommittee is sympathetic to fear cable interests have expressed that tribunal might get out of hand, and may place strictures on it, limiting size and frequency of changes in royalty fees. Subcommittee may also revise downward cable fee schedules provided in bill (now .5% to 2.5%, depending on system size). Subcommittee will seriously consider incorporating now-separate bill to create performance royalty that broadcasters would have to pay record artists and manufacturers, but there is no way to predict whether that will happen. Subcommittee will also consider creating compulsory license for public broadcast stations, although there is slim chance for that. Meanwhile, Senate Judiciary Committee has scheduled markup of Senate copyright bill (S. 22) Oct. 7. It is expected to make no changes in cable or broadcast-related sections.

Never say goodbye
Nicholas Zapple, who retired July 1 after 25 years as counsel for Senate Communications Subcommittee (BROADCASTING, June 9) is on comeback trail. There have been some "general discussions" about placing Mr. Zapple back on Commerce Committee payroll as consultant. He has been seen more than once recently in halls of Senate and at communications hearings. Source said Committee Chairman Warren Magnuson (D-Wash.) thinks it good idea to put Mr. Zapple's experience and expertise back to work in some communications-related capacity. Talks have so far been "very preliminary."

Can they or can't they?
Threshold question that FCC will face this week in connection with equal employment opportunity rules for cable TV is whether it has authority. Question is particularly intriguing since FCC adopted first EEO rules in 1972, and they have never been challenged. Cable Television Bureau is satisfied commission has necessary authority, but general counsel's office is not; it feels appeals court decision involving Federal Power Commission bars adoption of EEO rules for cable. Instead of choosing between positions of bureau or general counsel's office, commissioners may decide to seek comment on question from industry and other interested parties.

Pro bono
When Theodore F. (Ted) Koop retires from directorship of Washington office of Radio Television News Directors Association tomorrow (Sept. 30), he will leave behind record of rarely drawing his per diem and probably being out of pocket on expenses. Mr. Koop, who was in post for four years after retiring as CBS Inc. Washington vice president, treated it as labor of love.

Mr. Koop isn't shutting up shop, however. He joins long-time colleague John V. Horner, who has retired from PR staff of ITT, in formation of K-H Associates, Washington consultants in public affairs and public relations, doing business at 2121 P Street, N.W., (202)234-4480 and 833-8433.

Rochester parlay
Sale of WSYX(AM) Rochester, N.Y., by Gordon P. Brown, founder, to Malrite of New York, licensee of WNYR(AM), daytimer in same city, for $750,000 subject to FCC approval, is in offering. Transferees has option of leasing or purchasing transmitter site for additional $500,000. Mr. Brown, 70, founded station in 1936 and is president, manager and chief engineer of fulltimer on 1370 kHz with 5 kw. WNYR, established in 1947 and acquired by Malrite in 1965, is on 680 kHz with 250 w. Milton Malitz, group owner, is president. Station will be sold to comply with duopoly rule.

19th century comebacks
CBS's hottest second-season family hour properties are said to be Universal Television's Sarah and Ed Friends' Productions' The Young Pioneers. Sarah is described as drama set in 1880's about trials and tribulations of young schoolteacher who moves to Western frontier from East. The Young Pioneers follows vagaries of married couple, both teenagers, who leave their farm in Iowa just after Civil War to homestead in Dakotas. Both series run 60 minutes.

On the side
It may not put big bulge in bottom line, but Teleprompter officials are finding they can pick up something more than loose change—and think other cable TV operators can too—by renting out studios and remote vans when not in use. In New York, for instance, Teleprompter Manhattan has been averaging close to $10,000 per month renting studio (at $1.50 per hour) to clients such as White Motors, Random House and Castrol Oil for taping TV commercials, Eduplex Inc. for taping programs for Alabama Educational Network, and assorted businesses for preparation of training, closed-circuit, industrial, cable and other program material. Teleprompter's Muscle Shoals, Ala., system has produced telecast with Reynolds Metals and also has rented van to broadcasters for remote pickups and studio for commercial production, and company's system in Newark, Calif., has produced training program for nearby General Motors plant.
The Week in Brief

NEW PLACES AND FACES. □ ABC-TV moves past NBC-TV into the runner-up slot in the second week of the new season. First casualties: NBC-TV's 'Fay' and 'Montefuscos.' PAGE 18.

MEDIA OVERPLAY? □ Radio-TV again demonstrate versatility in covering the Sara Jane Moore-Ford story. In wake, there are some questions of press coverage contributing to 'hoolk's' misconduct. PAGE 20.

ABOUT FACE □ The FCC says it was wrong in its administration of the equal-time law. By 5-to-2 vote, it revises the groundrules for political debates and news conferences. PAGE 20.

NEIGHBOR SAYS NO □ Pleas for end of Canadian policy requiring its cable systems to delete U.S. commercials from over-the-border signals fall on deaf ears. PAGE 21.

RECEPTIVE □ The National Cable Television Association board agrees, in part, to accept the pole-rates compromise proposal of FCC Chairman Wiley. PAGE 22.

RADIOS BEST BET □ With the new National Radio Broadcasters Association destined to cross paths with the National Association of Broadcasters, BROADCASTING asked key broadcasters what type leadership would bode best for the medium. PAGE 26.

A CAKE-WALK FOR WASHBURN □ The FCC commissioner encounters no problems at the Senate Commerce Committee hearing on his nomination for a full seven-year term. But Senator Pastore uses occasion to get in his licks against easing of the fairness doctrine. PAGE 29.

NEW ROUTE FOR CITIZENS □ Those charging discrimination by broadcasters turn to class-action suits in courts instead of the usual procedure of filing petitions to deny at the FCC. At least four such suits have been initiated. PAGE 30.

'CHUTZPAH' HUT-HUT □ Representative MacDonald says the signals the pro football league are calling in effort to ease anti-blackout law are unmitigated gall. Hearing on the bill to make the sports law permanent interrupted until Oct. 6. PAGE 37.

MUTED □ CBS-TV is set back in its attempt to get per-use music-licensing fees, when the court dismisses its suit against ASCAP and BMI. The judge says the network failed to prove restraint of trade, nor did it show that the arrangement sought couldn't be negotiated through other avenues. PAGE 37.

BETTER TV FOR CHILDREN □ Roper study finds that nearly two out of every three parents of youngsters under 12 feel that children's programing has improved. PAGE 40.

ACLU REJECTED □ San Francisco appeals court turns down an American Civil Liberties Union petition that sought to reverse FCC's 1972 cable rules so as to impose common-carrier regulation. PAGE 41.

FRESH DEAL FOR CABLE □ A House subcommittee staff will explore ways to establish a new approach to the regulation of cable TV. The staff questions the wisdom of thinking in terms of cable being subordinate to the needs of conventional broadcasting. PAGE 42.

CONCESSION □ The FCC loosens its TV-cable crossownership so that divestiture is required only if the concerned television station places a city-grade signal over the CATV community. However, the ban still stands on acquisitions that involve outlets down to the grade-B contour level. PAGE 43.

A MAN FOR ALL FIELDS □ Dr. Leo Beranek can't recall a time when he wasn't 'in charge of something'. That something includes a long and brilliant career in engineering and varied fields, and in later years the WCVB-TV Boston presidency. PAGE 65.
WHAT DO YOU THINK IT WOULD COST YOU FOR A SERIES STARRING BEAU BRIDGES, ERNEST BORGnine. EDDIE ALBERT. SUSAN HOWARD. ROBERT WAGNER. GARY BURGHOFF. GREG MORRIS. CLIFTON DAVIS. ELLEN CORBY. RHODA FLEMING. WAYNE ROGERS. JAYNE MEADOWS. AND STEVE ALLEN?

NOT A DIME!

Unity seeks no contribution...only to make one. To your station and to your viewers, through WORDS FROM UNITY—a truly upbeat series of public service announcements!
The stars listed above are just a few of the celebrities who have contributed their time and talent to make these worthwhile spots that are now being played or shown in over 1100 major radio and television markets.
Each spot in the series features a major celebrity and a word around which is woven an inspiring, cheerful, hopeful, human, often touching, never gloomy, 60-second message.
The entire Unity program is available to you without charge.
So seek a beautiful balance in your station programming. Write or call for films or radio tapes today...for the WORD FROM UNITY.
ABC-TV takes over second in ratings

Reslotting of some programs said to be in works at leader CBS-TV, which had slight drop this fall, and at NBC-TV which chalked up figures 13% under last season

ABC-TV's recovery from a disastrous prime-time schedule last season is shaping up as the big story of the 1975-76 television season so far.

"We're number two," Fred Silverman, the president of ABC Entertainment, said last week, and we're going to stay that way throughout the fourth quarter."

The second full week of national Nielsen ratings (Sept. 15-21) - is now a matter of record, and the numbers show CBS in the lead with a 19.1 rating (a 3% drop from the 19.7 rating it chalked up a year ago at this time), ABC second with an 18.3 rating (which is a 6% improvement over last year's 17.2 figure) and NBC in third place, its 16.8 rating down 13% from 1974's 19.4 rating.

Key programers at all three networks declared firmly last week that no cancellation notices are in the mail as of yet. But a number of series are clearly in deep trouble in the ratings, among them: Barabby Coast, Mobile One and That's My Mama on ABC; Three for the Road, Big Eddie, Kate McShane, Beacon Hill and Joe and Sons on CBS; and The Montefuscos, Fay, Medical Story, Movin' On, Police Story and The Invisible Man on NBC.

The first alteration in the prime-time schedule, according to industry sources, will probably be a time-slot exchange by CBS between Beacon Hill (Tuesday, 10-11 p.m., NYT) and Kate McShane (Wednesday, 10-11 p.m.), mainly on the theory that since both shows are failing the shift can't hurt and may even help by getting two lawyer shows (NBC's Petrocelli squares off against McShane on Wednesday) out of direct competition with each other.

A second possible change involves the flip-flopping by NBC of two of its Tuesday shows, Police Story (9-10 p.m.) and Joe Forrester (10-11 p.m.). The theory behind this shift would be that the anthology series might play better at 10 (a time period in which it was successful before NBC moved it forward this season). NBC programers will also be watching to see how the network's floundering newcomer, Ellery Queen, does in Los Angeles on Friday in Police Woman's time period (10-11 p.m.); the latter show moves to Ellery Queen's time period, Thursday at 9 in a special two-week experiment that began Sept. 25. If both shows benefit from the change, the Los Angeles switch will go into effect on a national scale next month.

The first actual cancellations, according to industry sources, are going to encom-pass The Montefuscos and Joe, NBC's seemingly dying sitcoms, which run back-to-back on Thursday (8-9 p.m.). Their replacements? Sources say either two other sitcoms (Norman Lear's Grady and Playboy Productions' The Cop and the Kid) or a 60-minute variety series starring the impressionist Rich Little.

At ABC, no moves of this sort are in the works right now, according to Fred Silverman. "I don't believe in making precipitous changes," he says. "We have consistency right across the board. There's no night that's a complete disaster. Last year, Friday and Saturday were so bad for ABC you could've driven a truck through them."

Robert T. Howard, the president of NBC-TV, acknowledged ABC's improvement but is buoyed by "a real drop-off by CBS. I think we're going to end up closer but still the network's strongest second, Maude finished third, Medical Center was sixth and Rhoda seventh. Rhoda and Phyllis, in particular, are proving so strong between 8 and 9 that they may force the programers at both ABC and NBC to scrap their competing shows -Barabby Coast on ABC and The Invisible Man on NBC - and try the new formats for second-season, maybe in the variety-show vein, which would keep them within the guidelines of family hour while offering a counterprograming alternative to the CBS sitcoms.

Tuesday looks like a battle for dominance between ABC and CBS, with NBC out of the running for the moment because its weak lead-in show, Movin' On, is doing serious damage to the series that follows it, Police Story, which last year at 10 o'clock was one of the network's strongest cop shows. CBS, in order to win the night, will probably have to rub out its new sitcom, Joe and Sons, which, in the most recent nationals, squandered 11 share points of the Norman Lear comedy that precedes it, Good Times. And CBS may have to make the decision soon because the show it flows into, Switch!, at 9, is CBS's strongest new 90-minute series, dropped five share points between its first and second week and could suffer further erosion with a weak Joe and Sons preceding it.

ABC's surprisingly good showing on Tuesday is being attributed to the unexpected ratings improvement of two returning shows, Happy Days and Marcus Welby, M.D. Happy Days' solidity has guaranteed a good sampling for the new sitcom it precedes, Welcome Back, Kotter, which, if it can hold the 30-share it achieved the first two times out, will be fully satisfactory to Fred Silverman.

If Friday's two-hour disprove Wednesday's new half-hour series, dropped five share points between its first and second week and could suffer further erosion with a weak Joe and Sons preceding it.

ABC has chalked up substantial wins on the first two Wednesdays of the season, with its 10 o'clock Doogie Howser and High Risk series clearly on its way to becoming the hottest new 60-minute show on the fall schedules (with CBS's Monday-night Phyllis the highest-rated new sitcom on all three networks). ABC's Wednesday lead-
The first two weeks

Here are the standings for each network's prime-time programing after the first two weeks of the new season. Ratings/shares are averages for the two outings; series that have been shown only once are indicated with an asterisk (*).

ABC

<table>
<thead>
<tr>
<th>Program</th>
<th>Time</th>
<th>ABC 18.5/33</th>
<th>ABC 19.2/31</th>
<th>ABC 20.3/35</th>
<th>ABC 26.7/43</th>
</tr>
</thead>
<tbody>
<tr>
<td>Six Million Dollar Man</td>
<td>Sunday 8-9</td>
<td>22.7</td>
<td>24.5</td>
<td>23.7</td>
<td>26.9</td>
</tr>
<tr>
<td>Sunday Movies</td>
<td>Saturday 9-11</td>
<td>21.6</td>
<td>22.7</td>
<td>23.5</td>
<td>26.6</td>
</tr>
<tr>
<td>Starsky and Hutch</td>
<td>Wednesday 10-11</td>
<td>17.6</td>
<td>18.5</td>
<td>19.2</td>
<td>22.4</td>
</tr>
<tr>
<td>Streets of San Francisco</td>
<td>Thursday 9-10</td>
<td>16.2</td>
<td>17.8</td>
<td>19.0</td>
<td>22.9</td>
</tr>
<tr>
<td>Barnette</td>
<td>Tuesday 8-30-9</td>
<td>15.1</td>
<td>16.8</td>
<td>18.1</td>
<td>22.0</td>
</tr>
<tr>
<td>On the Rocks</td>
<td>Monday 9-10</td>
<td>14.2</td>
<td>16.2</td>
<td>17.7</td>
<td>22.4</td>
</tr>
<tr>
<td>All in the Family</td>
<td>Sunday 9-10</td>
<td>13.4</td>
<td>15.4</td>
<td>17.1</td>
<td>22.3</td>
</tr>
<tr>
<td>Welcome Back, Kotter</td>
<td>Friday 8-9</td>
<td>12.1</td>
<td>14.1</td>
<td>16.2</td>
<td>22.7</td>
</tr>
<tr>
<td>Harry O</td>
<td>Tuesday 8-30-9</td>
<td>11.5</td>
<td>13.5</td>
<td>15.2</td>
<td>22.0</td>
</tr>
<tr>
<td>Happy Days</td>
<td>Tuesday 8-30-9</td>
<td>10.9</td>
<td>12.9</td>
<td>14.7</td>
<td>21.7</td>
</tr>
<tr>
<td>Friday Night Moves</td>
<td>Saturday 9-11</td>
<td>10.4</td>
<td>12.4</td>
<td>14.2</td>
<td>21.4</td>
</tr>
<tr>
<td>Barney Miller</td>
<td>Saturday 9-10</td>
<td>10.0</td>
<td>12.1</td>
<td>13.9</td>
<td>21.3</td>
</tr>
<tr>
<td>S.W.A.T.</td>
<td>Sunday 7-8</td>
<td>9.6</td>
<td>11.7</td>
<td>13.4</td>
<td>19.8</td>
</tr>
<tr>
<td>Swiss Family Robinson</td>
<td>Friday 8-30-9</td>
<td>8.9</td>
<td>10.9</td>
<td>12.6</td>
<td>18.9</td>
</tr>
<tr>
<td>That's My Mama</td>
<td>Monday 9-11</td>
<td>8.6</td>
<td>10.7</td>
<td>12.4</td>
<td>18.8</td>
</tr>
<tr>
<td>Monday Night Football</td>
<td>Saturday 8-9</td>
<td>8.2</td>
<td>10.3</td>
<td>12.0</td>
<td>18.7</td>
</tr>
<tr>
<td>Matt Helm*</td>
<td>Saturday 10-11</td>
<td>7.8</td>
<td>9.9</td>
<td>11.6</td>
<td>18.2</td>
</tr>
<tr>
<td>Barby Coast</td>
<td>Monday 8-9</td>
<td>7.5</td>
<td>9.6</td>
<td>11.3</td>
<td>18.0</td>
</tr>
<tr>
<td>Mobile One</td>
<td>Friday 8-9</td>
<td>6.2</td>
<td>8.3</td>
<td>10.0</td>
<td>17.9</td>
</tr>
<tr>
<td>All in the Family</td>
<td>Monday 9-9-30</td>
<td>5.8</td>
<td>7.9</td>
<td>9.6</td>
<td>16.9</td>
</tr>
<tr>
<td>Maude</td>
<td>Monday 8-30-10</td>
<td>5.4</td>
<td>7.5</td>
<td>9.2</td>
<td>16.6</td>
</tr>
<tr>
<td>Phyllis</td>
<td>Monday 8-30-9</td>
<td>5.0</td>
<td>7.1</td>
<td>8.7</td>
<td>16.3</td>
</tr>
<tr>
<td>Rhoda</td>
<td>Monday 8-30</td>
<td>4.7</td>
<td>6.8</td>
<td>8.4</td>
<td>16.0</td>
</tr>
<tr>
<td>Medical Center</td>
<td>Monday 10-11</td>
<td>4.3</td>
<td>6.4</td>
<td>8.0</td>
<td>15.7</td>
</tr>
<tr>
<td>Good Times</td>
<td>Tuesday 8-30-9</td>
<td>3.9</td>
<td>5.9</td>
<td>7.5</td>
<td>15.5</td>
</tr>
<tr>
<td>Waltons</td>
<td>Thursday 8-9</td>
<td>3.5</td>
<td>5.6</td>
<td>7.2</td>
<td>15.3</td>
</tr>
<tr>
<td>Switch</td>
<td>Tuesday 9-10</td>
<td>3.2</td>
<td>5.3</td>
<td>6.9</td>
<td>15.1</td>
</tr>
<tr>
<td>Kojak</td>
<td>Sunday 8-10</td>
<td>2.9</td>
<td>4.9</td>
<td>6.6</td>
<td>14.9</td>
</tr>
</tbody>
</table>

CBS

<table>
<thead>
<tr>
<th>Program</th>
<th>Time</th>
<th>CBS 17.7/31</th>
<th>CBS 19.2/32</th>
<th>CBS 20.1/32</th>
</tr>
</thead>
<tbody>
<tr>
<td>All in the Family</td>
<td>Monday 9-10</td>
<td>22.1</td>
<td>24.3</td>
<td>26.6</td>
</tr>
<tr>
<td>Maude</td>
<td>Monday 8-30-10</td>
<td>21.2</td>
<td>23.3</td>
<td>25.6</td>
</tr>
<tr>
<td>Phyllis</td>
<td>Monday 8-30-9</td>
<td>20.4</td>
<td>22.7</td>
<td>25.1</td>
</tr>
<tr>
<td>Rhoda</td>
<td>Monday 8-30</td>
<td>19.7</td>
<td>21.9</td>
<td>24.5</td>
</tr>
<tr>
<td>Medical Center</td>
<td>Monday 10-11</td>
<td>18.9</td>
<td>21.1</td>
<td>23.7</td>
</tr>
<tr>
<td>Good Times</td>
<td>Tuesday 8-30-9</td>
<td>18.1</td>
<td>20.4</td>
<td>22.7</td>
</tr>
<tr>
<td>Waltons</td>
<td>Thursday 8-9</td>
<td>17.3</td>
<td>19.6</td>
<td>22.0</td>
</tr>
<tr>
<td>Switch</td>
<td>Tuesday 9-10</td>
<td>16.6</td>
<td>18.9</td>
<td>21.4</td>
</tr>
<tr>
<td>Kojak</td>
<td>Sunday 8-10</td>
<td>15.9</td>
<td>18.2</td>
<td>20.7</td>
</tr>
</tbody>
</table>

off—the Mel Brooks sitcom, *When Things Were Rotten*—went from a 36 share in premiere week (Sept. 10) to a 30 share on Sept. 17; a further decline in its third week could jeopardize the network's new-found Wednesday dominance because the sitcom it leads into, *That's My Mama*, appears to be showing no improvement over its subpar performance of last season. ABC's 9 o'clock show, *Baretta*, which started off poorly as a second-season replacement last February but came on strong during the summer (making something of a mini-celebrity of its off-beat hero, Robert Blake, who won this year's Emmy as best actor in a drama series), is running neck-and-neck with the four-year-old *Cannon*, a consistently high-rated private-eye series on CBS over the past three years and, according to reports, the show President Ford likes more than any other.

Bob Howard admitted his disappointment over the below-30 shares of NBC's highly touted new *Doctors Hospital*, Wednesday at 9, which should be doing better because it gets a strong lead-in from *The Little House on the Prairie*.

CBS woman at two Thursdays of the season on the strength of its seemingly impenetrable 8 o'clock show *The Waltons*, followed by two-hour movies that, as Mr. Currin put it, "appealed to *The Waltons* audience." On that audience-flow theory, CBS made its first three Thursday movies a John Wayne western, a Charles Bronson western and "Conrack," a sensational picture about a young teacher among rural black children. Thursday is shaping up as NBC's weakest night, a factor that could lead to the installment of its Friday night hit show *Police Woman* (9-11) attempting to salvage *Medical Story* at 10, an anthology series whose plots, Mr. Howard said, are benefitting from "consistently great execution."

Friday's story so far is that NBC's blockbuster line-up is weathering CBS's onslaught of *M*A*S*H, Hawaii Five-0* and *Barnaby Jones*, which were moved en masse from Tuesday to put a dent in NBC. *Sanford and Son* is killing *Big Dad* at 8, but at 8:30 M*A*S*H is giving *Chico and the Man* a run for its money. The *Rockford Files* (NBC) may be strong enough against *Hawaii Five-0* at 9 to permit NBC to move the shaky new *Ellery Queen* series in against *Barnaby Jones* at 10. ABC's showing on Friday will depend on the strength of its theatrical and made-for-TV movie titles from 9 to 11.

CBS appears to have hurt itself on Saturday by moving *All in the Family* out of its entrenched 8 o'clock position. NBC's four-year-old *Emergency* (8-9 p.m.), which industry insiders were putting in the on-its-last-legs category before the season started, won both half-hours on Sept. 20 against *The Jeffersons* and *Doc* on CBS for the first time in its history. And Fred Silverman said CBS's 8 to 9 p.m. sitcoms are so weak that Howard Cosell's variety hour "will be averaging a 30 share before too many weeks have elapsed." (It kicked off its season on Sept. 20.) But CBS's 9 to 11 veteran line-up of *The Mary Tyler Moore Show, The Bob Newhart Show* and *The Carol Burnett Show* seems solid enough to weather NBC's movies and ABC's cops (S.W.A.T. and *Matt Helm*).

Sunday tumbled into ABC's column the first two weeks, but those victories were somewhat artificial: *The Six Million Dollar Man* (8-9 p.m.) went with a heavily publicized two-parter featuring Lindsay Wagner as the bionic woman and cleaned up in the time period against *Cher* (CBS) and *The Family Holvak* (NBC). And, on the heels of "Cabaret's" solid 33 share on Sept. 14, "Serpico," on Sept. 21, sailed through the roof with a 47 share. Both CBS and NBC are stronger than they looked those first two Sundays, although CBS has a glaring weak spot at 7 in *Three for the Road*, which is managing to scrape up only a dismal 71% affiliate clearance, and NBC's *The Family Holvak*, at 8, doesn't appear to be holding on to enough of the Walt Disney lead-in audience. Sunday is still up for grabs.
An about-face by the FCC on equal time

We were wrong, says commission, and they vote to open political debates and press conferences by the President and other candidates to unfettered broadcast coverage.

The FCC has confessed to more than a decade of what it says is error in the administration of the equal-time law, and in the process has opened up what it hopes will be a new era in broadcast coverage of political campaigns. Whether that hope is realized or not, the action has opened up on more court cases.

The commission last week said it has been wrong since 1962 in holding that debates between political candidates were not exempt from the equal-time law. And it said it has been wrong since 1964 in a similar holding regarding news conferences by the President and all other candidates for political office.

The commission, by a 5-to-2 vote last week, said both debates and news conferences qualified for exemption as “on-the-spot coverage of bona-fide news events.” The only qualification is in connection with debates: To be exempt, they must meet the factual situation of the cases in which the commission originally ruled; that is, the debates must be under the control of someone other than the broadcaster or the candidates.

Commissioners Robert E. Lee and Benjamin L. Hooks were the dissenting commissioners. Mr. Lee, who as a Republican member of the commission in 1964 joined three Democrats in adopting the ruling that President Johnson’s news conferences were not exempt, said in a statement last week that the new interpretation will permit “grossly unbalanced coverage of the activities of political opponents.” And Commissioner Hooks said, “The egalitarian precepts underlying political ‘equal time’ . . . has suffered a severe and, perhaps, mortal blow.”

The commission’s action—anticipated by chairman Richard E. Wiley in a speech two weeks ago (Broadcasting, Sept. 22)—is in accord with the argument long made by broadcasters that less restrictive interpretations of the equal-time law, if not its repeal, would result in greater broadcast coverage of major candidates. The requirement that they afford equal time to all candidates in a race, they say, is a bar to coverage.

“The undue stifling of broadcast coverage of news events involving candidates for public office has been unfortunate, and we believe that this remedy will go a long way toward ameliorating the paucity of coverage accorded these events during the past 15 years,” the commission said.

It also said it was convinced that its decisions in the 1962 debate cases—one involved Richard Nixon, as a gubernatorial candidate, and Governor Edmund G. Brown of California—and the President Johnson news-conference matter were wrong. Reversal, it said, “comports with the original legislative intent” in exempting on-the-spot coverage of bona-fide news events.

Douglas Cater, director of the Aspen Institute, had requested the ruling regarding political debates. And CBS had sought the one regarding presidential news conferences; it said that since President Ford had announced his candidacy in June for the Republican nomination, broadcasters could not cover his news conferences live without opening themselves to a demand for equal time from a competing candidate.

The commission, in granting CBS’s petition, saw no reason for stopping with the ruling that presidential news conferences were exempt. It said there is “no rational distinction to be made between press conferences at one level or another.” Accordingly, it said the news conference of any candidate for state and local office, as well as for the presidency, is exempt if it “may be considered newsworthy and subject to on-the-spot coverage.”

One or both of the proposals were opposed by the Democratic National Committee, Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women, Citizens for Reagan for President and the Congressional Black Caucus. And the opposition is now moving into the courts.

Attorneys for Representative Chisholm and NOW have already asked the commission to stay the effectiveness of the order pending a court appeal. And if that request is rejected, as they expect, they will ask for a court stay.

The DNC is also expected to appeal, but has not yet made a decision. A statement put out in behalf of DNC Chairman Robert S. Strauss said a decision will be made “in a week or so.” The DNC’s pleadings in its petition was directed at the CBS petition; the Democrats fear that President Ford will gain an advantage through the exposure network live coverage of Presidential newscasts will provide. But it did not oppose the Aspen Institute proposal for freeing debates from the reach of the equal-time law.

The commission’s ruling may run into trouble on Capitol Hill. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said he did not question the ruling regarding political debates. But he does object to the one exempting candidates’ news conferences. He said it enables a broadcaster to favor one candidate over another, and added, “I think that in a sense violates the spirit of the law.”

The senator also said he has serious doubts about the commission’s authority to take such an action. “The commission had the authority, it would have done it long ago,” he said. “Why now?” He also said he wants to know the motivation behind the action. But he was taking a “wait-and-see” position on the matter before deciding what to do about it.

News of the commission’s action was received with delight in New York. CBS President Arthur Taylor; William Sheehan, president of ABC News, and NBC President Herbert S. Schlosser and NBC News President Richard C. Wald all said that the rulings would permit broader political coverage. However, none outlined any specific plans for coverage in light of the commission’s rulings, although Mr. Sheehan expressed the hope that President Ford would be willing to enter into debates.

Did media play of Fromme, Hearst inspire Moore to pull the trigger? That’s question increasing number were asking last week in wake of second attempt on President’s life

For the second time in three weeks, the nation's news media worked their technological and journalistic magic to produce acres of newspaper, miles of audio and video tape and film, and hours of live radio and television coverage of an attempt on the life of the President of the United States.

But for the first time, that coverage—the color, the intensity, the very drama of it—was beginning to raise questions. There was more concern, perhaps, about the Secret Service and its procedures in guarding the President and even about his judgment in exposing himself to crowds. But there were voices calling for "restraint" on the part of the media, suggesting that the coverage was spreading the danger of assassination attempts like a contagion.

Television, however, seemed not be uppermost in the minds of the concerned. Most cited the cover stories Time and Newsweek did on Lynette Fromme, who pointed a loaded gun at President Ford in Sacramento, and on Patty Hearst, who was apprehended in San Francisco after her long odyssey of kidnap and outlawly.

Nevertheless, the call for "restraint" was directed at all "media," and "press.""Will the press exercise any restraint on themselves?" Senator Hugh Scott (R-Pa.), the Senate minority leader, asked in remarks published in the Congressional Record. Do the news magazines feel, as I do, that this is a possible contributing element?" Over in the House, Republican leader John Rhodes of Arizona was asking, "Why can’t we come from this intense coverage of terrorist activity?" And his colleague, Representative Robert N.C. Nix (D-Pa.), put it more...
Canada sticking with its policy of insisting cable systems delete commercials from U.S. signals

Retaliatory 'jamming' by Buffalo stations remains a possibility; State Department hasn't given up hope for diplomatic solution

The Canadian Radio-Television Commission has given its answer to the U.S. officials and broadcasters who have argued and pleaded for an end to the CRTC policy of requiring Canadian cable systems to delete commercials from the television signals they receive from the U.S., and to substitute "suitable" material. It's an emphatic "no."

The CRTC last week reaffirmed the policy in connection with the renewal of licenses of cable television systems in
NCTA receptive to Wiley initiative on pole rates

Board generally agrees to spirit of proposal by FCC chairman at its meeting in Sarasota; AT&T reaction is awaited

The National Cable Television Association board has agreed to accept in part a compromise proposal offered by FCC Chairman Richard Wiley for determining pole attachment rates. If AT&T goes along, the five-year stalemate on poles will have finally ended.

Chairman Wiley’s proposal calls for a freeze on pole rates in all states except California, Pennsylvania, Washington and Oregon until June 30, 1978. In those states, rates would be set at $3.25 per pole—an increase from the $2.50 per-pole rate now charged in Pennsylvania and California. Systems in the Pacific Northwest currently pay rates ranging from under $2 to over $3.25. Those systems below the $3.25 level would be raised accordingly; those paying more would remain at the current figure.

NCTA, however, did not go along with the inclusion of Washington and Oregon. Due to the wide rate differential in those states, NCTA wants the rates frozen there also. It also wants to extend the freeze six months up to Dec. 31, 1978.

AT&T as of late last week was still reviewing the NCTA proposals, but Jack Pettit, AT&T’s legal counsel, said that the Wiley proposal had been considered a “rock-bottom offer.” AT&T is also concerned that a freeze would put off the issue rather than bring about a real resolution of the pole rate controversy. According to Mr. Pettit’s estimates, the Wiley proposal would translate into total increases of $380,000—a figure considerably below the $1.8 million figure the NCTA came close to settling on two years ago.

And while the NCTA proposal was not opposed by board members from Pennsylvania and California there are certain difficulties in both situations. Pennsylvania had already initiated negotiations with Bell some time back, working towards a proposal that would add only small increments to present pole rates with the charge approaching $7.50 in 10 years. California is still confronted with several independent phone companies that are seeking higher raises than the $3.25 figure in Mr. Wiley’s proposals.

Nevertheless, Mr. Wiley’s proposal was intended to develop a “businessman’s relationship” during the two-year freeze period so that the two parties could settle on their own without the FCC assting jurisdiction. It is hoped the nationwide plan will pressure independent phone companies into similar figures, said one cable operator at last week’s NCTA board meeting in Sarasota, Fla.

The pole rates were not the only issue adddressed at last week’s meeting. The board took a general posture on the FCC’s rulemaking involving the redefinition of a cable system to cover an expansive category—including master antenna systems serving trailer parks, condominiums and multi-unit buildings—but with a higher subscriber cutoff than proposed by the commission. The FCC’s suggestion to exempt systems with less than 250 subscribers, already a relaxation from the present 50-subscriber standard, would be replaced with a higher number if NCTA has its way. Comments will be filed by NCTA Oct. 28.

The board also addressed the upcoming rulemaking on “Project 77,” suggesting the elimination of the one-for-one rule (where CATV systems must provide one nonbroadcast channel for each broadcast channel) and two-way requirements. NCTA also favors the establishment of a composite access channel in place of the presently required three channels—one each for the public, education and local government.

Pat Nugent, son-in-law of the late Lyndon B. Johnson and the owner of cable systems in the Austin, Tex., area, was elected to fill the vacancy left by Jay O’Neal, Commco Inc., on the board (“Closed Circuit,” Sept. 22). Mr. Nugent will remain on the board until district elections in the spring of 1977.

A new member of that category—patron member—was established to allow individuals such as attorneys, educators or civic officials to join NCTA.

Sponsors also wary of ‘Guns’ Sequel

CBS News presents follow-up that recounts troubles before and after original telecast; FCC doesn’t plan to act on fairness complaints

CBS News fired off its sequel last night (Sunday) to the controversial Guns of Autumn documentary on hunting—and there was at least one resounding echo: gun-shy advertisers.

There was just one advertiser for Guns on Sept. 5 (Block Drug Co., with two 30-second positions), and only one scheduled for the follow-up last night, Echoes of the Guns of Autumn (J. B. Williams Co.’s Geritol 30-second spot). In fact, CBS News said it had decided on a sequel to the original program even before it was telecast to give viewers a behind-the-scenes look at pressures exerted on a network planning to telecast a program on a subject as sensitive as hunting.

The Guns of August agitated hunters and sportsmen who accusing CBS of indulging an antihunting bias. (Broadcasting, Sept. 15). Even before Guns was aired criticism of the show was believed to have caused most of the advertisers that

}_{

Toronto and Hamilton, Ont., and in Vancouver, B.C. The U.S. State Department and FCC Chairman Richard E. Wiley, under pressure from licensees of the United States stations affected by the deletion policy, had urged CRTC to reconsider it. The policy was a major topic in conversations Pierre Juneau, the then-CRTC chairman, held with Chairman Wiley and State Department officials during a Washington visit in June (Broadcasting, June 23). Since then there were further contacts, between the State Department and the Canadian Department of External Affairs and between the FCC and the CRTC.

But last week, CRTC, in its orders renewing the licenses of systems in Toronto, Hamilton and Vancouver, said it had reviewed its position concerning commercial deletion and substitution and concluded that it “remains an appropriate and necessary means to implement the policy objectives for the Canadian broadcasting system which are set out in the Broadcasting Act.”

These objectives are to promote the well-being of Canadian television. And the Canadians contend that that well-being is harmed when Canadian advertisers spend some $20 million with American television stations whose signals are received in Canada. The deletion-substitution policy is one part of a plan to divert that revenue to Canadian stations.

Another part is represented by a bill in the Canadian House of Commons that would deny tax deductions for Canadian ads aimed at Canadian audiences but appearing on American television stations or in American publications.

The CRTC enforces its deletion-substitution policy through its cable-license-renewal process; it makes it a condition of the license being renewed.

The systems whose licenses were renewed last week are the ones principally involved in the deletion controversy.

Most of the $20 million the Canadians say they are losing to American television annually is spent on Buffalo, N.Y., stations, whose signals are carried by systems in Ontario, and on KVOST(V) Bellingham, Wash., whose programing is carried by the systems in Vancouver.

The three Buffalo stations—WBNF-VT, WGR-TV and WKBW-VH—have talked about “jamming” their signals to prevent Canadian stations from viewing their programs as well as those affected if the deletion policy were not dropped. The stations appeared to abandon the idea after Chairman Wiley made it clear he opposed the use of retaliatory measures. However, after the CRTC’s actions were announced last week, the stations were said to be “close to agreements” with the CRTC on whether to seek commission approval of a “jamming” plan.

The State Department, for its part, did not appear to feel matters had reached an impasse. A department official who has been involved in talks with the Canadians on the issue said he expected the talks to continue.
had bought time in the program to pull out.

Last night, with CBS News correspondent Charles Collingwood as narrator, "Echoes" detailed the complaints of gun clubs to the network and its affiliated stations on the original program; elicited the views of ordinary hunters on the documentary; provided antigun spokesmen with an opportunity to reply; showed telephone operators at the network and affiliated stations listening to reactions from callers and gave CBS News producer Irv Drasin an opportunity to defend the content of the documentary.

Mr. Collingwood reported that "Guns" was previewed on Sept. 2 by its affiliates and one of them, KSL-TV Salt Lake City, invited a number of hunting experts to view it. In the days following that preview, Mr. Collingwood said, eight previously scheduled commercials were dropped from "Guns." The Comb Chemical Co., he said, acknowledged it had canceled three 30-second commercials because of a telephone call from an official of the Denver branch of the Safari Club.

"Five more commercials were canceled," Mr. Collingwood reported. "But, too of these sponsors say they received no phone calls and two others say the calls had nothing to do with their decisions. Whatever the reasons, the sponsors who included Aqua-Tech, Lenox Air Conditioning, Williams Lectric Shave, Datsun and M. Coffee."

He said Block Drug "stood firm," explaining that "it felt that cancelation of its commercials would mean it was trying to censor a major news medium and that, it said, would be contrary to fundamental American traditions."

Mr. Collingwood told viewers CBS News had hoped to film interviews on the subject of commercials with sponsors, advertising agencies and CBS sales executives involved. But they all declined. But the narrator made it clear that the cancelation of eight commercials did not affect The Guns of Autumn, "with or without them, it was to air on schedule."

The telecast, he said, unleashed "the largest mail response for any CBS News broadcast since the Ed Murrow program on Senator McCarthy in 1954." As of five days before "Echoes," CBS News had received "some 19,000 letters and telegrams," he said. The ratio was more than three to one against "Guns."

The FCC has received some 300 pieces of mail, much of it complaining that CBS had violated the fairness doctrine in presenting the first program.

Commission officials were taking no action on the complaints regarding "Guns." They noted that the commission does not act on any fairness complaint until the complainant first seeks relief from the broadcaster involved. And they said that was not done by those who had fired off letters of complaint after watching "Guns." They also said that a complainant would have to demonstrate that, in its over-all programming, CBS had presented only one side of a controversial issue of public importance.
A most remarkable success story is taking place in Dallas, one of the nation's most competitive radio markets. WRR, the city-owned radio station, was about to be put on the auction block until it switched to NBC News and Information Service. Read the WRR story, reprinted here from the Dallas Times Herald, about what NIS is doing all across America.

**Message loud and clear: Profit**

**WRR-AM volume up; music to city ears**

By KIT BAUMAN Staff Writer

It wasn't too many weeks ago that WRR-AM appeared to be fighting for every breath it could draw. An apparently terminal case of the financial anemia had laid it low. The prognosis was "hopeless."

City council members hovered at the city-owned station's bedside, some ready to announce the impending funeral, others asking for just one more opinion.

Apparently to their credit, those who pleaded for a little more time won out. Because suddenly, within the last two months, the tiny Fair Park facility's vital signs have begun to resemble those of a healthy 21-year-old.

The miracle elixer? A straight dose of around-the-clock news, administered by NBC News and Information Service and the station's six-member news staff.

"We anticipate making a substantial profit next year," station manager Edd Routt said Wednesday. "That's the Bicentennial, of course, and somehow it seems appropriate to our situation - because we've just been through a bloody revolution, too."

Routt's figures indicate that revenue production has soared an incredible 170 per cent - nearly $3,000 per week in new sales - since the station adopted the all-news format on June 18.

Ratings have taken a comparable climb, and they continue to climb, too, although Routt cannot release the figures - the three recent surveys of the Dallas area radio market which are the source of the wide smiles around WRR-AM were done on WRR's behalf.

The city council, disturbed by the station's continuing pattern of financial loss, began in June to debate whether the station should be sold.

When it came to a vote on June 3, the issue hung on the phrase "public service." Enough members of the council believed that the station could and should continue to serve that function, and they granted a temporary stay.

On an 8-3 vote, the council approved the $60,000 contract with NBC which Routt and the city manager's office had urged upon them.

But Routt's patience apparently has been rewarded. The good news about the station's improving financial health is made even sweeter by the fact, according to Routt, that the advertising sales staff has more business than it can handle.

It's unlikely that the council, faced as it is right now with budget considerations and the specter of a tax increase, could hear more welcome words than to learn that a city-owned facility is likely to be earning money.
"Now, at last, the Dallas-Fort Worth metroplex has a radio format commensurate with its big city status as the 10th market in the country... NBC's News and Information Service has got to be the best thing that has ever happened to AM radio."

That's Edd Routt, General Manager of WRR in Dallas, talking about NIS—the new 24-hour-a-day, all-day news service from NBC.

Designed to fuse national and community coverage, NIS uses the resources of NBC News—world's largest broadcast news organization—for continuous reports on the world and nation.

Meanwhile, the best news in town covers what's happening locally. Each NIS hour is a brightly formatted mix of the two. The best of both worlds. Is it effective?

Well, the first reactions are in from such other hotly-contested markets as Miami, Chicago and Baltimore. They report the same enthusiastic response—from listeners, from old clients, from new clients.

Station image, that elusive but essential community factor, suddenly shines when a station becomes an NIS outlet.

In big markets, medium markets and small markets—NIS works.

THE WAY IT WORKS IN DALLAS IS THE WAY IT CAN WORK FOR YOU.

NBC NEWS & INFORMATION SERVICE

Find out how NIS can work for you. Call Chuck Renwick (212) 247 8300 ext. 2102
Controversy's running ahead of consensus on all-radio association plan

There are strong feelings, loud voices on both ends of opinion spectrum; many fear divide-and-conquer repercussions, others see federation as way out, still others feel idea's time has come.

Radio broadcasters last week had different reactions—often startlingly different—to the move by what used to be the National Association of FM Broadcasters to become an all-radio organization (Broadcasting, Sept. 22). The new National Radio Broadcasters Association will soon chart a course that many feel is bound to cross that of the National Association of Broadcasters.

The possibility of division in the industry was a matter of concern to many, especially on the issue of license renewal. No one Broadcasting spoke to, however, was predicting a mass radio exodus from NAB to NRBA, nor were they predicting NRBA would soon make great waves in Washington. The occasion did, however, offer the opportunity for some comparisons between NRBA's promises and NAB's performance for the radio industry.

The chairman of the National Association of Broadcasters' radio board, Harold Krelstein of Plough Broadcasting, Memphis, represents one end of the continuum of opinion. He said the "problem of TV's dominance of NAB—cited by many at last week's NRBA conference in Atlanta two weeks ago—is somewhat imaginary." It is true that "TV has a higher visibility" in the industry "and always will," he said. But with the higher visibility comes more troubles from Congress and the FCC. "A lot of people think TV gets the best of it," he said, "when actually TV gets the worst of it." He said he does not agree with those at the NAFMB conference who said radio is given short shrift by NAB.

As for NRBA's announced intention to become more involved on the Washington regulatory and legislative fronts, Mr. Krelstein pointed out that NAB's legal and legislative facilities overwhelm those currently commanded by NRBA. A comparison of dollar expenditures of the two organizations bears him out. NAB this year has budgeted close to $700,000 on government relations alone. It budgeted about $500,000 for public relations, about $800,000 for station relations and about $3.5 million for total expenditures. The dues income that made those outgo's possible come more from radio than from television: $1.5 million vs. $1.1 million. NAB has about 85 paid personnel.

NRBA, on the other hand, has a current budget of $250,000 and 329 members. NAB has 4,128 radio members. NRBA has three paid staffers, an administrator in New York, an executive director (paid on a fee basis) and a part-time general counsel in Washington.

Mr. Krelstein said he thinks more advantages would accrue to NRBA than to NAB were the two to form a partnership. He said the NRBA's idea of working toward a "federation" of broadcast organizations may "sound exciting on the surface," but on closer examination will be seen to be "not only unwieldy, but would provide us with the least organized organization in the country."

What is needed, particularly in Washington, he said, is a "solidified front." Mr. Krelstein labeled NRBA's announced intention of seeking radio-only renewal relief from Congress as counterproductive. "You can't approach Congress from two angles," he said, because Congress "will just ignore you."

At the other end of the spectrum is Stanley Kaplan of WAYS(AM)-WKOQ(FM) Charlotte, N.C., who said he has never been and never will be a member of the NAB. "That's a TV company," he said last week. On the other hand, he plans to join NRBA at the earliest possible moment, even though he knows little about that group's organization and leadership. His motivation is a strong and adverse reaction to NAB, where he said the interests of the biggest TV members are controlling. "I want no part of their [the big TV members'] paternalism," he said.

Mr. Kaplan said "radio needs to stand on its own in dealing with Congress and the FCC, but at NRBA's annual meeting will be tarred forever by TV's brush."

What it comes down to in simplest terms, Mr. Kaplan said, is that "I think [TV and radio] are two industries and it's high time somebody started treating them as two industries." He added that "the problems aren't the same, the opportunities aren't the same and the excesses aren't the same."

Mr. Kaplan said he will stump for building NRBA's membership at every chance he gets and hopes one day NRBA will have 4,000 members. He is not deterred in his feeling by NRBA's lack of Washington personnel. "We'll have to build them," he said.

Comments from other radio broadcasters aligned variously between those two points of views. Cecil Webb of KSER(AM) Susanville, Calif., said, "NAB has taken very good care of me," and that he sees no reason why NRBA is better than or even as good as NAB. He praised the "promotion and aggressive-ness" of the NAFMB leadership, which, he said "took something nobody wanted (FM) and made something good out of it." He said he believes "radio should be the most important animal," but added, "I sure don't want to see any splits in the people working for us in Washington." When going before Congress or the FCC, he said, "we better have our signals together."

Daniel Kops of WAYZ(AM)-WKOIFM(AM) New Haven, Conn., said that NAB is "the organization to do the job for radio." A former NAB board member, Mr. Kops said he hopes radio broadcasters can speak "with one voice," particularly on Capitol Hill, and that he hopes NAB will continue to supply it. NAB, he said, "could do more" for radio, but he is pleased with recent NAB efforts this year's planned regional radio conventions, for example—indicating NAB has a greater concern for radio than it exhibited a few years ago. Mr. Kops said he thinks radio needs special treatment from Congress in license renewal legislation, but he thinks that he can be done "in a bill that includes consideration for TV."

Dwight Case, president of the RKO Radio station group, said he would like to see Vincent Wasilewski, Miles David and James Gabbert—the presidents of NAB, NAFMB and NRBA, respectively—organize a radio federation, with no TV membership. He characterized NRBA as a "sparkplug organization" that has "done a good job." He said NAB sees it has problems with the way it handles the radio industry, but "I'm not sure NAB knows what to do about it." A major concern to him is that the radio industry is fragmenting into different organizations and that stations will have to pay dues to too many different groups. "I would rather take our dues and plug them into one good lobbying organization," he said.

Elmo Ellis of WBS-AM-FM Atlanta, a former chairman of NAFMB, but also a member of NAB's FM committee and a director of RAB, said he also thinks the wisest course would be for the three organizations to get together. "I rather suspect this will be the eventual answer," he said. He sympathizes with NRBA's effort to seek regional and national organization of radio's interests. To suggest that NRBA might one day face off with NAB is a bit of exaggeration, he said, but added that "I don't think it's all bad that more than one
NRBA booster Kaplan:

"[TV and radio] are two industries and it's high time somebody started treating them as two industries... the problems aren't the same, the opportunities aren't the same and the excesses aren't the same."

plan has been offered" on license renewal.

J.R. Livesay of WLH(AM) Mattoon, Ill., a former NAB board member who claims he was once accused of "rocking the boat" by an NAB staffer, said a warning he gave eight years ago to the NAB that it was not doing enough for radio "fell on deaf ears." He said NAB has some "pretty highly paid people, but we don't get many results from them. Every once in a while you have to show some accomplishments." For example, he said, "we haven't gotten anywhere so far" on license renewal legislation. He said maybe a "new, fresh" bill, such as the one NRBA is soon expected to propose, will be looked upon more kindly in Congress.

For the potential for competition between NAB and NRBA, "that may be good for everybody," Mr. Livesay said. What NRBA has (and apparently what NAB does not have, in his opinion) is "dedicated fervor and evangelical enthusiasm."

Allbritton iterates he'll abide by FCC rules

Promise is made at prehearing conference at commission, along with request for three years in which to comply with regulations governing station transfers

Joe L. Allbritton last week put it in writing for the FCC: If he is permitted to acquire control of the Washington Star Communications Inc. and its broadcast properties and financially ailing newspaper, the Star, WSCI would come into compliance with the commission's media crossownership rules within three years at the outside.

Mr. Allbritton's proposal was filed in the form of an amendment by his wholly owned Perpetual Corp. to the original transfer application along with a petition that the amendment be accepted and granted. The issues on which the commission set the original transfer application would be mooted by acceptance of the amendment, the petition said.

Mr. Allbritton originally sought commission approval to acquire 38% of WSCI and a waiver of the crossownership rules, which bars the transfer, in fact of radio-TV and broadcast-newspaper properties in the same market, to permit retention of the broadcast properties—WMAL-AM-FM-TV Washington and WLVA-AM-TV Lynchburg, Va., as well as WCV-TV(AM) Charleston, S.C.

The new proposal generally tracks the one outlined in the tender offer which Mr. Allbritton made to WSCI shareholders, and to which owners of 89% of the outstanding stock (Mr. Allbritton owns 10%) responded with offers to sell for a total of $28.5 million (BROADCASTING, Sept. 22).

According to that offer, Mr. Allbritton is bound to accept commission-imposed conditions to comply with the rules provided he is not required to dispose of both WMAL and WMAL-TV before Sept. 30, 1977, if a tax certificate permitting deferral of a tax payment is granted, or before Sept. 30, 1978, if a certificate is not granted. In addition, Mr. Allbritton would be required to make the necessary dispositions within one year of the sale or folding of the Star.

In the petition, however, Mr. Allbritton asks that the deadline for coming into compliance be set as two full years or three full years from the commission's notice of granting the applications. The petition contends that the time constraints to which Mr. Allbritton "reluctantly acquiesced" in the tender offer would make it difficult to achieve "the orderly transfer of the broadcast properties at prices which will reflect their true market value."

The petition also explains the reason Mr. Allbritton is requesting three years to comply with the rules in the event a tax certificate is not granted—he would be interested in seeking out tax-free exchanges of broadcast properties. And this would require more time than "the more easily arranged tax-deferred sales which tax certification would permit."

Mr. Allbritton had originally hoped to use the profits generated by the broadcast properties to support the Star, which is said to be losing more than $1 million each month, until its declining fortunes could be reversed. But in view of the commission's decision to set the original application for what could be a lengthy hearing, Mr. Allbritton decided on alternate courses—liquidate the broadcast properties and use the sale proceeds to meet the Star's interim financial needs and reinvest in other income-producing property, or attempt to trade the broadcast properties for "other similar profitable broadcast stations."

The petition contends that the proposal constitutes "the best and only practical way now remaining" to meet critical public interest objectives. The "financial crisis" confronting the Star would be solved, thus assuring the continued existence of a second newspaper in the nation's capital, while "total compliance" with the crossownership rules would be achieved "in a very short period of time," the petition says.

The amendment also deals with another issue the commission raised—Perpetual's financial qualification. It cites a commitment by the Chemical Bank to lend Perpetual $29 million to meet its obligations under the tender offer.

With the filing of the pleadings, the

NAB, long on grass-roots support with Congress, goes after the city vote

Los Angeles and San Francisco meetings seek to educate major market broadcasters

A task force of the National Association of Broadcasters spent two days on the West Coast last week, marshaling the big-city broadcasters in getting closer to their representatives and senators. The meeting took place Sept. 23 in San Francisco for northern California broadcasters, and Sept. 24 in Los Angeles for southlanders. Each of the meetings ended with a plea for increased contributions to the industry's political action fund. Some 20-30 broadcasters attended the San Francisco meeting; over 60 the Los Angeles meeting.

Principal discussions centered on industry problems that have been extant for some years—license renewal legislation, family viewing, attacks on alleged sex and violence on TV, copyright, CATV, access, etc. A major thrust of the NAB team's presentation was the need to firm up relations with representatives and senators in major markets where the management of the top stations changes every few years or so and where broadcasters are not as close to their congressional representatives, due to size, as are their colleagues in smaller cities and towns.

Leading the meetings was Donald P. Zeifang, NAB executive VP for government relations. With him were that department's staffers Michael Barry and Richard Warren; Richard W. Jencks, CBS Washington VP, attended both the San Francisco and the Los Angeles meetings; Eugene S. Cowen, ABC Washington VP, attended only the Los Angeles meeting. Similar gatherings were held in April and May with New York broadcasters and in July with broadcasters in Chicago.
hearing on the original application went into suspension. FCC Administrative Law Judge John Conlin at a prehearing conference last Tuesday deferred further proceedings pending commission action on the petition and the amendment. There was no objection from other parties in the case, including those that had urged the commission to deny the original application—citizen groups and Michigan publisher John McGoff, who maintains he wants to buy the newspaper but not the broadcast properties. However, they now have an opportunity to file comments on the new Albrighton pleadings.

### Changing Hands

**Announced**

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

- **KOST(FM)** Los Angeles: Sold by McLendon Pacific Corp. to Cox Broadcasting Corp., Atlanta, for $72 million in cash and notes. Price previously was reported at $25 million in cash and notes (Broadcasting, Sept. 22). Barton R. McLendon and son, Gordon B. McLendon, own seller as well as KNUS(FM) Dallas and have sold KCND-TV Pembina, N.D., and Winnipeg, Man.-based advertising and administrative headquarters to Conwest Broadcasting (Canadian group) for $774,000 (Broadcasting, Jan. 20).

- **WIN(AM)** Atlanta: Sold by Georgia Network Inc. to Sudbrink Broadcasting Inc. of Georgia for $25,000 plus assumption of about $575,000 in liabilities. Principals in seller are Donald C. Kennedy, who has interest in permittee of WATL(AM) Atlanta, and Lawrence Meele, who has no other broadcast interests. Seller, which received FCC approval to purchase WATL four months ago (Broadcasting, May 26), seeks extension of the three-year rule due to financial problems. Principals in buyer are Robert (Woody) Sudbrink (55.5%) and wife, Margareta S. (37% as trustee for two Sudbrink children, Craig and Kyle). In effort to upgrade its AM service in area, Sudbrink Broadcasting is acquiring WATL and disposing of nearby WAOA(AM) Decatur, Ga. (see below). Mr. Sudbrink also controls WLIF(AM) Miami, WLAQ(AM) Chicago, and WLIJ(AM) Baltimore, WPCH(AM) Atlanta and has interest in WZ(AM) Wauwatosa, Milwaukee. Mrs. Sudbrink controls WEZ(AM) and WZEZ(AM) Cincinnati. Mr. Sudbrink also is principal in corporation which has purchased WFUN(AM) South Miami, Fla., from Rounsville of Miami Beach Inc. (Robert W. Rounsville) for $1.3 million subject to FCC approval (Broadcasting, Aug. 8). WIN is daytimer on 970 kHz with 5 kw.

- **WAVO(AM) Decatur, Ga.:** Sudbrink Broadcasting Inc. of Georgia donated by Robert (Woody) Sudbrink. Deal is subject to approval of station at value in excess of $500,000, and assumption by Bible Broadcasting of up to $225,000 in liabilities. Mr. Sudbrink also is principal in corporation which recently bought WIN(AM) Atlanta (see above). Bible Broadcasting is nonstock, charitable organization directed by brothers Keith and Lowell Davey and wives, Yvonne and Georgeanna. It also owns whpe(AM) High Point, N.C., and wYFY(AM) Norfolk, Va. WAVO is daytimer on 1420 kHz with 1 kw.

- **WAOA(AM) Opelika-WFRI(AM) Auburn, both Alabama:** Sold by Faulkner Radio Inc. to Talton Broadcasting Co. of Lee County for $300,000. James H. Faulkner Sr. is principal in seller which also owns WBDA(AM) Bay Minette, Ala., and WBBT(AM)-WBTI(FM) Centreville, Ala., and Selma radio common-carrier, mobile-TV and radio paging firm. Mr. Talton also owns Selma bank director and partner in Selma real estate firm. WAOA is daytimer on 1520 kHz with 5 kw. WFRI is on 97.7 mhz with 3 kw and antenna 160 feet above average terrain.

- **WBGR-AM-FM Paris, Ky.:** Sold by Blue Grass Radio Inc. to WBGR Broadcasting Inc. for $205,000. Adlai C. Ferguson Jr. owns seller and also WPRS(AM)-WACF(AM) Paris, Ill. Buyer is owned equally by William J. Brown, former announcer of WPRS(AM) Los Angeles, and wife, Mary Ann. La Canada, Calif., teacher and administrator. WBGR is daytimer on 1440 kHz with 1 kw. WBGR-FM is on 96.7 mhz with 3 kw and antenna 105 feet above average terrain.

- **Other sales reported at the FCC last week include:** KETU(AM) Salem, Mo.; KDEP-FM Albuquerque, N.M., and KPOM(AM) Quincy, Wash. (see page 53).

### Approved

The following transfer of station ownership was approved last week by FCC.

- **KMLT-TV (formerly WOAI-TV) San Antonio, Tex.:** Sold by Avco Broadcasting Corp. to United Television Inc. for $9.3 million. Seller, subsidiary of Avco Inc., is
Please send me . . .

**Broadcasting**
the newsweekly of broadcasting and allied arts

- [ ] Three years — $60 (less than 40¢ an issue)
- [ ] Two years — $45 (less than 45¢ an issue)
- [ ] One year — $25 (less than 50¢ an issue)

(Canada add $4 per year, foreign add $6 per year, U.S. Air Mail add $65 per year.)

<table>
<thead>
<tr>
<th>Name: two initials and last name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
</tr>
<tr>
<td>Address</td>
</tr>
<tr>
<td>Home? Yes No</td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>State</td>
</tr>
<tr>
<td>Zip code</td>
</tr>
<tr>
<td>Type of Business</td>
</tr>
<tr>
<td>Title/Position</td>
</tr>
<tr>
<td>Are you or your firm engaged in cable TV operations Yes No</td>
</tr>
</tbody>
</table>

Signature
liquidating its broadcasting properties (BROADCASTING, June 23). Buyer is subsidiary of Twentieth Century-Fox Film Corp., which owns KMSP-TV Minneapolis-St. Paul and last month received FCC approval to purchase KCPTV-TV Salt Lake City (BROADCASTING, Aug. 25). Dennis C. Stanfill is chairman of Twentieth Century-Fox, which is traded on New York Stock Exchange. KMOL-TV is NBC affiliate on channel 4 with 100 kw visual, 11.2 kw aural and antenna 1,476 feet above average terrain.

- KTVM(TV) (Channel 13) Tacoma, Wash.; sold by Robert A. Banks, trustee in bankruptcy for KTVM Inc., to Clover Park (Wash.) School District Number 400 for $378,000. Sale does not include station equipment. Harold J. Mulholland is president of buyer which owns noncommercial stations KPECT-TV channel 56 Lakewood Center (Tacoma) and KPEC-FM Tacoma. Clover Park plans to shut down KPECT and convert commercial KTVM into educational station. KTVM has been dark since last December. KSTW(TV) Tacoma, independent on channel 11, has pledged $250,000 to aid buyer in purchase. KTVM operates with 31.6 kw visual, 46.6 kw aural and antenna 780 feet above average terrain.


**House moving out of hearing stage on copyright**

Only Ringer's summary testimony remains as religious and public radio get in their says on bill

The House subcommittee with jurisdiction over the copyright bill has wound up its "regular hearings" with testimony on issues ranging from public radio to religious broadcast exemptions and special treatment for cable systems in noncontiguous areas of the U.S. Final, summary testimony will be given by Barbara Ringer, register of copyrights, on Oct. 2.

Walter Sheppard, representing the Association of Public Radio Stations, urged the subcommittee to reinstate the copyright exemption for local public radio performances. Without the exemption, Dr. Sheppard claimed, classical music would suffer since, he said, public radio is becoming the single source of classical formats. Furthermore, public radio's function of providing broadcasts of literary material to the "print handicapped"—the blind and others with reading impairments—should not be burdened with copyright payments, said Dr. Sheppard. Irwin Karp, counsel for the Author's League of America Inc., contended the Library of Congress's program for the distribution of "talking books" and braille materials was sufficient and expressed concern that copyright-exempt public radio broadcasts could also be received by the general public. The only practical way to restrict service to certain groups would be to limit carriage to closed-circuit radio, both parties agreed.

Thomas F. Zimmerman, vice president for the National Religious Broadcasters Inc., supported a section in the omnibus copyright bill that would exempt religious organizations from copyright liability for religious material broadcast for a religious purpose. Albert F. Ciancimino, counsel for SESAC Inc., questioned why creators of religious materials were not entitled to the same earning base as others and felt an exemption would be an "unwarranted dilution" of the copyright owners' rights.

The issue of a copyright exemption for cable systems in offshore areas that must rely on mailed video tapes rather than simultaneous microwave relays for retransmitting broadcast programs, had become a nonissue by the time it reached the subcommittee. Lee Holmes, president of Guam Cable TV Co., had reached an agreement with the Motion Picture Association of America that would limit the use of such tapes and insure against piracy in exchange for special copyright treatment.

The subcommittee said it would assume the agreement could be accepted and was happy that the parties were able to resolve the issue themselves.

**Washburn breezes through hearing on renomination; Wiley's proposals for fairness don't**

It was all friendly and all over in fifteen minutes, but Pastore makes his negative position clear on experiment in dropping doctrine

FCC Commissioner Abbott Washburn ran into no trouble last week in the Senate Commerce Committee hearing on his renomination to a full seven-year term on the commission. But Chairman Richard E. Wiley's proposal for an experiment in which radio stations in major markets would be exempt from the fairness doctrine did.

Commissioner Washburn, asked about the proposal by Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, said that he is "From..."
Missouri on this one," that he has "to be persuaded it is a good move."

Indeed, Commissioner Washburn said the doctrine is "useful" as a means of dealing with "the small number" of broadcasters who are unfair in their coverage of controversial issues. And those few, he added, are not located in any particular markets, large or small.

The fairness doctrine, Senator Pastore said, is "a good regulation, and it is working. And it is not working a hardship on the vast majority of broadcasters." The doctrine, he summed up, did not seem a proper area of "re-regulation." There was a "good reason" for adopting the fairness doctrine, he said. "It is a protection to the public." And Chairman Wiley's argument that competition among many radio stations in a market might be enough to assure over-all balance did not impress Senator Pastore. "You don't listen to all of the stations at the same time," he said.

But more than that, as he indicated when he had Chairman Wiley before him in a hearing two weeks ago, the senator doubts that the commission has the authority to suspend the fairness doctrine (Broadcasting, Sept. 22). "There has to be strict reading of the law," he said, and pointed to language incorporated into the equal-time law in 1959—language requiring broadcasters to deal fairly with controversial issues—and said that refers to the fairness doctrine, "pure and simple."

Senator Pastore seemed suspicious of the origin of Chairman Wiley's proposal. He asked Commissioner Washburn why the commission was getting into the matter at this time (the commissioner noted that proposals for a test suspension had been made over the years), then noted that "there have been some bills filed here"—presumably reference to legislation that would repeal the fairness doctrine—then added, "I hope whatever we do we don't do it because we are being frightened into anything."

As for the principal business of the hearing, approval of Commissioner Washburn's nomination, both by the committee and by the full Senate, seemed assured. Commissioner Washburn, who was appointed last year to complete the term of former Commissioner H. Rex Lee, received the support in the hearing of Senator Hugh Scott (R-Pa.), the Senate minority leader, and Senator Walter Mondale (D-Minn.), of Commissioner Washburn's home state. Statements of support from Senator Ted Stevens (R-Alaska) and Hubert Humphrey (D-Minn.) were also placed in the record. There was no opposition, and the entire proceeding—during which Senator Pastore suggested that Commissioner Washburn insert in their record rather than read a six-page statement—lasted less than 15 minutes.

---

**Citizens use class action as new weapon in fighting discrimination**

Minority groups that complain about broadcasters who discriminate in employment practices are seeking a new form of relief: the filing of class action suits alleging violations of civil rights and seeking federal courts to enjoin stations from engaging in discrimination.

At least four such suits have been filed—two, by the Puerto Rican Media Action Committee, in its suit against WNET-TV and Metromedia Inc.'s WNEN-TV, both New York; one against Harbenit Broadcasting Co.'s KGBT-AM, KELT-FM and KGBT-TV, all Harlingen, Tex.; and one against Cox Broadcasting Co.'s KTUU-TV (Oakland, Calif.).

In each case, the suit was filed in behalf of one or more minority-group members who claim the broadcaster discriminated against them in refusing either to hire or promote them. The suits also allege that other members of their race have been or will be subjected to the same kind of treatment.

Normally, allegations that broadcasters are guilty of such discrimination turn up in petitions to deny license renewals that citizen groups file with the FCC. However, most of those petitions fail to block the grant of a renewal without a hearing. Thus, the court suits are seen as an effort to find a more congenial forum for such complaints. But more than that is involved. By filing such suits, complainants can take advantage of the court's right of discovery to obtain information they say they need to make a showing that goes beyond mere statistics. Citizen groups have complained that the commission does not provide for such discovery, and then rejects allegations of discrimination on the ground they are based solely on statistics.

The Puerto Rican group not only filed class action suits against WNET-TV and WNEN-TV, in May it also petitioned the commission to deny the stations' licenses. In its petitions, the group suggested that the commission afford the right of discovery in discrimination cases in which complaints are able to show "strong disparities in employment statistics" (Broadcasting, June 2). (Discovery in the New York cases has been deferred pending negotiations on the FCC challenges.)

The class-action discrimination suits
seek generally the same kinds of relief: an order barring the broadcaster from discriminating against the individuals named in the suit or other members of their race, and requiring the employment of the plaintiffs mentioned and the payment to them "and their class" of wages lost as a result of the alleged discrimination.

There may be additional class-action suits accusing broadcasters of discrimination, predominantly in the San Francisco Bay Area. Marcus Garvey Wilcher, vice chairman of the National Black Media Coalition, said "to stop this rampant racism being practiced by all Bay Area TV and radio stations," suits will be filed against KOED(TV), KGO-TV, KPIX(TV), KRON-TV and KFHK(TV).

---

**Media Briefs**

**Two for hearings.** FCC has scheduled Oct. 20 oral arguments for two separate license renewal cases involving charges of fraudulent billing. Involved are Eastminster Broadcasting Corp., licensee of WOTW-AM-FM Nashua, N.H.; and Gateway Broadcasting Enterprises Inc., licensee of WKPA(AM) New Kensington and WYDD(FM) Pittsburgh, both Pennsylvania. Both licensees were ordered to pay $10,000 fines rather than be denied license renewal in initial decisions released by FCC administrative law judges.

**Jersey bounce.** FCC has denied petition by Concerned Communicators and has granted renewal of Capital Cities Broadcasting Co.'s WTVI-TV Philadelphia. Citizen group had challenged station's ascertainment, programing and hiring record. Renewal, however, was conditioned on outcome of commission inquiry and rulemaking into VHF service for New Jersey (Broadcasting, Feb. 3). In related action, commission granted petition by New Jersey Governor Brendan Byrne and State of New Jersey which requested that condition for all Philadelphia VHF renewals. Similar stipulation previously was placed on New York City V's.

**Richmond appeal.** Black Broadcasting Coalition of Richmond (Virginia) is appealing renewal of licenses for WTVI-AM-FM-TV Richmond. FCC's renewal of radio stations was conditioned on licensee filing equal employment opportunity reports.

---

**NAB shuffles meeting cards and deals out same-day schedules**

**Dates for TV managers seminar changed to coincide with NAB-RAB conventions, allowing broadcasters to join in FCC panel exchanges**

The six television executives seminars to be held this fall by the National Association of Broadcasters have been rescheduled to permit the TV broadcasters to participate in the FCC panel discussions at the concurrent NAB-Radio Advertising Bureau radio conventions. The TV meetings, originally planned as one-day seminars, will now be spread over two days. The seminars will be held in Atlanta (Oct. 13-14), Boston (Oct. 16-17), New Orleans (Nov. 10-11), Chicago (Nov. 13-14), Denver (Nov. 17-18) and San Francisco (Nov. 20-21). Those are the same dates and cities as the regional radio conventions.

In three of the cities, Boston, Denver, and San Francisco, the panels are also part of the FCC's regional meetings with broadcasters. FCC Chairman Richard Wiley will preside over the panels in Boston and Denver and Commissioner Benjamin Hooks will head the one in San Francisco.

The other panelists will be FCC staff members. In Atlanta, New Orleans and Chicago they will be: Arthur Ginsburg, assistant chief, Complaints and Compliance Division; Neal McNaughten, assistant chief for engineering; Paul Putney, assistant chief, Broadcast Bureau. Ashton Hardy, general counsel, will participate in the New Orleans meeting.

And in Boston, Denver and San Fran-
Five-part harmony. Top-level radio executives participated in a closed-circuit broadcast relayed to about 1,800 radio stations last week. They discussed the agenda of the National Association of Broadcasters-Radio Advertising Bureau regional radio conventions to be held over the next two months in Atlanta, Boston, New Orleans, Denver, Chicago and San Francisco. Among those who spoke were (l to r): Harold Neal, president of ABC Radio Division; Sai Avogino, president, Katz Radio; Miles David, president, RAB; Jack Thayer, president, NBC Radio Division and John Boden, vice president, Blair Radio (representing Thomas Harrison, president, Blair Radio, who was on vacation). Taking part in the broadcast but not pictured were Vincent Wasilewski, president of NAB, and Sam Cook Digges, president, CBS Radio Division.

cisco they will be: Mr. Hardy; William Ray, chief, Complaints and Compliance Division; Richard Shiben, chief, Renewal and Transfer Division; Lionel Monagas, chief, Industry Equal Employment Opportunity Unit; Martin Levy, chief, Broadcast Facilities Division, and Phyll Horne, chief, field operations.

Pleadings are in on Straus's fight against rule on personal attacks

Licensee, Geller against; FCC, Rosenthal for in briefs filed with D.C. Appeals court

A court case in which the constitutionality of the FCC's personal-attack rules is under challenge has moved along the procedural route to the point where it is ready for argument. The case involves the commission's censure of Straus Communications Inc.'s WMC(A)M for a March 8, 1973, broadcast in which a talk-show host called Representative Benjamin S. Rosenthal (D-N.Y.) a "coward." But the Washington appeals court has received briefs not only from Straus (BROADCASTING, June 16) and the commission, but from Representative Rosenthal and former FCC General Counsel Henry Geller as well.

Straus contends that although the Supreme Court upheld the constitutionality of the personal-attack rules as well as the fairness doctrine in 1969 in the Red Lion case, the commission's ruling in the case was an unjustified intrusion on broadcasters' editorial discretion and that the rules "on their face" are unconstitutional.

Straus agrees that broadcasters should be required to act as public trustees but contends that their over-all performance is the proper basis on which to determine whether they are operating in the public interest—a point seized on by Mr. Geller in a friend-of-the-court brief to seek judicial review of the position he has been advancing since leaving the commission two years ago—that the commission violates the Communications Act and the First Amendment by its case-by-case administration of the fairness doctrine.

The commission, he said, should cease its "interference with day-to-day broadcast journalism" and instead focus on the goal permitted by the law and the Constitution—"insuring that on an over-all basis the licensee remains faithful to his public trustee role in this important area of fair coverage of controversial issues."

Both Straus and Mr. Geller cite Supreme Court cases involving CBS and the Miami Herald in support of their position.

The commission and Representative Rosenthal dispute those arguments in their briefs. The commission notes that the Supreme Court in the CBS case—which involved the question of whether broadcasters could adopt a flat ban on the sale of time for political advertising—reaffirmed the foundation on which the Red Lion decision rests—"the presence of unique and special problems [in the broadcast media] not present in the traditional free-speech case." And in the Miami Herald case, in which the high court struck down a Florida law that resembled the commission's personal attack rule, the commission points out that the Red Lion case was not mentioned—"a clear indication of the Supreme Court's belief that Red Lion's vitality" was not affected. Representative Rosenthal contends case law does not support Straus's constitutional argument. Rather, he says, the case "appears to be the latest in a series of efforts by the broadcast industry to destroy the concept of the 'public trustee.'"

New surveyor for radio

Greyhound subsidiary, Audience Measurement Service Inc., begins operations in 25 markets next year

Plans for a new radio rating service that "will cover no less than the largest 25 markets in the country" are being developed by Research Information Center Inc., a subsidiary of the Greyhound Corp.

The first sweeps are planned to begin in the first quarter of 1976, with additional markets to be added with the second and subsequent sweeps. The blueprints envision 9,000 completed telephone interviews per sweep in each market, involving 5,000 individuals living in separate household units, in-depth survey of the demographic characteristics of listeners and the inclusion of measures of the reading of individual newspapers. The sweeps are expected to cover 13 weeks, but with the largest markets covered on a year-round basis. A four-week "demonstration" sweep is scheduled in San Francisco in October-November.

Plans were announced by Hilda Barnes, president of the Greyhound research subsidiary, who said the radio rating service will be provided by a new subsidiary, Audience Measurement Service Inc. Like the Research Information Center, AMSI will be based in Phoenix. Its principal marketing office, however, will be at 445 Park Avenue, New York.

Broadcast sources said the new company had been sampling radio broadcasters by telephone and apparently was encouraged to proceed with the project. Some research spokesmen said it would be favorably impressed both by the quality of research work for which the Greyhound subsidiary is known and by the financial backing that presumably would be available to the new service, since Greyhound is ranked 45th among U.S. industrial companies.

The service was said to use the 24-hour recall telephone technique, with a second interview following a week later to develop cumulative audience data. Informed sources said data on the TV viewing as well as newspaper reading habits of radio listeners may also be offered as an optional extra service to give radio broadcasters ammunition for selling their medium against—or as a supplement to—TV as well as newspaper advertising.

The projected new service apparently is related at least indirectly to the recent All Radio Marketing Study, a multimedia methodology study popularly known as ARMS II, that was conducted under the leadership of the Radio Advertising Bureau. Ms. Barnes, president of the Greyhound subsidiary and of the new Audience Measurement Service Inc., is said to be a former associate of Willard R. Sim-
mons, head of Three Sigma Research Center, which conducted the ARMS II surveys. In addition, Michael Silverstein has resigned as vice president of Three Sigma to become marketing vice president of AMSI. Beyond that, some broadcast sources said Mr. Simmons was in fact scouting for AMSI when he took soundings on broadcasters' interest in a new ratings approach last summer ("Closed Circuit," July 28).

British puts tighter rein on ad content

New taboos for commercials are many, spelled out precisely

New advertising regulations enacted by the Independent Broadcasting Authority, which governs Britain's independent, commercial TV companies and commercial radio stations, parallel the National Association of Broadcasters' code in some respects, but are notably more specific.

For instance, the NAB code generally prohibits ads encouraging unsafe practices by children but the IBA code prohibits ads encouraging children to "enter strange places or to converse with strangers ... The IBA code explicitly prohibits direct appeals to buy unless the product advertised is affordable by children themselves. Reiminiscent of family-hour strictures here, the IBA says "products or services not of brand interest to children which however feature promotions of interest to children must not normally be transmitted until after 9 p.m." Ads for "adult" products are banned during children's programs as are ads which feature children's show personalities promoting products of interest to the young—until after 9 p.m. "Children may not be seen or heard" in ads for alcohol and no one associated with drinking should seem to be "younger than about 25," the code states. Prices must be indicated and not minimized by use of words "only" or "just" in ads for toys. And children must not be used to present or comment on products about which they cannot have direct interest or knowledge, nor may they give formalized personal testimony.

Aside from the restrictions on children's advertising, the IBA listed products and services that are generally unacceptable in commercials. They include contraceptives (although ads for family-planning services are allowable); smoking cures; products for treatment of alcoholism; contact lenses; clinics for hair and scalp treatment; products for treatment of hemorrhoids; slimming clinics; pregnancy testing services; hypnosis, hypnototherapy, psychology, psychoanalysis or psychiatry; breath-testing products purporting to mask the effects of alcohol; matrimonial agencies and correspondence clubs; fortune-tellers; undertakers; unlicensed employment services; betting tips; private eye agencies and cigarettes and cigarette tobacco.

Advice from doctors, nurses, chemists and others which gives the impression of being professional recommendations are not allowed. Ads cannot contain reference to prize competition nor offer to refund money to dissatisfied users of any product (except "appliances or therapeutic clothing").

The IBA code prohibits ads "directed towards any political end" and those related to industrial disputes. Ads of a religious nature are not allowed nor are pitches for various charities.

The code sets standards for noise in ads and prohibits playing on fear or superstitions. Misleading reproduction techniques (trick photography, etc.) are unacceptable. Comparison advertising, including names of competing brands, is allowed as long as no artificial advantages are conferred.

Adventures in the skin trade

Men's magazine makes its way into spot schedules on TV, radio

A magazine known in the publishing trade as a "skin book" has made its debut as radio-TV advertiser.

Since last January, Club magazine has been flaunting its contents of photographs of "exquisite women" and titillating articles on more than 25 radio stations. Since July, spot-TV schedules have been rolling on six TV stations in St. Louis, Los Angeles and New York.

Matthew C. Bryant, vice president and general manager of Media Buying Services International Inc., New York, said last week "the results have been sensational. The first issue in February had a press run of 400,000; it now has climbed to more than a million."

Spots run four to five days before the monthly magazine reaches the public. The radio schedule, Mr. Bryant said, is on stations in New York, Los Angeles, Chicago, Philadelphia, Cleveland and St. Louis. He said TV commercials are running in Los Angeles on KHI-TV, KTLA-TV and KTVY, in New York on WNEW-TV and in St. Louis on KSD-TV and KPLR-TV. Timeslots are late night.

Co-publisher of Club is Peter Godfrey, formerly president of the Marshall Cavendish organization in the U.S., who pioneered the use of heavy spot TV and radio advertising to sell special publication such as Story of Life, Man & Woman, and Man, Myth & Magic.

Club believes it's the first publication of its type to use TV and radio advertising to sell its magazine that have advertised on radio are Oui, Swank, Gallery and Genesis. All stations are not clamoring for this category of advertising. Mr. Bryant acknowledged that many TV and radio stations have refused

---

**Torbet may absorb Avco Radio Sales**

Merger talks taking place on merger that would add 13 stations to ATA's list

Alan Torbet Associates, New York, has notified the radio stations it represents that negotiations are proceeding that would merge Avco Radio Sales into ATA sometime between Oct. 1 and the end of the year ("Closed Circuit", Aug. 4).

Alan Torbet, president of ATA, stressed that no agreement has been reached as yet. He pointed out that Avco Radio Sales is being purchased by its president, Peter Lasker, and some of his associates from the Avco Corp. and negotiations relating to the merger are being conducted with Mr. Lasker and his colleagues.

He said under the proposed merger, ATA would add about 13 Avco clients, including such outlets as WRFM(FM) New York; WLW(AM) Cincinnati; KBIG(FM) Los Angeles and KBRT(FM) Avalon, Calif.; KSL-AM-FM Salt Lake City and WLWK-AM-FM Providence.

If the consideration is effected, Mr. Lasker and his associates will hold 20% of ATA stock, will receive certain other payments and will have two members on the seven-man ATA board. Mr. Lasker will be a stockholder, officer and director of ATA. Key employees of Avco Radio will be added to ATA offices in New York, Chicago, Detroit and Los Angeles, according to Mr. Torbet. He emphasized that Avco's TV division will continue as a separate division, and will have no connection with the reconstituted ATA.

---

**WJFM**

The power to persuade

With 500,000 watts, WJFM covers 720,000 households and 2,400,000 people. And they are listening. Calls have come from 100 miles away and mail from 41 counties.

The nation's most powerful FM station.
Thank you, one and all, for making 1975-76 the year of "independents".

This is a banner year, a year to be proud. It is a year to be thankful as we celebrate our company's 12th anniversary. And we want to say "thanks" in red-white-and blue to all those in the industry who have made us:

**THE FIRST AND ONLY DISTRIBUTOR TO EVER HAVE THREE FIRST-RUN PRIME - TIME ACCESS SERIES ON THE AIR IN THE SAME SEASON!**

*Independent TV distributors*
So, thanks to all of the stations on the BOBBY VINTON SHOW “network”. Thank you Alan Blye and Chris Beerde . . . Chuck Barris and Budd Granoff . . . Allan Thicke and superstar, Bobby Vinton, for this network quality breakthrough in prime-time access programming. We’re not alone in this opinion, for 45 of the Top 50 Markets bought the new hit-of-the-season.

* We deliver!

* Thank you, every one of the 62 NAME THAT TUNE stations . . . thank you, Ralph Edwards . . . David Levy . . . Ray Hori and Dick Gottlieb . . . Tom Kennedy . . . and the creative, musical “father of the show”, Harry Salter. Now starting its second smash season, TUNE is sold in 45 of the Top 50 markets.

* We deliver!

* Thank you, all you TREASURE HUNT stations . . . thank you Chuck Barris, Budd Granoff, Mike Metzger . . . and Geoff Edwards. In its third season HUNT is sold in 38 of the Top 50 Markets; 74 stations, in all.

* We deliver!

* Finally, a special thanks to every single station rep . . . every single advertiser and agency that supports our shows. For you see, the bottom line of this “bread-and-butter”, thank-you advertisement is that we couldn’t have made it without all of you.

TO SUM UP: THREE SHOWS ON THE AIR THIS SEASON SCHEDULED IN 128 PRIME ACCESS TIME PERIODS . . . IN THE TOP 50 MARKETS!

* WE DELIVER!

Sandy Frank Film Syndication, Inc.
635 Madison Avenue/New York, New York 10022
(212) 628-2770
to accept schedules from Club—even with the toned-down copy used.”

**TVB New York workshop to analyze co-op problems**

The Television Bureau of Advertising will sponsor a two-day television co-op workshop next week as part of an effort to expand the base of co-op advertising in the medium.

Participants in the Oct. 9-10 workshop at the Plaza hotel in New York will be executives from television, national manufacturers and retailers. TVB said the focus will be on the growing importance of cooperative advertising, which it termed a $3-billion industry, of which $1 billion is not being used.

To prepare for the workshop, TVB had sent questionnaires to broadcasters, retailers and manufacturers asking them to pinpoint potential problems areas. Returns from broadcasters, TVB said, cited these problems: Getting stores to add TV to newspaper-only co-op campaigns; getting stores to use more TV co-op dollars, dealing with retailers who prefer newspaper for co-op purposes and knowing the proper person to approach for co-op funds.

TVB has arranged a workshop panel of 17 co-op specialists from the broadcast, retailing and manufacturer sectors to give their views and to answer questions from the audience.

**Advertising Briefs**

**TVB lawyers.** Television Bureau of Advertising’s sales advisory committee has retained law firm of Jones, Day, Reavis & Pogue as its Washington counsel. Firm, with Attorney Victor E. Ferrall Jr. as TVB’s principal contact there, will represent committee in matters before Congress, FCC, Federal Trade Commission and Food and Drug Administration that relate to TV advertising and national spot business. Decision to retain Washington counsel was part of TVB overhaul giving station reps greater influence in TVB’s affairs (Broadcasting, Aug. 25).

**Rule watch.** Monitoring FTC’s development of new trade regulation rules is primary purpose of Chamber of Commerce’s new FTC Working Group. Washington-based group, comprising over 300 representatives of corporations, trade associations and law firms, will try to “assure that the business viewpoint is expressed to the FTC whenever it exercises its regulatory powers.” Members include: National Association of Broadcasters, Association of National Advertisers, American Advertising Federation, National Small Business Association, J.M. Ford, GM, Chrysler, ITT, IBM, B.F. Goodrich and General Mills. Group, still in organizational phase, will also inform businessmen across country of FTC’s ac-
Macdonald blisters NFL for claims of harm from blackout law

Hearings open on legislation to make measure permanent; Wiley says FCC study shows no adverse effect in '73, '74; CBS's Schneider voices support

"Nobody thinks the football leagues are the bad guys," House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) said last week, but for them to resist making the sports anti-blackout law permanent is, in the Congressman's opinion, "chutzpah at its highest." At the opening day of hearings on legislation he introduced to make the law permanent, Mr. Macdonald defied the sports leagues, particularly the National Football League, to show him how it has been hurt by the law, which has been in effect on a test basis since the beginning of the 1973 season, and which expires Dec. 31.

The sports officials were not present at the hearing Monday before the House Communications Subcommittee; their turns were scheduled for subsequent days last week. The hearings were postponed, however, after Mr. Macdonald was hospitalized Monday afternoon with bronchitis. He was expected to be released this weekend, an aide said last week.

The anti-blackout law prohibits home games of professional football, baseball, basketball and hockey from being blacked out on local TV if they are sold out 72 hours in advance. Besides making that law permanent, the Macdonald bill (H.R. 9566) would change that 72-hour cutoff for postseason games of baseball, basketball and hockey to 24 hours (BROADCASTING, Sept. 15).

During a colloquy with Jack Schneider, president of the CBS Broadcast Group, one of the two witnesses Monday, Mr. Macdonald was told that the networks' payments for the rights to televise professional football games are going up every year and that the league has the upper hand in setting the prices.

"I don't think that the free market processes are in full flower," Mr. Schneider said. And yet, "without your help they would not be in the position they are," Mr. Macdonald asked. "I believe that to be the case," Mr. Schneider said. Mr. Macdonald then launched into a tirade about the NFL, expressing amazement that the league is complaining it is harmed by the law.

The chairman had earlier said, "I shed no tears for the NFL and their financial plight."

He condemned the NFL's claim that the antiblackout has increased the number of no-shows at games as a "propaganda line," and a "frivolous complaint." A no-show is a ticket holder that fails to show up for the game. Mr. Macdonald noted that the NFL teams make no refunds for tickets sold and said: "I don't really see what business it is of the football team what [a ticket holder] does with the ticket—if he eats it or gives it away or sells it... it doesn't seem to me that that affects the gate in any way."

FCC Chairman Richard Wiley, the first witness Monday, said he supports the Macdonald bill, although "ordinarily, as a personal matter, I would question the appropriateness of a law which directs a private entrepreneur as to how he should market his product."

Mr. Wiley told the subcommittee "that our studies, compiled at the direction of Congress, have not revealed that P.L. 93-107 has had any adverse effect on organized sports." He said, "there is no indication that professional football is about to become a endangered species," and that "Given the players' strike and the general state of the economy, plus the competitive threat of the World Football League, the NFL would appear to have had a good year in 1974 so far as regular season attendance was concerned."

He also said: "From the statistical tests conducted, the conclusion can be drawn that precipitation and team standings are much more important influences on the number of no-shows than is the anti-blackout law."

"With regard to the lifting of the television blackout on season ticket sales," Mr. Wiley also said, "it was found that the number of games televised locally had no statistical effect."

Mr. Wiley drew his statistics and a conclusion from the commission's 1974 and 1975 reports to Congress on the financial impact of the antiblackout law on professional sports.

In his statement he also noted that "some radio stations suffered serious ratings losses because of the antiblackout law, but were compensated, at least in part, by rebate payments from nine NFL member clubs. He added, however, that the law's effect on radio, in his opinion, "is not so great as to warrant a change in the law."

Representative Macdonald and Louis Frey (R-Fla.), ranking Republican on the subcommittee, recommended that the FCC conduct more annual study and report on the working of the antiblackout law, "as a safety valve," in Mr. Frey's words. But Mr. Macdonald said he thinks the move to make the law permanent should be taken now just the same. "Just pass it and if something bad happens that we cannot foresee... we can review it at that time," he said.

Mr. Schneider testified in support of the Macdonald bill, saying a CBS study showed that "the public wants to see its home team play." He said in only one market surveyed—New York—were the hometown games rated lower than out-of-town games, "and that would appear to be

Atwood Richards adds new division, new office

In an expansion move at Atwood Richards Inc., New York, media buying/bartering firm, the company has established a syndicated program division and has opened an office in Beverly Hills, Calif.

Donald Quinn, former director of planning at AR, has been appointed vice president in charge of the newly established syndication division. He will direct the bartering of syndicated shows in key markets and the exchange of station time for his clients.

The Beverly Hills office will be at 9171 Wilshire Boulevard. Alan Sturm, who has been an executive with advertising agencies and media representative on the West Coast, will manage the new office.

Atwood Richards said it has a current book of business $14 million in media dollar credits. The company said it recently has been given the buying assignment for Gallery of Homes, a group of 1,500 independent real estate brokers, which will begin advertising with a $1-million schedule on NBC-TV's Today and ABC-TV's Am America series early next year.
because the fans were dissatisfied with the performance of the [home] team."

In his prepared testimony, Mr. Schneider urged that the antblankout law be amended to prohibit pay cable from carrying a home game if it has been blanked out on commercial TV. His statement said CBS believes there is a "loophole" that, if not plugged, will lead to "the substitution of pay television for free television in the presentation of major sports events to the public."

Representative Macdonald prevented Mr. Schneider from presenting that portion of his testimony, however, saying "that's a subject all unto itself." He said the subcommittee will hold separate hearings on pay cable sometime in the future.

Representative Charles Carney (D-Ohio) said during the hearing that he plans to offer an amendment to the Macdonald bill that will somehow limit the size of an area blanked out when a game is not sold out far enough in advance. Although he had no specifics, he said he is concerned about his hometown of Youngstown, Ohio, which is within 75 miles of two towns with professional football teams—Pittsburgh and Cleveland. He said it is unfair that Youngstown falls within the blackout zone of both towns.

The hearings are tentatively scheduled to resume Oct. 6, 7 and 8.

Among the witnesses to be heard are Pete Rozelle, commissioner of the National Football League; David DeBusschere, commissioner of the American Basketball Association; Lawrence O'Brien, commissioner of the National Basketball Association; Don Ruck, vice president of the National Hockey League; Bowie Kuhn, commissioner of baseball; Elton Rule, ABC president, and Julian Goodman, chairman of NBC.

---

**CBS-TV’s try for per-use music license gets setback**

Court rules broadcaster had not proved restraint of trade, nor that goal could not have been attained by other means; there's no word on appeal

CBS-TV has failed, at least for the present, in court battle to compel the major music-licensing organizations to grant it a new form of license, under which it would pay only for whatever music it actually uses.

U.S. District Judge Morris E. Lasker dismissed the network’s so-called per-use suit, holding that CBS had failed to show that Broadcast Music Inc. and the American Society of Composers, Authors and Publishers, the principal defendants, were guilty of restraint of trade, or that CBS couldn’t get what it wanted—per-use licenses—by dealing directly with the individual copyright owners.

Judge Lasker, of the U.S. Court for the Southern District of New York, who heard the case in a trial that totaled several weeks extending over several months in 1973, dismissed the suit in a 107-page decision on Sept. 22.

CBS-TV officials had no immediate comment and gave no clue as to whether they might appeal.

Some other legal sources held that the decision was not appealable as a matter of right at this stage but only at the discretion of the appeals court. This was so, they said, because both ASCAP and BMI filed countersuits against CBS that have not been tried, with the result that the entire case has not yet been decided. CBS attorneys, however, appeared confident Judge Lasker’s decision in itself is appealable, though they would not say whether they would in fact appeal it.

A chief target of CBS’s suit was the so-called “blanket” license that is used by most ASCAP and BMI licensees. CBS and other blanket licensees pay a flat fee—percentages of their total revenues, after specified deductions—and in return can use as much or as little BMI and ASCAP music as they wish.

In its suit, filed almost six years ago (BROADCASTING, Jan. 5, 1970), CBS charged that BMI and ASCAP illegally restrain trade and force it to take a blanket license, thus making it pay for music it doesn’t use or want. CBS contended it would be impractical to deal directly with the individual owners of copyrights on the music it needs and that BMI and ASCAP, as representatives of those owners, should be forced to issue licenses that would let it pay only for music used.

The network said it was willing to pay "reasonable" per-use fees but didn’t indicate what they might be. Obviously, however, it hoped to cut its music license costs, which in 1969 amounted to $1.6 million in payments to BMI and $5.7 million to ASCAP. Since then it has paid $6 million a year under interim ASCAP and BMI blanket licenses, pending outcome of the suit.

Judge Lasker didn’t buy CBS’s argument. "We conclude," he said, "that CBS has not met its burden of proving that defendants illegally restrain trade in the market for performing rights for network television use, and compel it to take a blanket license as alleged in the complaint.

"CBS has failed to prove that there are significant mechanical obstacles to direct licensing. Nor has it established by credible evidence that copyright owners would refuse to deal directly with CBS if it called upon them to do so. To the contrary, there is impressive proof that copyright proprietors would wait at CBS’s door if the network announced plans to drop its blanket license . . ."

"We are left with the strong impression that CBS has exaggerated the risks involved in dropping its blanket license and sought a legal solution to what is essentially a business problem. . . ."

There is an astonishing lack of evidence that CBS considered [alternate licensing] possibilities, or even the feasibility of direct licensing as a general proposition before commencing suit. The fact that it did not do so does not in itself defeat its claims, but it has rendered the nature of its proof at trial largely speculative.

"Because CBS has failed to prove the factual predicate of its claims—the non-availability of alternatives to the blanket license—the complaint must be dismissed . . ."

Until this suit came up, Judge Lasker held, "CBS appears to have lived quite happily with the blanket arrangement which it now disavows," having had one in radio since 1929 and in TV since 1946. Moreover, he said, the suit did not follow a breakdown in negotiations for a new form of license, but ensued after BMI insisted on an increase in payments similar to one that CBS had granted ASCAP. CBS filed the per-use suit, the judge continued, less than two weeks after asking both BMI and ASCAP to "promptly submit" the
terms on which they would be willing to grant per-use licenses and without pursing the discussions that both suggested in reply.

"Neither the history of the relationship between the parties nor the events leading to this action remotely suggest that CBS has been compelled to take a blanket license it did not want," Judge Lasker continued. "Indeed, CBS does not even appear to have seriously considered alternatives to the blanket license prior to the commencement of the suit."

Donald Sipes, then CBS-TV vice president of business affairs, now with Universal TV, was CBS's chief witness against the blanket license and in favor of the per-use approach. Judge Lasker said:

"Sipes testified that he first decided to explore alternatives to the blanket license sometime in 1968 or 1969. Although he was almost completely unacquainted with the intricacies of music licensing, he spoke to only three people in the course of his exploration. Two of these, Robert Evans and John Appel, were house counsel for CBS. Sipes spoke to them only in their capacity as counsel, and did not seek their advice on the business aspects of licensing."

"The third person Sipes consulted was Emil Poklitar, the CBS employee in charge of the clerical personnel who process music logs and case sheets submitted by program producers to be sure the necessary rights have been cleared. Poklitar is not a business man and his duties involve a narrow portion of the music licensing spectrum."

"Despite Sipes's lack of expertise, neither he nor his colleagues at CBS consulted any music writers, publishers, television producers or any other expert in the field about possible alternatives to the blanket license. No one at CBS ever conducted a feasibility study about presently available or proposed methods of licensing the music to be performed on its television network. Indeed, Sipes testified that he did not even speak to other CBS executives about alternatives to the blanket license; he considered the alternatives entirely on his own initiative."

"In sum, CBS thought very little indeed about revising its licensing practices prior to [CBS-TV President] Robert Wood's 'demand' letter to ASCAP and BMI just prior to the commencement of this suit. The evidence described hardly supports CBS's contention that it has been compelled to take a blanket license. To the contrary, it suggests that CBS did not even view music licensing as a business problem until immediately prior to suit."

**NBC programming builds up for Bicentennial**

NBC's West Coast programing department is undergoing expansion as work mounts for 1976 and subsequent seasons. Joining the department is William E. Cameron, VP-director of programing, J.

Walter Thompson, New York. Mr. Cameron is named VP-special projects, with major responsibility for putting together NBC's 50th anniversary show, to be broadcast next year.

Also brought in is Rick Rosner, writer-producer. Warner Bros., named VP-variety programs, is moved to VP-motion pictures for television, replacing Stanley Robertson on medical leave. John Hamlin remains as VP-specials.

Promoted in the programing department are Paul Freeman, producer-writer, to director, motion pictures for TV; Peter Anthony Andrews, manager film programs, to director, film programs, and Andrea Baynes, manager, program development, to director program development.

**Time-Life makes its ‘network presence’ felt**

With two 'Python' specials scheduled for ABC, several pilot projects in the works and a new series sold in 100 markets, syndicator begins to move out from under its ABC image

Time-Life Films' move to establish "a network presence" for itself begins to pay off.

---

**How to keep thieves from making what's yours theirs.**

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.

---

**STATE FARM INSURANCE**

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

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME __________________________________________

STATION _________________________________________

ADDRESS _______________________________________

(No P. O. Box Numbers, Please)

CITY ____________ STATE ______ ZIP ____________

---

Broadcasting Sep 29 1975 39
off this week when its first production, a
Monty Python's Flying Circus special that
T-L Films put together, appears Friday
(Oct. 3) on ABC-TV's Wide World of
Entertainment (11:30 p.m.-1 a.m. NY).

Another Python special is scheduled for
a subsequent ABC-TV late-night entry,
but these are only the most immediately
visible elements in Time-Life Films'
determination to go beyond its popular
image as primarily a distributor of BBC
programs (Broadcasting, May 5).

Among other current projects:

- A co-production deal is being nego-
tiated between Time-Life Films and 20th
Century-Fox for a TV series pilot, to be
carried on NBC-TV, based on Time-Life
Book's new TV hit, Python's Flying Circus.

- ABC has asked the company to produce
a special, in conjunction with Time Inc.'s
Sports Illustrated magazine, on sports
superstars of the past. This also may be
the pilot for a potential series.

On-going projects previously disclosed
include a made-for-TV movie for NBC
based on Time-Life's series of books on
The Old West; a development deal with
New York-based TV station WJZ,
looking into the script for the pilot, which Time-Life Films plans to pro-
duce itself for subsequent sale to a
network or in syndication.

- A series of half-hour cameos profiling
name personalities is being planned. Jane
Wagner, chief writer on the Lily Tomlin
specials, is completing the script for the
pilot, which Time-Life Films plans to pro-
duce itself for subsequent sale to a
network or in syndication.

Parents responding to Roper study
indicate kids TV is definitely
better in 12 and under group; new
breed of shows reflecting change
in viewing needs is cited cause

Children's TV programing: Better or
worse? By almost two to one, parents of
children aged 12 and younger say it's bet-
ter. Specifically, 42% of those who had an
opinion on the subject said it's better now
than it was two to three years ago, while
23% said it's not as good now, and 35%
couldn't see any significant difference.

The findings are from a special study
conducted by the Roper Organization,
New York, for the Television Information
Office ("Closed Circuit," Sept. 22). TIO
released the details at its regional meeting
at Houston Sept. 25-26.

Parents of children under six were even
more conscious of improvement, with
46% voting that the programing is better
now, 21% that it's worse, 34% that it's
about the same.

Among parents in the 18-29 age group,
50% rated the programming improved. In
other demographic breakdowns, the
heaviest findings for improvement came
from parents in white-collar occupations,
those making $18,000 or more a year and
those in the Northeast.

TIO said the study was conducted in July,
using a representative national sam-
ple of 2,000 persons aged 18 and over.

"The results of this study reflect public
acceptance of the new generation of
children's programs, the scope and variety
of children's programs and television's
responsiveness to the changing needs of
viewers," said Roy Danish, TIO director.

"Last season, fully one-third of Saturday-
morning programs for children were new,
and again this fall a significant number of
new shows has been introduced. Many
embrace new themes and formats
emphasizing positive ideas and values
and deal with pro-social themes, current
events and environmental matters—the
direct result of consultation and guidance
from educational experts, parents and ad-
visory panels."

"Other recent changes include the
elimination of larger-than-life heroes and
more live-action situations and believable
characters expressing present-day con-
cerns."

The question Roper asked was: "On the
whole, do you think that children's tele-
sion programs—those for children under
12—are better than they were two or three
years ago, not as good as they were or are
just about the same?"

The results were summarized in the
following tables (in computing percent-
ages, answers from persons who had no
opinion were disregarded; these totaled
28% of the respondents and their lack of
an opinion, TIO said, was probably
attributable to unfamiliarity with children's
programs).

<table>
<thead>
<tr>
<th>Parents With Children</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Children's TV programs are: Better now:</td>
<td>42</td>
</tr>
<tr>
<td>Not as good now:</td>
<td>23</td>
</tr>
<tr>
<td>About the same:</td>
<td>35</td>
</tr>
</tbody>
</table>

Geller, Posner turned down. FCC has
denied petition that asked commission to
reconsider its October 1974 policy state-
ment on children's television programing.
Petition—filed last year by former FCC
general counsel, Henry Geller, and com-
munications consultant, Karen Posner,
(Broadcasting, Dec. 2, 1974)—sought
inclusion of specific amounts of time that
station should devote to children's pro-
graming, prohibition of advertising in pro-
grams for preschoolers and cooperation
by three major networks in producing shows.
At time of filing, both petitioners were
with Rand Corp. Both now work with
House Communications Subcommittee
and Mr. Geller also is with Aspen In-
stitute, program on communications and
society.

Forms unit. Warren V. Bush, former VP-
production and creative affairs, Wolper Productions, has formed Bush Prod-
uctions Inc., Hollywood, to produce TV
series and specials TV documentaries, and
feature motion pictures. First project is
two-hour TV movie, "Rise and Fall of a
United States Senator," dealing with late
Senator Joe McCarthy (R-Wis.).

Dual in Dallas. KRLD (AM) Dallas has joined Mutual Broadcasting System and will con-
tinue its ABC Information Network
affiliation.

Womens work. Newton Syndication has sold
its new 90-second TV feature, Maintenance M's, to initial six stations including
WJKT-TV Detroit, KTRK-TV Houston and
WBEN-TV Buffalo, N.Y. Show has Jane
Norman offering tips on home repair and
is designed for insertion in daytime talk
CPT's Gerber on family viewing

He attacks it in satirical speech before Hollywood NATAS chapter

David Gerber, executive vice president for worldwide production, Columbia Pictures Television, told members of the Hollywood chapter of the National Academy of Television Arts and Sciences last week that it is like a Turkish bazaar or a tobacco auction when studios argue today with network program practices people in the light of family viewing structures. And he proceeded to ape the famous American Tobacco radio play with this chant:

"I'll take three bloody arms for three bloody legs. I'll take one shot of Angie's rear for half a bloody arm. You give us a full bloody leg for three dams and two tales. Who wants a damn? Who wants to take a hell here? Take one damn there. Three hell here. But I had three hell last week. I'll tell you what you do. We'll cut it down to one damn if you give me a bloody leg for next week. We'll take one here, three there. Sold to American Tobacco.

"The family viewing hour has been a good innovation by the networks. It's been very, very successful," Mr. Gerber said, "It's so boring they have managed to drive the family back together."

He also said that television network programming executives are "just flailing around" in discussing program developments for midseason and beyond. But there are going to be some extraordinary moves in programming, not only in midseason but even before, particularly time-period switches, he added.

Right now, he said, network programmers are only concerned about the 8-9 p.m. period. "It's all patchwork, not creative," Mr. Gerber said, "We cannot afford to have the creative rights of producers destroyed," he continued. And he added, "Creative integrity must be protected; it should not be required to conform to pressure groups." He called on network presidents against such pressures.

Seconding Mr. Gerber's remarks and urging backing for the pending lawsuit to be filed by the Writers Guild of America and others was John Mitchell, president of CPT, who was in the audience.

FCC reinforced by court on cable authority

In rejecting ACLU effort to put CATV under common-carrier regulation, San Francisco bench says commission has broad powers of the medium and should be afforded flexibility

The U.S. Court of Appeals in San Francisco, by a 2-1-to-1 decision, denied ACLU's petition for review of the commission's 1972 cable TV rules that was directed at the commission's failure to impose common-carrier obligations on cable television's access channels and to limit cablecasting by the cable owner to one channel.

The U.S. Court of Appeals in San Francisco turned down the ACLU petition for review of the commission's 1972 cable TV rules that was directed at the commission's failure to impose common-carrier obligations on cable television's access channels and to limit cablecasting by the cable owner to one channel.

But the decision may have impact beyond the confines of the case in which it was issued. For the court, in affirming the commission's order, expressed the view that the commission's authority over cable is broad, not narrow, and that the commission should be allowed flexibility in regulating the new industry.

ACLU had argued that the kind of regulation it sought would, among other things, better guard against discrimination in providing access to channels, provide tariffs for the use of the access channels, and prevent the cable system operator from pre-empting the bulk of the revenues the access channels would generate. The result, ACLU contended, would be far more sources of programming.

The court conceded that the position was not "without merit." The commission, it noted, had recognized the merits of the position. But it had also rejected the proposal as "premature," the court said, and had fashioned its regulations to provide an incentive to the cable systems to originate material attractive to subscribers and "to avoid constraints on experimentation and innovation."

The court said it could not quarrel with the commission's conclusions. The commission's position, it said, "is a rational choice and does not represent arbitrary and capricious action. Substantial evidence supports its decision." The court added that, to prevail, ACLU would have had to demonstrate adoption of its proposal is required by the statute the commission cites as authority for regulating cable television. "This," the court said, ACLU "cannot do."

The court said the commission's authority is found in the Communications Act but is not restricted either to the subchapter dealing with common carriers or to the one dealing with broadcasters. Court decisions establishing the commission's authority to regulate cable, it said, indicate that that authority "is very broad and is not circumscribed" by the rules of either subchapter.

The initial Supreme Court case uphold ing the commission's authority to regulate cable said the Communications Act provided the commission with such authority as "reasonably ancillary" to the regulation of television broadcasting. The evolution of cable television regulation since that decision in 1968, the court said, should not now be governed by the common-carrier section of the Communications Act "simply because access channels, a portion of a cable system's capacity, possess technical characteristics which make possible their regulation as a common carrier."

The court said that the commission "must be afforded flexibility" in dealing with cable television and that its jurisdiction "should not be rigidly compartmentalized in licensing and public utility functions." If the commission's flexibility is to be reduced, the court added, that is a job for Congress.

All set in Jackson

American Television Communications Corp. has received FCC approval for earth station at Jackson, Miss. to receive Home
House study to seek ways to give cable new deal in regulation

The staff of the House Communications Subcommittee is currently doing the legwork for a study that could lead to legislation establishing a new approach to regulation of the cable TV industry.

A staff-prepared working statement describing the study questions the wisdom of regulating cable as if it were subordinate to over-the-air broadcasting. The underlying logic of current cable regulation, it said, is that "cable should be permitted to grow in a manner that will not pose a substantial economic threat to conventional broadcasting."

The statement said the cable study will examine different approaches to the regulation of cable TV, and eventually will suggest legislation for implementing one. Initially the staff will study the impetus between cable TV and broadcasting and between cable and telephone companies. In addition, the subjects of cable networking, cable service to rural areas, income distribution problems raised by cable development and other questions will be explored. The study will not "pose itself with current cable issues before the FCC," the statement said. "Rather, the goal of this study is to deal more broadly and from a legislative perspective with alternative ways of approaching the opportunities offered by the new technologies."

The study is scheduled to be finished Dec. 31. In addition to three members of the subcommittee's full-time staff, two consultants have been hired to work on the study. One is Henry Geller, former FCC general counsel, now with the Washington office of the Aspen Institute on Communications and Society. He is devoting half his time to the Communications Subcommittee. The second is Karen Possner, who recently completed a PhD. in communications at the University of Iowa and who will work full time on the study.

Mr. Geller is being paid $6,000 and Ms. Possner, $9,000. With expenses for travel, the study is not expected to cost more than $20,000, a subcommittee aide said.

Included on the list of those interviewed or to be interviewed for the study are representatives of the FCC Cable Bureau, Justice Department, Office of Telecommunications Policy, National Cable Television Association, Community Antenna Television Association, Association of Maximum Service Telecasters, National Association of Broadcasters, the three commercial TV networks, National Association of Regulatory Utility Commissioners, Motion Picture Association of America, National Association of Theatre Owners, various citizen groups, and cable firms such as Teleprompter and Home Box Office. In addition a staffer will meet with representatives of broadcast and cable associations and companies in Canada.

September 14, 1975
This announcement appears as a matter of record only and is neither an offer to sell nor a solicitation of an offer to buy any securities.

CATV FUND IV (a Colorado limited partnership)

$412,500 of interests at $500 per interest has been sold and the partnership has been formed.

The general partner is:

JONES INTERCABLE NC
880 Continental National Bank Bldg. Englewood, Colorado 80110

Nonduplication for syndication no longer small system worry

Lack of human resources and capital for equipment are FCC's reasons for freeing systems with less than thousand subscribers

The FCC has exempted cable systems serving fewer than 1,000 subscribers from providing nonduplication protection for syndicated programming. The systems are already exempt from network programming exclusivity rules by the commission's action last spring.

The rationale in both instances, said the commission, was to ease the disproportionate burden on small cable system in complying with nonduplication rules. Small systems have less manpower and capital resources to obtain the necessary switching equipment and maintain operations required to assure nonduplication protection, added the FCC.

The commission, in accepting the 1,000 subscriber cutoff, dismissed the proposal of various cable groups to raise the cutoff to 10,000 subscribers. According to the FCC, the cable groups failed to show how systems under that size were unduly burdened.

The commission also rejected claims by broadcasters—especially independents who rely heavily on syndicated programming—that the exemption of small cable systems would have an adverse impact upon them. The exemption would be less severe in syndicated programming, continued the FCC, than that associated with network programming.

In some cases, due to a proliferation of small systems in a particular market, said the FCC, there might be substantial adverse impact on local TV stations. If such were the case, the commission said, it would examine on an ad hoc basis petitions for special relief.

Regional cable groups reassessing their status

Some are gone, some are growing, some are in between as state associations grow in number, size

The role of the regional cable television association is changing as state associations continue to grow.

Today there are 41 state cable groups and six regional associations. Five years ago, the Mid-Atlantic Cable Television Association disappeared, and the Southern Cable Television Association and the Rocky Mountain Cable Television Association will vote at their next meetings whether or not to continue operating. Other regional associations, but not all, are constantly reviewing their function vis-a-vis stronger state-level associations.

The Mid-American Cable TV Association and the New England Cable TV Association have administrative and legal staff and hold annual conventions and trade shows. Only one state (Connecticut) out of the six NECTA represents has a state cable association and it has no full or part-time staff. According to Bill Kenny, the NECTA's executive director, there is not enough money generated from any one state to do an adequate job. NECTA charges $140 for members three cents per subscriber per month in dues. That is admittedly high—the National Cable Television Association charges a maximum of 3.25 cents—however, Mr. Kenny
estimated it would take a 10-cent-per-subscriber charge for the individual states to provide the same level of support services. The lack of cable system concentration in the four states served by the Mid-America association (Oklahoma, Montana, Nebraska and Kansas) has also made it less feasible for individual states to support full-time staffs. Unlike New England, however, all four states have their own associations and Mid-America is re-examining its role continually. The debate, says Walter Robertson, executive secretary of Mid-America, is whether individual states can afford "home-grown" legislative and legal aid. At present, Mid-America offers part-time staff support, while its member state associations offer nothing comparable.

The Pacific-Northwest Cable Television Association, formed nearly 20 years ago, also scheduled an annual meeting and trade show, but no longer offers full time support staff services. All five states included in the association (Washington, Idaho, Oregon, Alaska and Montana) have their own cable associations, some of which have their own staffs. The viability of the Pacific Northwest group is attributed to its greater ability to attract top industry names to annual conventions and its function as a "mother association" in providing loans to member state associations, says Roger Pierce, its president.

The North Central Cable Television Association represents seven states (Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Michigan and Wisconsin) which all have their own state associations. Last year, North Central dropped its membership dues and now collects only an annual convention registration fee which usually runs from $35 to $50. The one thing that has held the association together, said Lloyd Wetenkamp, NCTA's president, is the predominance of small systems in the region. The regional meetings allow those operators the kind of interaction and "close-knit comradery" which they cannot get at a national cable convention, he added.

NCTA bucks NAB on all-radio idea

Involved in rulemaking on signals that should be carried by system if subscriber's set blocks off-air reception of other radio stations

The National Cable Television Association has voiced its opposition to a proposal that would require CATV systems providing aural origination programes to carry all local radio station signals where the attachment to the subscriber's receiver prevents off-air reception of other radio signals. The FCC rulemaking was prompted by the National Association of Broadcasters, which argued that cable systems should not be allowed to stiffle competition by depriving subscribers of access to certain radio signals (CATV BRIEF, July 28).

However, NCTA claimed there was no problem in that connection to cable systems does not preclude "off-air" listening. AM radio would not be affected since the AM receiver is not connected to the cable system and can continue to be used for off-air reception. The problem is also not present in FM, NCTA said. In small markets the local FM signals are almost universally carried, said NCTA, as a matter of good business judgment. In large markets, where radio saturation is great, NCTA estimated that more than 75% of the cable subscriber homes served by FM programing have two or more FM radio receivers, and therefore, can pick up the stations on sets not connected to the cable.

NCTA asserted that technical problems of being forced to carry all FM signals in a major market would be insurmountable, forcing cable systems to totally eliminate their aural programing.

FCC loosens rules on cable crossownerships

Co-owned TV and CATV system in station's grade-A contour will have to divest now; old rule criterion was grade-B contour; prospective acquisitions still banned in grade B

The FCC has amended its cable-TV crossownership rules so that divestiture is only required for CATV systems co-owned with a TV station that is the only commercial station to place a city-grade contour over the cable community.

Previously, FCC rules prohibited crossownership between TV stations and cable systems within the grade B contour of the station. Close to 70 broadcast-cable operators faced with divestiture under the old rules had filed for waivers. Eight crossownerships are now faced with divestiture within two years of the Oct. 30 effective date of the amended rules.

While the commission ordered divestitures under the city-grade contour criterion, it continued its rule banning acquisitions of such crossownerships within the grade-B contour of the television station. Operators of those broadcast-cable operators affected by the amended rules include: KAYS Inc., licensee of KAYS-TV Hays, Kan., and operator of Hayes Cablevision TV Co., (Ross Beach Jr. and Robert E. Schmidt); Eastern Oklahoma TV Co., licensee of KTEN-TV Ada, Okla., and operator of KTEN-Cablevision (Bill Hoover); KSWG-TV Inc., licensee of KSWG-TV Lawton, Okla., and operator of Lawton Cablevision, (R.H. Drewry and others); Meyer Broadcasting Co., licensee of KFYR-TV Bismarck, N.D., and operator of Bismarck Cable TV and Mandan (N.D.) cable TV Inc., (William A. Eckberg and others); Glendive Broadcasting Corp., licensee of KGNO-TV Glendive, Mont., and operator of Glendive Cable TV, (Lewis Moore and family); Capital City TV Inc., licensee of KCTM-TV Helena, Mont., and operator of Helena Cable TV, (Tim Babcock and Bob Magness); North Platte Television Inc., licensee of KNOP-TV North Platte, Neb., and operator of North Platte Multiview TV System (Richard Shively and others), and Oregon Broadcasting Co., licensee of KOTH-TV Klamath Falls, Ore., and operator of S.O. Cable TV, (William B. Smullin and others).

Commissioner Glen O. Robinson did not see the logic in conceiving a problem exists with all such crossownerships while justification for divestiture exists in only eight isolated cases. If crossownerships between TV and cable are a problem, the amended rules do not go far enough, concluded Mr. Robinson in a dissenting statement.

The National Citizens Committee for Broadcasting did not hesitate to show its disapproval with the FCC's new rules, either. On the same day of the commission's order, NCCB filed a petition for review in the U.S. Court of Appeals for the District of Columbia.

Cable Briefs

Expanding CATV Fund IV has been formed as limited partnership with Jones Intercable Inc., Denver, as general

QUALITY TALKS FOR WCCO

Minneapolis, Minnesota

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

Continental Electronics Mfg. Co.
Box 17040
Dallas, Texas 75217
411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearengin. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. $7.95

416. GUIDELINES FOR NEWS REPORTERS by Sol Robinson. The author relates the techniques he has found successful during his many years as a part of management. Covers what is required of a broadcast journalist, the problems and the solutions. Appendix contains synonyms for over 2700 words, and also lists commonly mispronounced words. 192 pages, illustrated. $9.95

417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. $9.95


427. MODERN RADIO PROGRAMMING by J. Raleigh Gaines. Every aspect of radio programming—from format layout to selecting DJs—is detailed in this comprehensive and authoritative work, which is equally applicable to rock, country, religious, classical, or all-talk stations. Covers program director's duties, DJ hiring, preparation of promotional copy, use of jingles and music or production aids. Tells how stations can get involved with community affairs to cement public acceptance. An entire chapter is devoted to the importance and use of audience surveys. 192 pages, illustrated. $9.95

430. THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. Teaches how to write broadcast copy that gets results, copy that will sell products and services. Presents actual samples from the files of leading pros. Analyzes advertising copy that will motivate people to buy. 224 pages. $9.95

431. PROMOTIONAL & ADVERTISING COPYWRITER'S HANDBOOK by Thomas F. Ris. A copywriting test-workbook which contains 18 "real-life" assignments in preparing copy for newspapers, magazines, billboards, direct mail, radio and TV. 128 pages. $7.95

435. RADIO PROGRAM IDEABOOK by Hal Fisher. All the programming ideas you need to build and hold an audience! A virtual treasure of ideas on radio showmanship loaded with suggestions to help push station ratings to the top. Fresh and surefire program ideas. 256 pages. $12.95

436. RADIO PROMOTION HANDBOOK by William Pack. Jam-packed with hundreds of ideas, and complete with stories of factual examples to spark hot, new ways of promoting a station, both on-air and off-air. 256 pages, illustrated. $9.95

444. RADIO ADVERTISING—HOW TO SELL IT & WRITE IT, by Sol Robinson. This comprehensive volume presents an extremely practical approach to radio advertising sales—new and useful methods which the time salesman (and copywriter, too) can use to obtain better results for himself, the station, and the sponsor. One of the most valuable and helpful features of the book is the large number of actual sales case histories included throughout. The reader can learn much from these first-hand experiences, which detail techniques professional salesmen have used to "crack" reluctant prospective advertisers. This data is particularly prevalent in the Chapter outlining radio advertising prospects, which is an alphabetical classified listing of virtually every possible type of prospect—from abattoir to yarn—with detailed data on how to best approach and sell each particular category listed. 228 pages. $12.95

445. PROFESSIONAL FILMMAKING, by Sam Ewing and R. R. Aboltn. Thorough and easy-to-read text for anyone interested in filmmaking. Packed with practical info and action shortcuts, plus many case histories from the actual experiences of two seasoned professionals. Serves as a very useful handbook for the practicing producer or photographer and as an extremely informative text for students. Covers the fundamentals of filmmaking, movie production from script to screen, plus a section that offers a host of special tips for avoiding the pitfalls awaiting the unsuspecting movie shooter. 252 pages, 96 illus. $9.95
To order your own copy of the 1975 Broadcasting Yearbook and/or the 1975 Broadcasting Cable Sourcebook, fill in and mail the attached order form.

Please send me...

☐ 1975 Broadcasting Cable Sourcebook—$10.00 (If payment with order: $6.50) the complete guide to all cable television facts and figures

☐ 1975 Broadcasting Yearbook—$20.00 (If payment with order: $17.00) the complete guide to television and radio facts and figures

Name: [two initials and last name]
Company Name:
Address:
City State Zip code
Home? ☐ Yes ☐ No
Title/Position:

[You or your firm engaged in cable TV operations? ☐ Yes ☐ No]
To order your own copy of the
1975 Broadcasting Yearbook
and/or the
1975 Broadcasting Cable
Sourcebook,
fill in and mail the attached order form.
Self restraints on busing story are said to work in Louisville

Broadcast and print journalists see no inhibitions in standards they adopted to head off threatened restrictions by court

Broadcasters in Louisville, Ky., say that guidelines they and print journalists adopted for coverage of the area's school busing troubles have had no effect on the way they have done their jobs.

The guidelines, designed to ensure that coverage of busing strife is fair and accurate, were drawn up by the press in response to the rumored intention of a federal judge to draw up his own code of conduct for journalists. It had been reported that U.S. District Court Judge James Gordon believed more of the trouble during school desegregation periods in other cities stemmed from press abuses and that he was planning to draw up guidelines for press coverage in Louisville to prevent reporters from getting inside school grounds or school buses or from interviewing students, parents or teachers near schools.

Hearing that, the press took the offensive and "had no trouble," in one editor's words, obtaining the judge's approval of the voluntary guidelines. Broadcast and print reporters in Louisville say the guidelines merely state what had been common practice before they were agreed to and that they have inhibited no one's reporting.

The guidelines state that although coverage should not be "timid," the volatile nature of the busing controversy demands "care that we keep things in perspective, tell facts straight and that we print as fact is indeed fact." They say the media should guard against airing rumors or predictions of violence.

The guidelines stipulate that newsmen and news equipment should never block the passage of students between school building entrances or require them to obtain the principal's permission before entering school grounds.

Provisions aimed specifically at broadcast reporting forbid stations to use sound trucks near school grounds or to permit cameras to become a scene without notifying school officials. Broadcast reporters covering school scenes are to use only as much equipment as they can carry on their persons, the guidelines say. Lights are to be turned off whenever a situation becomes tense.

The guidelines were undertaken to head off a possible confrontation between the local school board court over the press's First Amendment rights, but even in that context they were drawn up "more in a spirit of cooperation than fear," according to Gerald Bryant of WAVE-TV.

"A lot of people from out of town have the idea we willingly submitted to infringement of our freedom. Nothing could be further from the truth," he said.

David Kieffer of WHAS-TV said there is no resentment among writers of the press, broadcast or print, for having had to adopt the guidelines under the threat of something more severe from the judge, because "these were our proposals." He said the judge "could have made it a lot worse for us." Mr. Kieffer said the guidelines "haven't stinted us at all.

He said WHAS-TV in one instance produced a film profile of a student, following him from the breakfast table onto the bus and into school with camera and microphone. "We couldn't have wanted anything more," he said.

A big reason for the absence of trouble in reporting events, Mr. Bryant said, was the cooperation between stations and city officials, particularly school officials. Reporters in town seem to agree that officials have made themselves "remarkably accessible.

Mr. Bryant said he is aware of only one instance of WAVE-TV suppressing information about busing, and that involved reporting of bomb threats. He said WAVE-TV learned from past experience that airing reports of bomb threats often leads to an increase in bomb threats. He said the decision to refrain from reporting such threats in recent weeks was the station's own and not due to the press guidelines.

On the anchormen with Charles Kuralt

CBS's roaming reporter criticizes emphasis on ratings at RTNDA

Charles Kuralt of CBS News got "off the road and into a hotel with room service" to speak at the Radio Television News Directors Association conference in Dallas.

Talking about the many local news programs he has seen while traveling around the country, Kuralt was concerned about anchormen who care more for ratings than for journalism. Television, he said, "is riddled with glib, highly paid personalities who couldn't last two weeks as $125-a-week cub reporters on the local newspapers. I am ashamed—I think we all ought to be ashamed—that 25 years into the television age, so many of our anchormen haven't any basis on which to make a news judgement, can't edit, can't write and can't cover a story.

At the heart of the problem is writing, Mr. Kuralt said, "Every good anchorman is a good writer, someone who can express himself with clarity and precision and richness of language. To put the news in the hands of a shallow performer for the sake of a point or two in the ratings is not only shameful, it is ultimately self-defeating."

When caring about the news is more important than hairstyles, then the anchorman
man will "be respected by your viewers because he's going to be worthy of that respect." "And, he added, ratings will rise.

The three-day (Sept. 17-19) annual meeting (BROADCASTING, Sept. 22) attracted 40 exhibitors (which paid $19,000 for the privilege) and 625 registrants. It elected Wayne Vriesman, KGN-TV Denver, vice-president and president-elect; Tom Peterson, KWWL-TV Waterloo, Iowa, and Mike Parke, KFI(AM) Los Angeles, directors-at-large. John Salisbury, KSL-AM-FM Portland, Ore., assumed the presidency and Mr. Vriesman will take over at the association's next conference in December 1976, in Miami.

**NIS count up to 50**

NBC Radio's News and Information Service reached the 50-affiliate mark with the announcement that WTUL(AM) Toledo, Ohio, and WTXL(AM) Springfield, Mass., have become subscribers. Earlier this month, NIS signed WEAN(AM) Providence, R.I., which will switch from contemporaneous format to all news, effective in October. Also, KQV(AM) Pittsburgh will change to all news and NIS next month, dropping its middle-of-the-road programming. NIS's other major-market signing in September was WRNL(AM) Richmond, Va., which changed from middle of the road to all news.

**Journalism Briefs**

*Ward's winners.* Two television and one radio winner were among those receiving awards from Montgomery Ward Foundation for excellence in consumer reporting in various media. John Stossel, WCBS-TV New York, received $1,000 and W. Vincent Clews, Maryland Center for Public Broadcasting, was given $100 in TV category. Fred Wilcox, KCBS(AM) San Francisco, won $1,000 radio award. Awards were presented in Sept. 25 ceremony at National Press Club, Washington, which cooperates in competition.

*Making it official.* In practice, networks report, there has been no problem getting U.S. correspondents in and out of Moscow on assignment—or even on vacations. But Soviets have announced readiness "in principle" to ease travel restrictions by granting newsmen multiple exit-entry visas. Details of reciprocal agreement are being worked out—taken as indication of Soviet effort to fulfill Helsinki agreement.

*On camera.* Problems at Cook county jail were underlined when man serving two concurrent sentences for petty theft and robbery was mistakenly let free after first sentence expired. WBBM-TV Chicago responded to man's call for interview, in which he talked about problems in penal system. After TV appearance, man went into hiding from authorities.

*New base.* All Media Radio News Bureau has moved to 68 Post Street, San Francisco 94104; (415) 982-1441.

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

**HOWARD E. STARK**

Brokers—Consultants

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

**Equipment & Engineering**

**Broadcasters vote yes, cable no on FM microwave for TV translators**

Broadcasters, in their comments at the FCC last week, favored the commission's proposal to allow TV translators to use FM microwave for bringing in the signals of the originating station. But they should be allowed it only if there is no interference to the originating station, said the broadcast groups.

Cable interests filing, however, saw the new technology as increased and unfair competition to CATV.

The proposal originated with the National Translator Association, which says the change to FM microwave will result in improved picture retransmission, particularly color signals. Translators have been receiving their signals via AM microwave or off the air. These signals are amplified and converted to another unused frequency. There is no processing of the video base band. But using FM microwave involves video and audio signals, which would have to be modulated to provide normal RF input to the translator.

The Association of Maximum Service Telecasters favored the proposal. But, it said, the use of FM microwave would require costlier equipment ($15,000, according to an A.D. Ring analysis) and require more stringent monitoring rules.

AMST urged the commission not to disallow the present translator methods. The National Cable Television Association said the move to FM microwave would "exacerbate" the problem of unattended translators interfering with TV stations and other translators. Allowing signals modulation would change their role into one of "slaved satellite broadcasting transmitters," using up TV channels that could be used for regular broadcast service, said NCTA.

Sixty-nine cable operators filing a joint comment said FM microwave would siphon subscribers from cable if translators were allowed to bring in distant signals on FM microwave relay hops.

On the other hand, the New York State Commission on CATV favored the proposal. It said that many translator signals are of poor quality. The state commission would only allow FM microwave at attended translator operations, however.

**Technical Briefs**

*Chosen.* International Video Corp., Sunnyvale, Calif., has been selected by Pan American Sports Organization to provide video-tape recording equipment and cameras for 1975 Pan American Games in Mexico City, Oct. 12-26. IVC said it is leasing six 1VC-9000 video-tape consoles, plus three 1VC-7000 color TV cameras and one 1VC-7000P portable
camera to organization. Equipment will be delivered to Latin American customer after games.

**Right type.** Harris Corp., Quincy, Ill., has received FCC type acceptance for its EBS Alert D-2 decoder and EBS Alert G2 encoder—two items required by commission's revised emergency broadcast system rules to be installed in all stations by April 15, 1976. Products, manufactured for Harris by Neff Electronics, Beltsville, Md., are first to gain FCC approval. D-2 unit can be used with any receiver including existing EBS receiver. Encoder provides internal program audio switching to simplify installation.

**Inputs.** Modular Audio Products, Bohemia, N.Y., has introduced console input modules for dual channel, stereo or monaural broadcast and production applications. Stereo microphone input module is designated STM-22, with stereo line input module labeled STL-22. Both feature low noise, distortion and crosstalk with frequency response that meets or exceeds National Association of Broadcasters' specifications.

**SMPTE's Sarnoff, Kodak awards presented today**

John L. E. Baldwin of England's Independent Broadcasting Authority will be awarded the David Sarnoff Gold Medal at the Society of Motion Picture and Television Engineers annual awards session today (Sept. 29) in Los Angeles. Mr. Baldwin was the leader of the team that developed the first operational field-store television standards converter using digital processing techniques.

The Eastman Kodak Gold Medal is to go to Richard B. Hull, Telecommunications Center director at Ohio State University for establishing the first educationally owned television stations. The society's highest award, the Progress Medal, will be given to William T. Wintringham, formerly with Bell Telephone Laboratories, "in recognition of the broad spectrum of his technological abilities."

Rodger J. Ross, retired technical film operations supervisor at the Canadian Broadcasting Corp., is to receive the Agfa-Gavart Gold Medal for outstanding leadership in improving the interface between motion picture film and television imaging systems. Joseph Kelly, vice-president and sound director of Glen Glenn Sound, Los Angeles, will be given the Samuel L. Warner Memorial Award for pioneering the use of 1/4 inch synchronous tape in production recording of motion picture sound, multiple track recording to add effects to master recordings and other achievements.

Distinguished commendations for television-related developments will go to Claude Mercier, retired assistant director general, ORTF, Paris, and Alexander M. Poniatoft, Ampex founder.
The top songs in air-play popularity in two categories on U.S. radio, as reported to Broadcasting by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (r) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

Contemporary

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist/label</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1</td>
<td>Get Down Tonight (3:06)</td>
<td>K.C. &amp; Sunshine Band — TK Records</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>Fallin' in Love (3:13)</td>
<td>Hamilton, Joe Frank &amp; Reynolds — Playboy</td>
</tr>
<tr>
<td>3</td>
<td>7</td>
<td>At Seventeen (3:56)</td>
<td>Janis Ian — Columbia</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Rhinestone Cowboy (3:18)</td>
<td>Glen Campbell — Capitol</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Name It (3:30)</td>
<td>David Bowie — RCA</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Jive Talkin' (3:43)</td>
<td>Bee Gees — RSO</td>
</tr>
<tr>
<td>7</td>
<td>9</td>
<td>Could It Be Magic (3:37)</td>
<td>Barry Manilow — Arista</td>
</tr>
<tr>
<td>8</td>
<td>10</td>
<td>I'm Sorry (3:29)</td>
<td>John Denver — RCA</td>
</tr>
<tr>
<td>9</td>
<td>8</td>
<td>Dance With Me (2:50)</td>
<td>Orleans — Asylum</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>Mr. Javas (3:03)</td>
<td>Dickie Goodman — Private Stock</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>Someone Saved My Life Tonight (6:45)</td>
<td>Elton John — MCA</td>
</tr>
<tr>
<td>12</td>
<td>13</td>
<td>Run Joey Run (3:52)</td>
<td>David Geddes — Big Tree</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>Wasted Days &amp; Wasted Nights (2:41)</td>
<td>Freddy Fender — ABC</td>
</tr>
<tr>
<td>14</td>
<td>15</td>
<td>It Only Takes a Minute (3:13)</td>
<td>Tavares — Capitol</td>
</tr>
<tr>
<td>15</td>
<td>16</td>
<td>Feelings (3:27)</td>
<td>Morris Albert — ABC</td>
</tr>
<tr>
<td>16</td>
<td>17</td>
<td>How Sweet It Is (To Be Loved by You) (3:33)</td>
<td>James Taylor — Warner Bros.</td>
</tr>
<tr>
<td>17</td>
<td>23</td>
<td>Bad Blood (3:12)</td>
<td>Neil Sedaka — Rocket</td>
</tr>
<tr>
<td>23</td>
<td>24</td>
<td>The Power of Love (5:05)</td>
<td>Isley Bros. — T-Neck</td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>Ain't No Way To Treat a Lady (3:26)</td>
<td>Helen Reddy — Capitol</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>Games People Play (3:29)</td>
<td>Spinners — Atlantic</td>
</tr>
<tr>
<td>26</td>
<td>27</td>
<td>Do It Any Way You Wanna (3:15)</td>
<td>Peoples Choice — TSOP</td>
</tr>
<tr>
<td>27</td>
<td>28</td>
<td>Rocky (3:34)</td>
<td>Austin Roberts — Private Stock</td>
</tr>
<tr>
<td>28</td>
<td>29</td>
<td>Love Will Keep Us Together (3:15)</td>
<td>Captain &amp; Tennille — A&amp;M</td>
</tr>
<tr>
<td>29</td>
<td>30</td>
<td>Brazil (3:14)</td>
<td>Ritchie Family — 20th Century</td>
</tr>
<tr>
<td>30</td>
<td>31</td>
<td>Ballroom Blitz (3:17)</td>
<td>Sweet — Capitol</td>
</tr>
<tr>
<td>31</td>
<td>32</td>
<td>Miracles (3:26)</td>
<td>Jefferson Starship — Grunt</td>
</tr>
<tr>
<td>32</td>
<td>33</td>
<td>How Long (But You Got a Chick on the Side) (3:30)</td>
<td>Pointer Sisters — ABC</td>
</tr>
<tr>
<td>33</td>
<td>34</td>
<td>Daley Date in New York (3:28)</td>
<td>America — Warner Bros.</td>
</tr>
<tr>
<td>34</td>
<td>35</td>
<td>Who Loves You (4:04)</td>
<td>Four Seasons — Carol/Warner</td>
</tr>
<tr>
<td>35</td>
<td>36</td>
<td>Why Can't We Be Friends (3:45)</td>
<td>War — United Artists</td>
</tr>
<tr>
<td>36</td>
<td>37</td>
<td>Lyin' Eyes (3:58)</td>
<td>Eagles — Asylum</td>
</tr>
<tr>
<td>37</td>
<td>38</td>
<td>One of These Nights (3:29)</td>
<td>Eagles — Asylum</td>
</tr>
<tr>
<td>38</td>
<td>39</td>
<td>There's Nothing Stronger Than Our Love (2:52)</td>
<td>Paul Anka — United Artists</td>
</tr>
<tr>
<td>39</td>
<td>40</td>
<td>Feel Like Makin' Love (3:08)</td>
<td>Bad Company — Swan</td>
</tr>
<tr>
<td>40</td>
<td>41</td>
<td>That's the Way of the World (3:08)</td>
<td>Earth, Wind &amp; Fire — Columbia</td>
</tr>
</tbody>
</table>

Over-all rank - Last week

<table>
<thead>
<tr>
<th>Title (length)</th>
<th>Artist/label</th>
</tr>
</thead>
</table>

Rank by day parts

<table>
<thead>
<tr>
<th>Title (length)</th>
<th>Artist/label</th>
</tr>
</thead>
</table>

Country

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist/label</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>37</td>
<td>Tush (2:14)</td>
<td>Z.Z. Top — London</td>
</tr>
<tr>
<td>42</td>
<td>38</td>
<td>Gone at Last (3:45)</td>
<td>Paul Simon &amp; Pohlebo Snow — Columbia</td>
</tr>
<tr>
<td>41</td>
<td>39</td>
<td>The Hustle (3:27)</td>
<td>Van McCoy — Avco</td>
</tr>
<tr>
<td>43</td>
<td>40</td>
<td>Solitaire (4:40)</td>
<td>Carpenters — A&amp;M</td>
</tr>
<tr>
<td>41</td>
<td>37</td>
<td>Something Better to Do (3:16)</td>
<td>Oliva Newton-John — MCA</td>
</tr>
<tr>
<td>43</td>
<td>42</td>
<td>Midnight Sun (3:25)</td>
<td>Melissa Manchester — Arista</td>
</tr>
<tr>
<td>43</td>
<td>43</td>
<td>S.O.S. (3:22)</td>
<td>Abba — Atlantic</td>
</tr>
<tr>
<td>44</td>
<td>45</td>
<td>Carolina in the Pines (3:05)</td>
<td>Michael Murphey — Columbia</td>
</tr>
<tr>
<td>46</td>
<td>47</td>
<td>The Proud One (3:02)</td>
<td>Osmonds — MGM</td>
</tr>
<tr>
<td>47</td>
<td>48</td>
<td>The Way I Want to Touch You (3:35)</td>
<td>Joe Jackson — A&amp;M</td>
</tr>
<tr>
<td>48</td>
<td>49</td>
<td>You (3:40)</td>
<td>Joe Jackson — A&amp;M</td>
</tr>
<tr>
<td>49</td>
<td>50</td>
<td>Kalamunda (3:12)</td>
<td>George Harrison — Apple</td>
</tr>
<tr>
<td>50</td>
<td>51</td>
<td>Listen to What the Man Said (3:53)</td>
<td>Bob Seagard — Capitol</td>
</tr>
</tbody>
</table>

Rank by day parts

<table>
<thead>
<tr>
<th>Title (length)</th>
<th>Artist/label</th>
</tr>
</thead>
</table>

Country

<table>
<thead>
<tr>
<th>Title (length)</th>
<th>Artist/label</th>
</tr>
</thead>
</table>

Broadcasting Sep 29 1975
Media

Anthony P. Gonzalez, assistant to the president, Rahall Communications, and VP of its WBNR(AM) Beckley, W. Va., named executive VP, broadcasting operations, for group owner that is based in St. Petersburg, Fla.

Eugene McCurdy, VP, general manager, WPHL-TV Philadelphia, named president/general manager.

Norman L. Bacon, director, administration and business affairs, CBS Television Stations Division, Los Angeles, named director of special projects at CBS-owned KNXT(AM) Los Angeles.

Larry Miller, promotion administrator, NBC Television, Burbank, Calif., named broadcast promotion manager.

Allen S. Feuer, general sales manager, WPHL-TV Philadelphia, named general manager, WGYI-TV Saginaw-Flint-Bay City, Mich.

Luis Nogales, business, legal affairs director, KTLA(AM) Los Angeles, named VP, Golden West Broadcasters, station licensees.


Paul Simon, research director, Columbia Pictures Television, Los Angeles, named to same position, KTTV(AM) Los Angeles.


Alan Munro, program director, WKTZ-FM-FM Jacksonville, Fla., named operations manager.

Allen R. Shaw, general manager, WFLY(FM) Troy, N.Y., named general manager, WLTY(FM) Cleveland Heights, Ohio.

William R. Hays, sales staff, WNOK(AM) Knoxville, Tenn., named manager, WMCM-FM Memphis. Both are Scripps-Howard stations.

Adele Daly, director of radio-TV, audio-visual services, Greater New York YMCA, named advertising-promotion manager, WNBC-TV New York.

Karen Gieson, traffic manager, WNOH(AM) Allen Park-Detroit, named traffic coordinator, WSN(AM) Chicago.

Lee Johnson, assistant promotion manager, WAGA-TV Atlanta, named promotion/public affairs director, WTVCTV Chattanooga.


John E. Patton, Kansas City broadcast consultant, named general manager, WMAC(AM) Nashville.

Bud McAlen, news director, WOSH(AM), WWL(AM) Oshkosh-APPLETON, Wis., named to additional position of VP/operations manager.

Brian D. McGuire, air personality, WSN(AM) Shippenburg, Pa., named public affairs director.


Broadcast Advertising


Marshall Clark, board member, Needham, Harper & Steers, New York, named executive VP, international operations.

Wood honored. The contributions broadcasting has made in spotlighting religious and racial bigotry were cited by CBS-TV President Robert D. Wood (I) as he accepted the 1975 National Conference of Christians and Jews' Humanitarian Award from Dr. John R. Hubbard, University of Southern California president. Ceremony took place Sept. 18 in Los Angeles.

Carlton Zucker, VP, Leo Burnett, Chicago, named administrative VP, client services.

V. Hugh Walls, senior VP, director of creative services, N. W. Ayer, Chicago, named executive VP. F. Bradley Lynch, public relations services, N. W. Ayer, New York, named corporate communications manager.

Henry M. Caroselli, art director, McCann-Erickson, Detroit, named art director, Foote, Cone & Belding/Honig, Los Angeles.


John Crotchett, marketing supervisor, Clinton E. Frank Inc., San Francisco, elected VP.

Gig Gonella, VP, Dancer-Fitzgerald-Sample, San Francisco, named creative director.

Eugene J. Hameroff, president, Hameroff and Associates, Columbus, Ohio, named chief executive officer/chairman of board. He is succeeded by William J. Casey, VP, D'Arcy-MacManus & Masius, Chicago.

Ronald A. Layport, head art director; Daniel A. Torisky, group manager; Ken Peters, TV radio director, Lando Inc., Pittsburgh, named VP's.

Glenn L. Mincer, account executive, KER(AM) Denver, named sales manager.


Thomas S. Reilly, local sales manager, WHTV-TV Milwaukee, named regional sales manager. He is succeeded by Jerry W. Heidman, account executive.

Rod Rodemacher, commercial manager, KLIN-AM-FM Lincoln, Neb., named assistant manager/sales manager, WREN(AM) Topeka, Kan.

Rex Tackett, station manager, KEXL(AM) Terrell Hills-San Antonio, Tex., named to additional production of regional sales manager for KEXL and KITM(AM) same city. Both are Doubleday stations.

Bill Kelley, producer, KLAS-TV Fort Worth-Dallas, named to additional position, commercial producer.

Programing

Lynn S. Barrett, press, public relations manager, WCBS-TV New York, named to newly created position, communications director, CBS Sports, New York.


George McKenzie, sports director, WTAF-TV Allentown, Pa., named sports director, KMSP-TV Minneapolis.

Don H. Bell, creative director/production manager, WXXX(AM) Miami, named program direc-
Broadcasting

The weekly news of broadcasting and allied arts

First Class

BUSINESS OFFICE

520 N. Dearborn Street

CHICAGO, ILLINOIS 60610

Please send

SUBSCRIBER SERVICES

- 3 years $80
- 2 years $45
- 1 year $25

Canada Add $4 Per Year

Foreign Add $6 Per Year

- 1975 Cable Sourcebook $10.00

(If payment with offer $8.50)

- 1975 Yearbook $20.00

(If payment with offer $17.50)

- Payment enclosed

- Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

Please send

SUBSCRIBER SERVICES

- 3 years $80
- 2 years $45
- 1 year $25

Canada Add $4 Per Year

Foreign Add $6 Per Year

- 1975 Cable Sourcebook $10.00

(If payment with offer $8.50)

- 1975 Yearbook $20.00

(If payment with offer $17.50)

- Payment enclosed

- Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

Equipment & Engineering

John P. Walsh, senior sales engineer, Ampex Magnetic Tape, Elk Grove, III., named videotape manager, Fuji Photo Film U.S.A., Chicago.

Jim McBurney, product manager, Miles Laboratories, Elkhart, Ind., named to same position, audio products, Memorex Consumer Products Division, Santa Clara, Calif.

John R. Lucas, marketing manager, Union Carbide Corp., New York, named marketing director, Teletronics International, same city.

Raymond B. Combs, assistant manager, United Recording Electronics Industries, North Hollywood, Calif., named to newly created position of VP, operations.

Morris C. Barton Jr., engineering VP, KSLS-TV St. Shreveport, La., retired after 23 years.

Allied Fields

Robert D. Tivillin, VP, Nielsen Television Index, New York, named national sales/service manager, Nielsen's Data Command Services

Deaths

George Ketchum, 82, founder of Ketchum, MacLeod & Grove, died Sept. 23 in Pittsburgh. Mr. Ketchum was president of Pittsburgh-based advertising, public relations agency for 40 years and was chairman for 11 years, until his retirement in 1973. He is survived by his wife, Thelma, one daughter and one son.

Max Wylie, 71, former CBS script director/writer, radio advertising executive, died Sept. 21 in Fredericksburg, Va. Police said he shot himself. Mr. Wylie was with CBS from 1933 to 1940 as producer, script director/writer. He later worked for Lennen & Newell, New York, in television programming. He produced and wrote for shows including The March of Time, Omnibus, Wide World and created the Flying Nun series. He is survived by two sisters.

H. James Jackson, 39, assistant chief engineer, WPMIAM Port Huron, Mich., died Sept. 7 following accident on way home from transmitter. Mr. Jackson joined station in 1959. He is survived by his wife, Jane, three daughters and two sons.

Bernard M. Wootton, 64, former Air Force brigadier general, died Sept. 12 of cancer in Malcolm Grow Hospital, Andrews Air Force Base, Md. He retired in 1961 after heading Pacific Region of Air Force Communications Systems. He was later senior VP, executive director, contract services for Page Communications Engineers in Washington. He is survived by his wife, Lillie, and two sons.

O'Neill Ryan, 76, retired VP/director, J. Walter Thompson, died in New York Sept. 11. He is survived by his wife, Eugenia.

Norris West Davidson, 69, radio announcer for the Philadelphia Orchestra known professionally as Norris West, died Sept. 17 in Lansdale, Pa.

Charles P. Hasbrook, 90, founder and former board chairman, WCAX-TV Burlington, Vt., died Sept. 21 in Charleston, S.C., following stroke. Mr. Hasbrook, newspaper publisher since 1925, bought WCAX, now WVTAM (Burleigh) in Burlington in 1939. In 1945, he built WCAX-TV, Vermont's first TV station. He was chairman of board until his retirement in 1970. He is survived by one daughter and stepson, Stuart T. Martin, WCAX-TV president.

Constantine (Gus) Cocoros, Gino's Inc. communications VP, died of heart attack Sept. 15 in Ocean City, Md. Mr. Cocoros, wrote "Everybody Goes To Gino's" which featured in firm's radio-TV ads. He is survived by his wife, E. Lorraine, one daughter and one son.
As compiled by Broadcasting, Sept. 15 through Sept. 19 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aura.—aural; CH—channel; CIP—critical hours; CP—construction permit; D-day—directional antenna; Doc.—Docket; ERP—effective radiative power; HAAT—height above antenna average terrain; kHz—kilohertz; kW—kilowatts; MEOV—maximum expected operation value; MHz—megahertz; mod.—modification; n.—night; PSA—preservice authority; SH—specified hours; trans.—transmitter; TPO—transmitter power output; TV—transmission; vis.—visual; w.w.—wall.*—noncommercial.

New stations

TV stations

* KINH Red Oak, Iowa—Authorized program operation on UHF ch. 36 (602-608 mhz): ERP 490 kW vis; 94 kW aur. HAAT 1561 ft.; alt. height above ground 1560 ft. Action Sept. 5.

* WFEI, Taunton, Mass—Authorized program operation on UHF ch. 27 (584-585 MHz): ERP 1320 kW vis, 245 kW aur. HAAT 936 ft.; alt. height above ground 930 ft. Action Aug. 29.


AM applications

* KJGY, El Cajon, Calif.—Application by Eugene Kain, Must City, Okla., to operate a new full-time AM station on 1510 kHz. Format: Adult Contemporary. Action Aug. 31.


AM licenses

* WRDN Fort Atkinson, Wis.—Broadcast Bureau granted applications for new AM stations on 1210 kHz and 1440 kHz. Action Aug. 31.

* WMLW Milwaukee, Wis.—Broadcast Bureau granted applications for new AM stations on 1490 kHz and 1510 kHz. Action Aug. 31.

* WQMX, Waukegan, Ill.—Broadcast Bureau granted applications for new AM stations on 850 kHz and 930 kHz. Format: Classic Rock. Action Aug. 31.

* WYIY, Altoona, Iowa.—Broadcast Bureau granted applications for new AM stations on 1550 kHz and 1580 kHz. Action Aug. 31.

* WMBH, Joplin, Mo.—Broadcast Bureau granted applications for new AM stations on 920 kHz and 1560 kHz. Format: News/Talk. Action Aug. 31.

* WRBS, South Bend, Ind.—Broadcast Bureau granted applications for new AM stations on 1340 kHz and 1590 kHz. Format: News/Talk. Action Aug. 31.


* WDFK, Fort Myers, Fla.—Broadcast Bureau granted applications for new AM stations on 1260 kHz and 1510 kHz. Format: News/Talk. Action Aug. 31.


* WYMN, Salt Lake City, Utah.—Broadcast Bureau granted applications for new AM stations on 1520 kHz and 1560 kHz. Format: News/Talk. Action Aug. 31.

* WYDL, Yuma, Ariz.—Broadcast Bureau granted applications for new AM stations on 1260 kHz and 1470 kHz. Format: News/Talk. Action Aug. 31.

purchases Oklahoma City's Oklahoma Times and is held by 70 stockholders. Gaylord Broadcasting is licensed to operate KTVH(AM) and KTVD(TV) in Fort Worth, KHTV(AM) in Houston, WTVT(AM) in Milwaukee, WTVT(AM) in Tampa, Fla., KSTV(AM) in Tucson, Wash., and KRC(AM) in Albuquerque, N.M. Sept. Ann. 16.


- **KPOR(AM)** Quincy, Wash. (1370 kHz, 1-kw-D) - Seeks assignment of license from Ray E. and Eunice Stauffer to Quincy Communications Corp. Former owner also seeks to transfer representation of station to former owners is $60,418, Mr. and Mrs. Russell have no further broadcast interests. Buyer: Richard D. Ledyard (100%) KSSC Radio of Wash., and manages newspaper there. Ann. Sept. 16.

**Actions**

- **KPG(E)C(AM)** Page, Ariz. (1340 kHz, 1-kw-D, 250 w-N) - Broadcasts grant assignment of license from Lake Powell Communications to Robert D. Holmwood. Deal to be deed to Mr. Holmwood. Seller: Lake Powell Communications is made up of Robert D. Holmes, Calvin Black and Phil Acton. Buyer: Mr. Holmwood is general manager of KPG(E)C(AM) (BAL-8449). Action Sept. 9.

- **KDNQ(AM)** De Queen, Ark. (1390 kHz, 500 w-D) - Broadcasts grant assignment of license from Fred Epstein to Hubbard Broadcasting Inc. and both are employees of KXAR. Corporation will do business under name of Radio De Queen (BAL-8414). Actions Sept. 11.

- **KREZ-TV** Durango, Colo. - Application for assignment of license from XYZ Television Inc. to Hubbard Broadcasting Inc. is opposed by request of applicant (BALCT-532). Ann. Sept. 15.

- **WELE(AM)** South Daytona-WELE-FM Deland, Fla. (AM: 1590 kHz, 1 kw-D, FM: 105.9 mhz, 76 kw-D) - Broadcasts grant assignment of license from George Vechi to WELE. The license is for $100,000. Seller: Charles Mathis Jr., individual licensee. Buyer: Mr. Jones is 10% stockholder of KSTT and both are employees of WELE. Vechi is president of KSTT and both are employees of KXAR. Corporation will do business under name of Radio De Queen (BAL-8414). Actions Sept. 11.

**Facilities changes**

- **TV actions**


  - WPSF-TV San Francisco - Broadcast Bureau granted CP to install former main ant. as aux. ant. on Mt. Sutro, San Francisco; granted mod. of CP to change ERP to 2514 kw and sur. 500 kw, trans. location to Radio Rd., Mt. Sutro, San Francisco; change type ant. and trans.; ant. height 1481 ft. (BPCT-4749, BPMP-7538). Action Sept. 8.

  - WLBP-TV Baton Rouge - Broadcast Bureau granted CP to change ERP to 1161 kw, 220.6 kw sur. and change type ant. and type. (BMPET-853). Action Sept. 8.

- **AM applications**


  - **WRHC** Coral Gabes, Fla. - Seeks CP to add night-time operation 500 w; install DA-2; change hours of operation to U. Ann. Sept. 16.

  - **WYSE** Inverness, Fla. - Seeks CP to increase daytime power to 5 kw; change type ant. Ann. Sept. 19.


  - **KSUB** Cedar City, Utah - Seeks CP to install new aux. Ann. Sept. 15.

- **AM actions**

  - **WRGB** Marie Island, Fla. - Broadcast Bureau granted mod. of CP to increase MEOV's (BPMP-14042). Action Sept. 10.

  - **WKCM** Weaseville, Ky. - Broadcast Bureau granted CP to make changes in ant.; conditions (BP-20017). Action Sept. 10.

  - **WTTL** Madisonville, Ky. - Broadcast Bureau granted CP to change ant.-trans. location; conditions (BPMP-14040). Action Sept. 10.

  - **KERR** Polson, Mont. - Broadcast Bureau granted mod. of CP to make changes in trans. site coordinates (BPMP-14040). Action Sept. 10.

- **FM actions**

  - **WSQI** Union Springs, Ala. - Broadcast Bureau granted CP to change trans. and ant.; make change in ant. system; ERP 3 kw (H&V); ant. height
**Summary of broadcasting**

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

<table>
<thead>
<tr>
<th>Channel Type</th>
<th>Frequencies</th>
<th>Power</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>550, 580, 610</td>
<td>1,000</td>
<td>New York</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>88.1, 88.3</td>
<td>50,000</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Educational FM</td>
<td>88.5, 88.7</td>
<td>100,000</td>
<td>Chicago</td>
</tr>
<tr>
<td>Total Radio</td>
<td>550 - 1,000</td>
<td>1,000,000</td>
<td>Various</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>5.5, 5.7</td>
<td>100,000</td>
<td>New York</td>
</tr>
<tr>
<td>VHF</td>
<td>6, 7</td>
<td>100,000</td>
<td>New York</td>
</tr>
<tr>
<td>Educational TV</td>
<td>7.2, 7.3</td>
<td>50,000</td>
<td>Chicago</td>
</tr>
<tr>
<td>Total TV</td>
<td>5.5 - 8</td>
<td>550,000</td>
<td>Various</td>
</tr>
</tbody>
</table>

*Special temporary authorization

**In context**

**Designated for hearing**

- **WLR(FM) Garden City, N.Y.**, renewal proceeding.
- **KJRC-FM Garden City, N.Y.**, renewal proceeding.
- **WBI-FM Garden City, N.Y.**, renewal proceeding.
- **WFLY-FM Garden City, N.Y.**, renewal proceeding.
- **WVLY-FM Garden City, N.Y.**, renewal proceeding.
- **WLII-FM Garden City, N.Y.**, renewal proceeding.

**Procedural rulings**

- **Bloomington, Ind., FM proceeding.** Bloomington Media Corp., and Indiana Communications, competing for 96.7 MHz (Docs. 19813-5) - ALJ Lenore G. Ehric for Nov. 18. Action Sept. 16.
- **Presque Isle, Me., FM proceeding.** Ram Enterprises and Northern Broadcasting Co., competing for 96.1 MHz (Docs. 20123-4) - Review board issued order for Nov. 24. Action Sept. 17.
- **KQGM-TV Albuquerque, N.M., renewal proceeding.** New Mexico Radio Broadcasting Co., competing for 52.5 MHz (Docs. 20050-4) - ALJ Joseph Stierler scheduled hearing for Dec. 9 in Albuquerque at time and place to be specified in subsequent order and canceled hearing now scheduled for Oct. 8. Action Sept. 17.

**Complaint**

- **FCC denied request of John Howard for review of ruling by Broadcast Bureau that rejected his fairness doctrine complaint against National Broadcasting Co. related to charges that program entitled “Of Men and Women,” concentrated “heavily on sexual aspects” of “relationships between sexes,” that “entire frame of reference” of program “was amoral one, implying that sexual liaison is neither right nor wrong, and that while marriage may be for those who choose it, it is not preferable to any other sexual liaison.” FCC said Bureau ruled that Howard’s complaint was deficient because he failed to show that “Of Men and Women” presented one side of controversy of public importance, and even if program did so, he failed to show that program had not afforded reasonable opportunity in its overall programing for contrasting viewpoints. Action Sept. 9.

**Fines**

- **KBBC(AM) Phoenix—Broadcast Bureau notified KTAR Broadcasting Co. of apparent liability for fine of $250 for repeated violation of rules for failing to utilize SCA and limit use of SCA to those purposes specified and not maintaining program log describing material transmitted on SCA. Action Sept. 8.
- **KCCB(AM) Cornning, Arkansas—Broadcast Bureau notified Eulis W. Cochran of apparent liability for fine of $250 for willfull or repeated violation of Commission’s rules for broadcasting programming of less than 60 s. Action Sept. 8.
- **WACY(AM) Kissimme, Fla.—Broadcast Bureau ordered Opportunity Broadcasters to forfeit $500 for repeated violation of rules for failure to timely supplement ownership reports and failing to record specific entries in program log for each program. Action Sept. 8.
- **WMLT(AM) Dublin, Ga.—Broadcast Bureau ordered Dublin Broadcasting Co. to forfeit $250 for repeated violation of rules for failing to calibrate remote power. Action Sept. 8.
We do not believe lessening competition in programing is the way to encourage varied, imaginative children's programing ... the Commission concluded. Action Sept. 9.

KTTV-TV Los Angeles—FCC ruled that agreement between network and station to carry KTTV-TV Los Angeles, and National Association for Better Broadcast- ing is lacking in force and effect before commis- sion. FCC said it was amending the existing agree- ment to allow the NABA to sell the station's own programing to the licensee. Action Sept. 9.

WTST-TV Washington—FCC granted petition to delete that channel at Toledo, Ohio. Action Sept. 9.

KSYW-TV, WPVI-TV and WCAU-TV Philadelphia—FCC granted petition by Governor Brendan Byrne and State of New Jersey to grant license renewal applications for KSYW-TV, WPVI-TV and WCAU-TV to be granted conditionally. Petitioners asked that any license renewed for those stations be conditioned on whatever action FCC might deem appropri- ate as result of rulemaking proceeding in Docket 2035 instituted to consider the effect of network service in New Jersey and possibility of bringing commercial VHF service to state. Action Sept. 17.

Allocations

ACTION

Sweet Home, Ore.—FCC assigned ch. 29A to Sweet Home, as that community's first FM assign- ment. In response to petition by Linm-Benton Broadcast- cies, licensee of KTKA(AM) Albany, Ore., Broad- cast Bureau granted petition by WRTH(TV) Albany, as second FM channel, and deleting that channel at Toledo, Ohio. Campbell Broadcasting Co., licensee of KKH(TV) Toledo, petitioned for retention of ch. 29A at Toledo and assign- ment of same channel to Sweet Home. FCC concluded that ch. 29A should be retained at Toledo and also assigned to sweet Home (Doc. 20348). Action Sept. 15.

Translators

APPLICATION


Potter Valley, Calif.—Application by Potter Valley Television Association for ch. 4, rebroadcasting KBBH-TF, Oakland, Calif., disapproved at request of applicant (BPPTV-5248). Action Aug. 18.

WTOAY Sanford and Springvale, Me.—License authorization canceled and call letters deleted at re- quest of licensee. Action. Sept. 15.

CABLE

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):


Valparaiso Cable Co., Box 296, Valparaiso, Ind. (CAC-05590). Action Sept. 15.

Durango, Colo.—FCCI directed Cable TV of Durango to show cause why it should not be ordered to cease and desist from further violation of signal car- rying, and cease and desist from violation of network nonduplication protection rules on its system at Durango. Action was in response to re- quest by Four States Television, licensees of KIV-A TV Farmington, N.M. Action Sept. 9.
ATLANTIC RESEARCH CORP.
Jansky & Bailey Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

P. H. Lee Associates, Inc.
Over 36 years in Communications
AM-FM-TV Frequency Measurements
P.O. Box 1575
Thousand Oaks, Calif. 91360
(805) 492-5055 (213) 889-7769

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N. St., N.W. 226-2315
WASHINGTON, D. C. 20036
Member AFCCE

John M. Mullaney
CONSULTING RADIO ENGINEERS
9616 Pinkey Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland Park 87010
KANSAS CITY, MISSOURI 64114

A. E. Cullum, Jr.,
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 700
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

Rosner Television Systems
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

Hatfield & Dawson
Consulting Engineers
Broadcast and Communications
956 - 35th Ave.
Seattle, Washington 98122
(206) 324-7860

Merl Saxon
CONSULTING RADIO ENGINEER
622 Haskell Street
Lufkin, Texas 75901
634-9558 (AC 713) 632-2821

C. M. Curran & Associates
CONSULTING RADIO ENGINEERS
2922 West 77th Street
Chicago, Illinois 60636
(312) 787-4433

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
 tion owners and managers, chief engi-
 neers and technicians—applicants for
 fm tv and facsimile facilities.
*10% Readership Survey showing 3.2
 readers per copy.

Commercial Radio Monitoring Co.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
Monitors Repair and Certified
135 S. Market St.
Los Angeles, Calif. 90012

Spot Your Firm's Name Here
Immediate opening for account executive, preferably RAB trained, for California daytimer. Salary, bonuses, incentives. Box J-7, BROADCASTING.

Radio Manager needed. Station with quality programming needs experienced sales-minded manager. Must be a self-starter and public relations oriented. You will be a good administrator. Reply to: Box J-142, BROADCASTING.

General Manager. Sales oriented manager with experience. Will earn commensurate with ability to increase sales for Connecticut area FM. Send complete details to Box J-161, BROADCASTING.

Major equipment manufacturer seeking field engineer for international broadcast support group. Must have high power experience, MW and SW. Project management experience helpful. Box J-247, BROADCASTING.

We are number one, soon doubling gross, booming college town automated rocker. You are experienced, dedicated, ambitious salesperson who can hype, sell, promote, train, supervise, look at forever employment and unlimited earning potential. Where have you been? I've been looking for you: Dan Libeg, KSHN AM FM, Madison, WI 53703.

General Manager, for WHYW, Princeton, New Jersey, outstanding award winning, high volume No. 1 station in market. Present manager leaving for family business in November. His forte has been personal sales, and sales direction. Don't apply for managerial role if you're county's list medium market stations unless you love selling. Call John Morris or Herb Holter 609-452-3333 or Box 1380, Princeton, NJ.

General Sales Manager with a proven record of building sales volume through creative selling and able to develop a dynamic sales staff. Must be retail oriented but also have experience working with major agencies and reps. All replies confidential. Contact George Dubinetz, WJJD, 8 S. Michigan Ave., Chicago 60603. An Equal Opportunity Employer.

Sales minded asst. mgr. needed, small market sales background necessary. Bob Cook, WSLT, Eminence, KY.

Sales Manager, Western state highly respected, successful MOR network affiliate in beautiful medium Western city. Must have proven sales track record, strong personality, and can handle personnel and management as objective with growing group. EOE/MF. Resume to Charlie Powers, Box 68, Moraga, CA 94556.

Sunny Arizona, small market station manager needed immediately. Strong on sales call 1-802-289-4420 or 1-602-289-3564.

General Manager, small markets, Northern California growth oriented broadcast group requires an experienced General Manager. Areas of expertise must include administrative and financial management, competitive compensation, profitability package. Send resume in confidence to: E.L. Sparbur, PO Box 242, De Pere, WI 54115.

School District radio station manager. 52 week position, salary range: $6840-$9340. Send resume to: Personnel Office, Bloomfield Hills Schools, 4175 Andover Road, Bloomfield Hills, MI 48013.

Help Wanted Sales

Experienced RAB trained sales manager, who can generate and maintain own billing, and motivate sales staff. Box J-6, BROADCASTING.

South Florida coast. Best facility in metro market, over 20 years same ownership, needs professional, aggressive, self-starting salesperson with at least 2 years experience in fulltime radio sales. Substantial base plus commission plan. Send resume to: Herb Smiley, 4152 W 50th St., Hollywood, FL 33021.

Help Wanted Announcers

Combio: Announcing and selling, four hours each day, 6-11 p.m. Call George, 605-289-2050. For rates, see last page of Classified Section for rates, closing dates, box numbers and other details.

Help Wanted Answerer, Texas metro market, newly improved plant, starting bonus, plan, complete resume and earnings record first letter. Box J-248, BROADCASTING.

New Mexico. Good opportunity for solid salesman in one of the state's best radio markets. Great station, great staff. See Ray Stephens, KGAL, Gallup, 505-863-4444.

Searcy, Arkansas. KWCK Radio will hire two new account executives very soon. Previous sales experience a must, great opportunity with one of America's finest small market stations. Contact Mike Hone, owner, KWCK Radio, Searcy, AR 72143 or phone 501-286-7123.

Ready to move into sales? WCUM is looking for an experienced broadcaster. $10,000 plus, first year. Good opportunity for advancement with young growing organization. Send resume or call Ken Riggle or Mike Kirchen, P.O. Box 360, Cumberland, MD 21502. 310-724-5400.

If you are the best radio sales person in a major or medium market and can prove it, this midwestern powerhouse contemporary AM/FM needs you. Call Murray Sharp at WNE/WEFWO today. 317-257-7555. Vermont pays. Home base for Vermont's largest broadcast group has immediate opening for strong experienced salesperson. Active account list, MOR AM Hipparadrome FM. Excellent opportunity in great area. Reply: David Kimel, 802-524-2133, WWSR, Box 270, St. Albans, VT 05478.

Opening for experienced salesperson. Middle Georgia Beautiful Music station good list, good ratings. Send memo to: Fred Newton, PO Box 900, Macon, GA 31202.

Coastal Florida radio sales opening looking for aggressive person with two to three years selling experience to take over major market, accounts of with increased earning plus opportunity for advancement with growing small chain. Great place to live by ocean. Big growth market, stable economy, number one station. Send resume, requirements, Randolph H. Miller, 725 South US 1, Ft. Pierce, FL 33460. Equal Opportunity Employer.

Growth-oriented company has purchased full-power Class C FM contemporary station in Little Rock. A large, ambitious small and medium-market account executives ready to move up will be guaranteed their present income and promotions. Excellent management bonus. Women and minority applicants encouraged. Send resume to Ron Curtis, 5725 East River Road, Suite 675, Chicago, IL 60615. An Equal Opportunity Employer.

Salesperson. Religious station in 3 million affluent population must have proven gospel sales experience, car and be willing to relocate at once. Send resume to: L. Gospel Radio, Attention: Larry Wash, Vice President & General Manager, Route 102, Babylon, NY 11704. Good salary plus bonus.

Florida salespeople! If you're not earning at least $3000 per week, perhaps your future is in selling radio advertising. Positions across America. WATS telephones from our ST Petersburg offices. High earnings, permanent work, 30 hour week, we train. Call collect, personnel office to Mr. Benson 813-522-0090, or resume to Broadcast Sales Associates, Drawer J, St. Petersburg 33733. Save this ad for future reference.

Southwestern Arizona area market has excellent guaranteed opportunity for experienced salesperson. 3rd endorsed required for some announcing, New, growing operation. You inherit large quantity of good accounts. Equal Opportunity Employer. 602-384-4244.

Help Wanted Announcers

Job combo: Announcing and selling, four hours each day, 6-11 p.m. Call George, 605-289-2050. For rates, see last page of Classified Section for rates, closing dates, box numbers and other details.

I need a versatile experienced radio person with the following capabilities: First of all, an ability to handle a pleasing morning shift if necessary. Solid production interest if not experience in sales with possibility of sales training. In short a radio person whose experience, temperament and growth potential will make you a key employee at 5,000 watt station. Send resume to Box J-191, BROADCASTING.

Announcer. Top notch medium market station needs country jock with first phone. Excellent working conditions, reasonable salary. Must have experience in news, copy, production, etc. Good references and background. We check carefully. No hippie types, please! This is a quality job for a qualified person. Pennsylvanіа. Box J-210, BROADCASTING.

Talk show host. Connecticut medium market. Versatile, bright and friendly personality, able to do politics, fun topics, controversy, trivia, sports, etc. Preferably doing some talk now. Send resume and salary first letter to Box J-212, BROADCASTING.

Strong personality DJ with heavy production experience required by busy radio affiliated with TV in MTZ city of 50,000. Should be oriented towards sales ideas and familiar with RAB material. Experience with sports, automation, first class would be helpful but not absolutely necessary. E.O.E. Send resume with emphasis on broadcast and salary experience to Box J-218, BROADCASTING.

Announcer. Must be able to read well and handle play-by-play and be willing to learn sales. Nice small market modern country station. Production ability and uptempo delivery required. Contact Wayne D. Trickle, General Manager, Route 109, Searcy, AR 72143. 501-374-5747. No collect calls will be accepted.

Alaska's good music station, semi-automated top production facilities. Start $1100 monthly. 5 days. Send tape, resume to Ken Flynn, KHAR, 3900 Seward Hwy, Anch., AK 99503. EEO.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 985, Powell, WY 82435. An Equal Opportunity Employer.

Personality jock for KICL. Country people welcome. Send tape and resume to Tom Wall, Box 149, Humboldt City, NY 88251.

Male or female announcer or sales oriented person looking for stable employment with good pay. Must have great production board, shift, not afraid to work, and can read. MOR Central. Contact: Don Decker, KSID Radio, 308-254-5803.

Rocky Mountain. Experienced announcer for MOR. Lovely medium-sized city. Send tape and resume to Jim Aldrich, PD, K1TH, Box 65, Twin Falls, ID 83301. EOE/MF.

Alabama station seeks experienced, wide awake morning personality for top rated Top 40 format. Good references required. Equal Opportunity Employer. Send tape and resume to Jerdan Bullard, WUKI, Cullman, AL 35055.

Country. Experienced only. WOKO Albany, N.Y. 12201. EOE/MF. Send tape and resume with income history.

100,000 watt Florida coastal FM wants one person for daytime program director and another person for announcer-music director, one to open at 6 am. Billboard Top 100 rock. No screamers. Prefer personality announcers who hold important 30-40 audience as well as 18-30. No floasters. Must have minimum 2 years experience. Opportunity for advancement this fast growing market with its stable economy. Delightful living, send tape, resume and salary requirements, Hudson Millar, WOWV, Ft. Pierce, Air Media Station, Equal Opportunity Employer.
**Help Wanted Announcers Continued**

**Maryland:** WSER Elkton, has openings for bright MOR morning jock. Sales if desired. Top salary. EOE. Call Mr. Doll 301-393-3835 or write PO Box 58, Elkton, MD 21921.

**Immediate opening for experienced, mature-sounding staff announcer. Continuous music format.** TV, Radio, Stability. EOE. Call or send tape & resume to WRSR, Box 961, West Side Sta., Worcester, MA 01602.

**WVJO, one of the nation's Top Ten Country stations, has an opening for a 1st phone jock. The pay and fringe are good. Rush tapes and resume to John Harmon, WVJO, 1435 Ellis Road South, Jacksonville, FL 32205. EOE.**

**Looking for a bright talented cheerleader communicator who is well experienced. Must have tape." Top 40. Capable of being second part of a two person morning show with super production and programming experience. Tapes, resumes to Bill Shirk, WXWL, 3003 Keister Blvd., Indianapolis, IN. 317-925-6494.**

**Florida announcers! We'll train you to earn $300 per week and more. See our ad under Help Wanted Sales. Broadcast Sales Associates.**

**Help Wanted Technical**

**Experienced engineer. Must know solid state, AM FM Stereo, directionals. Must especially know trouble shooting and general repair. This is a demanding job for a quality person only. No flunkies or novices need apply. Modern and well kept facilities. Owner is a background and work experience in first letter. Applicants carded, screened. Mid Atlantic state, reasonable living conditions, Medium market. Salary open. Box J-209, BROADCASTING.**

**Wisconsin AM-FM needs an experienced First class engineer. Must know maintenance, ham preferred. Box J-226, BROADCASTING.**


**Chief Engineer, New York City major FM station. Box J-242, BROADCASTING.**

**Chief Engineer. Medium market, major operation AM-FM needs knowledgeable, experienced hands-on chief engineer. Salary up to $22,000 for right person. This is a high pressure job which could be very rewarding if you have the desire and ability that you are doing. Send complete resume to Box J-244, BROADCASTING.**

**We don't want much! Just a studio manager maintenance engineer who's also a good jock. Resume & tape to Dick Montjoy, WEJL, Charlotteville, VA 22902.**

**Combo: Capable engineer-announcer, first phone, as chief for 3KW FM-Stereo and emcee for afternoon Memory Time. Time, show, old oldies. Other combo qualifications desirable. Manager, WHHR, PO Box 5683, Hilton Head Island, SC. Send tape. Five figure salary. 1st ticket transmitter engineer, WPHM, Port Huron, MI. EOE.**

**Help Wanted News**

**Airshift, news, good announcer, preter Communication, or Journalism degree. Earl. Box J-158, BROADCASTING.**

**News Director for Michigan, 2 station operation. Must have good Top 40 news delivery; be a digger. We're respected now and want to be tomorrow. Resume to Box J-217, BROADCASTING.**

**Wanted: Aggressive female/male journalism grad who knows how to write, voice records, and enjoys working with kids. Major NE station, EOE. Tel. first letter. Box J-224, BROADCASTING.**

**News Director. Midwest med. market. Top rated, highly competitive team of 5, Five mobile units. Must have good voice quality to handle others. Send resume only Box J-235, BROADCASTING.**

**Help Wanted Programing, Production, Others**

**We are looking for an aggressive, knowledgeable programmer who can help grow a station. Program Director successful, heavy competitive Top 40 station in Deep South. Must work air shift. Equal Opportunity Employer. Send resume, Box J-158, BROADCASTING.**

**Top 25 market Midwest 5KW station has opening for a creative top 40 full-charge program director. Must have good production ability, and be able to lead staff. Established multi-station group, replies confidential. EOE. Box J-194, BROADCASTING.**

**Department head, Information and Agricultural Journalism and Program Director, Extension Communications and Educational AIDS Program Area. Ph.D. preferably. Needs graduate degree. MA preferred in mass communications or related area. Others with education and exceptional experience in communications considered. Send resume and request for additional information to: L.I. Boyd, Chairman, Search Committee, 220 Coffey Hall, University of Minnesota, St. Paul, MN 55105, Information by telephone at 612-373-0751. The University of Minnesota is an Equal Opportunity Employer.**

**Ohio public radio station seeks a qualified applicant for the position of promotion radio development manager to begin November 1, 1975. Responsible for public relations, promotion and development. Annual salary of $85,000. Experience in all phases of broadcast operations and sales including promotion techniques, B.A. required. M.A. and FCC license with broadcast endorsement preferred. Submit resume to: Dr. Ernest Phelps, Director of Telecommunications, Miami University, Oxford, OH 45056. Send two audio tape required. Applications must be postmarked no later than October 6, 1975. An Equal Opportunity Employer.**

**Situations Wanted Management**

**General Manager, sales manager. Six years management experience in sports, university, college. Box J-204, BROADCASTING.**

**GM that can sell, program and knows FCC, wants to move up. Southeast. Box J-214, BROADCASTING.**

**Situation Wanted Management Continued**

**Profit oriented 33 year old professional, financial, management, community relations, sales, production, and programing experience wants position in radio management. Presently in CATV and wants to return to broadcasting. MS and BS in Broadcasting. Box J-237, BROADCASTING.**

**Sales and profit pro, management, sales, programing, sports, only solid offers considered, can build your station, call 905-489-1734.**

**Situated Wanted Sales**

**Seasoned, broadcast executive manage- and sales) seeks position selling services or pro- grams to broadcast stations or clients. Box J-220, BROADCASTING.**

**In-depth sales, production, management expertise. Radio or TV. California or Southwest. Will consider short term employment. Anne Topel, 412-262-5493.**

**Situations Wanted Announcers**

**DJ, 3rd phone, light board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.**

**Basketball, play-by-play. One of the nation's best, Excellent delivery. Box J-110, BROADCASTING.**

**Creative, energetic, successful, professional, voice, heavy show prep. Need up MOR, adult, contemporary. Box J-168, BROADCASTING.**

**Top 40 jock seeks position in Eastern USA. 21 yrs experience, light board production, presently employed in Va. market, Box J-203, BROADCASTING.**

**I am happy now, but would like to know what's available. I'm good. Box J-206, BROADCASTING.**

**Country, MOR, Top 40 small to medium market experience, relocate anywhere. Ready to move now. Call 404-935-4385, Box J-211, BROADCASTING.**

**Top 40 personality. Tight board, Four yrs experience. 3rd endorsed. 24, single, will relocate. Seek- ing medium market shift or city manager. Top M.D., or P.D. Ohio, or Pa. Box J-216, BROADCASTING.**

**Creative announcer, 1 year experience, 3rd en- dorsed, enthusiastic, dependable. Looking for MOR or rock in Midwest. Wisc. Ill. preferred. Box J-222, BROADCASTING.**

**11 year broad cast vet, with experience in rock & sitcom, plus 2 years on camera, desires position in Midwest. Box J-243, BROADCASTING.**

**Versatile radio man with 3 years experience looking for good station to grow with. Bill Smith. 516-731-6168.**

**Originated Britain's country radio. Music, professional, 15 yrs experience. Country or MOR all areas. Jim Murphy 212-384-9504.**

**Beginner with 3rd looking for break. Would like work in sports and/or announcing. Have lots of desire. Jim, 911 Linwood St., Hyattsville, MD 20783. 301-559-0463 after 6:30 pm.**

**Excellent audition tape available. Strong commer- cials. MOR show that moves and news with "sell". Re- cent professional training, also sales and writing skills. 3rd endorsed, 212-880-1563.**

**Young D.J. seeking work in San Diego area. David M. Houston. 447 Tamarrack, Carlsbad, CA 92008.**

**10 yrs. experience. 3rd phone dedicated broad- caster, ready now. Ernie Burchard, 1153 Harrison, No. 7, Santa Clara, CA 95050. 408-984-3964.**

**Personality morning communicator. Northeast. Ex- perienced, Reliable, Copy, production, news, Kevin Twomey, 315-697-3592.**

**Air personality, first phone, 3 years experience, voice, and college. Seek Top 40, contemporary or progressive. 301-653-1716.**

**High energy cooker. Top ratings, experience, ticket. Seeks top station only. Philip, 212-449-8380.**

Broadcasting Sep 29 1975 59
**Sportscaster**, 3rd phone. 201-939-7154.


**Thank God** I'm a country boy! Need a down home country DJ. Apt. 12; 493 Nelot Dr., Newport News, VA.


**Situation Wanted**

**Technical**

Chief, Experienced, all phases. Automation included. From AM to FM. Box J-105, BROADCASTING.

Currently employed Chief, experienced with directional, automation, FM stereo desires to combine technical and management skills with quality operation. College graduate, looking for challenge. Box J-183, BROADCASTING.

Professional chief: Have 1st phone, experience in audio, automation, AM-FM, FM stereo, phones, remotes, telebs. Some AM-DA. Can work within a budget, easy to get along with. For resume, write Gaddy Dixon, 5435 Crestdale Dr., Rockford, IL 61111 or phone 815-877-1162.

**Situation Wanted News**

Broadcast journalist seeking position in professional news operation. Experienced, former ND, strong writing, reporting, interviewing. Box J-98, BROADCASTING.

Experienced news director ready to move up from small N.C. market. Box J-196, BROADCASTING.

Experienced new director in small market. Looking for a medium market opportunity in Radio/TV news or small market expansion. Hard worker, versatile in all facets. Box J-202, BROADCASTING.

No. 1 rated Sports Director, five years major league baseball; pro and college football and basketball. Seeking major market professional or college PCB position. Top references. Box J-215, BROADCASTING.

Sportscaster, with the magnetic ability for capturing every exciting play, will handle medium market college or professional football, TV or radio market, sales experience. Degree, complete resume package. Box J-223, BROADCASTING.

Newman, sportscaster with top-black baseball, basketball, 4 months experience. Also jock, sales. Prefer Midwest, will consider others. College grad, 3rd endorsed. Tony 312-823-4147, 2415 Western, Milwaukee, IL.


5 yrs. experience in all phases of college news; college 1st phone, married, dependable, wants to relocate. 813-899-9171.

Experienced news director in medium market seeks to move up. Ivy League degree. Call Sam. 203-393-7154.


**Situation Wanted News Continued**

Sports Director or sports/news combo. Five years experience. Dave Shaver, 555 ½ Phoenix South Haven, MI 49050.


A good woman is hard to find. Woman, 3 yrs. major-market, sales and feature writer for station. Sue McNelt, 14306 Lane. Riverdale, IL 312-849-2303.


Experienced news photographer, over ten years experience on newspapers and TV. Available immediately. Good on features, spot news, politics. Yours truly. Jo L. Keener, 642 SW 35th St. Wyoming, MI 49050, 616-538-7744.

**Situation Wanted Programming, Production, Others**

I can help. Network O&O air personality consulting small market stations at nominal fee. All you need this year is a more distinctive sound in your market. Write me for more info. Box J-151, BROADCASTING.

Female Personality, Top 40, MOR or progressive; experience in animation. Seek creative job. Box J-196, BROADCASTING.

Professional Broadcaster. Eleven years experience. Management, programming, production, music, copyrighting, public affairs, public relations, news, sports (gathering and reporting), interviews, telephone conversation, FCC rules and regs. Currently number one top forty program, and number one telephone conversation program. Time to seek a new challenge. Ready to move, now, for the right opportunity. 3rd endorsed. Box J-207, BROADCASTING.

Grad. looking for position in or leading to directing. Degree in TV, production with experience in most all phases at major market station. Will relocate. Box J-213, BROADCASTING.


Programmer at State's no. 1 station seeking a bigger challenge. Looking for lower rated station in Top 50 market. Experienced in sales to engineering. First phone. Box J-236, BROADCASTING.

Employed Operations/Program Director looking. 11 years experience. Top 40, Contemporary and Oldies. First. Box J-240, BROADCASTING.

15 years experience all phases. Mature professional. Ex-pirate Caroline PD. Available all markets country or adult. Jim Murphy 215-384-9604.

First phone program director seeks position at contemporary station in Pennsylvania. Well experienced in the top 50 markets, reliable, and stable. Henry Kastrell, Box 7, Highbury, PA 17034.

Creative, innovative commercials, written by experienced pro, in production, publicity and public affairs. My work sells your station. Contact Stan, 212-526-831 or 914-762-1071.


died a heluva job. Everyone here agrees, best replaced in radio management. A production in which they can remember. But vacations are over and so is the job. Let me do the job for you. Call Gordie at 309-764-6727.

**Situation Wanted Programming, Production, Others Continued**

Creative, innovative commercials, written by experienced pro, in production, publicity and public affairs. My work sells your station. Contact Stan, 212-526-831 or 914-762-1071.


**TELEVISION**

**Help Wanted Management**

Business Manager, "Group" needs radio-television business manager for Florida station. Accounting degree plus managerial experience and expertise are basic requirements. Reply Box J-246, BROADCASTING.

Pay TV firm seeking marketing director, as part of major expansion, background should ideally include film programming, station relations, business management, and ability to negotiate with top level management. Send resume to Teleman Program Services Inc., 1133 6th Avenue, New York, NY 10036.

The Louisiana Educational Television Authority is currently accepting applications for the position of Executive Director. Forward all resumes to Harold M. Block, P.O. Box 108, Thibodaux, LA 70301. All applications must be received or postmarked no later than October 8, 1975. An Equal Opportunity Employer.

**Help Wanted Sales**


**Help Wanted Technical**

**TV Engineer** wanted to work daily operations, maintenance and color remote unit. Position requires First Class License and some experience, Location in East Equal Opportunity Employer. Box J-81, BROADCASTING.

Chief Engineer, midsouth WFB needs person strong in administrative, managerial, and technical skills and experience. Excellent benefits. Send resume, Box J-219, BROADCASTING.

**TV Engineer:** Experienced in VHF transmitter, quad videotape, master and studio control with some maintenance experience. Also jock, first phone required. Contact: Al Ladage, CE, KREX-TV, PO Box 789, Grand Junction, CO 81501.

**Television transmitter supervisor,** Excellent opportunity for right person. Many fringe benefits. Live in Montana's finest city. Contact KTVQ, Billings, Mf.

**Engineer:** First Class license required, for full color PTN station. Rush resume to Edward Wright, Chief Engineer, WSGK Public Television, PO Box 97, End- well, NY 13760, An Equal Opportunity Employer.

**Dietetic** and nutrition-minded. Southwest broadcast facility needs career-minded master control technicians. Experience preferred, all applications considered. We are American Stock Exchange listed and an EOE. All inquiries in strict confidence. Please contact William Yordy, V.P., Kingstig Communications, Inc., PO Box 490, Austin, TX 78764.

**Visual engineer** for community college in upstate New York. Should have experience in maintenance and production operations of VTR, studio, RF distribution systems and willingness to work with technical students. Salary S12,000 no later than September 15. Benefits negotiable depending on experience, plus benefits. Contact Daniel Labolle, Cayuga Community College, Auburn, NY 13021. 315-253-6508.

**Television broadcast technician:** minimum of five years experience with operation and maintenance of color film and studio cameras, switchers and other television equipment. Salary S15,000 depend- ing on experience. Send resume at Assistant Chief Engineer, Box 195, Baltimore, MD 21203.

**Engineer:** Walter Thompson Co., New York City, desires Engineer for a station able to maintain & service all professional TV equipment. Good future, excellent salary. 212-568-7000 Ext. 2137.
Help Wanted News

Major southeastern number one. E.O.C. reporter to handle spectrum of two or more stories daily. Shoots and edits own SOF stories. Also covers person who is last, fast. Both need three years experience and excellent talent and attitude references. Box J-165, BROADCASTING.

Anchorperson-Reporter: Your intellect and understanding of vision count. Medium market station with reputation for professionalism. Submit resume and include salary requirements. Box J-183, BROADCASTING.

Producer/Performer for Northeast public television station. Needs established public affairs unit needs journalist with strong documentary experience. Considerable on-air involvement. Minimum 5 years experience. Equal Opportunity Employer. Send resume and salary requirements to Box J-234, BROADCASTING.

We're looking for an experienced reporter who can add depth to a growing news organization. Strong judgment and production know-how. Must have experience with electronic news gathering equipment desirable. Send a complete resume and samples of your work to News Center Five. WKRK Television, 162 S, Louis Street, Mobile, AL 36601. WKRG is an Equal Opportunity Employer.

Help Wanted Programming, Production, Others

Production Manager for medium market CBS V Midwest location. Good opportunity with group broadcasting for Prodirl or small market prod. mg. wishing to move up. Must be able to address details & have knowledge of video tape & film production a necessity. Equal Opportunity Employer. Box J-186, BROADCASTING.

Writer: Progressive status looking for experienced person to create and write television commercials. Must be able to meet deadlines. Good opportunity. Equal Opportunity Employer. Box J-205, BROADCASTING.

Cinematographer: Top status needed experienced person with strong emphasis on commercial film production. Individual must be willing to take directions, work well with others, and make neat appearance. Equal Opportunity Employer. Box J-208, BROADCASTING.

Situations Wanted Management

Aggressive salesman, total TV experience, ready for GM. Prefer Southeastern. Stock purchase plus mid 30% salary. Box J-147, BROADCASTING.

Situations Wanted Annunciators

Young man with first phone and 9½ yrs. Transmitter experience seeks job in Southeast or West Coast. Available now. Dave Zimberoff, 312-475-7628.

Situations Wanted Technical

First phone with radar endorsement. BS degree Broadcasting, 23, single, need training. Go anywhere. Michel Flesik, 931 Montclair Road, Pensacola, FL 904-433-4965.

Situations Wanted News

Black recent college graduate, male, college experience, will go anywhere do anything. Start Box J-160, BROADCASTING.

Seeking Anchor/Reporter, 4 years experience all phases B.S. Box J-199, BROADCASTING.

Over six years radio news director. Limited TV. Seek news director who will consider any TV work. Will relocate. Box J-228, BROADCASTING.

The right face and voice on camera may be just what your station needs to boost ratings. Experienced producer-accountant in top-20 market seeks anchor position with commercial experience. Employed, but eager to relocate to where can fulfill potential. Resume and availability on request. Box J-229, BROADCASTING.

Anchor/reporter, under 30, married, degree and currently employed suburban Philadelphia radio, VTR and resume available for current or future openings. Box J-233, BROADCASTING.

Situations Wanted News Continued

Reporter-photographer, looking for medium-major market. Top salary, aggressive, married. Box J-239, BROADCASTING.

Sports anchor: 8 years in business, want major market. Let me show you what a lot of people say is the best sportsmen they've seen anywhere. Box J-245, BROADCASTING.

10 years experience! Editor daily newspaper; On air TV and radio. College graduate. Excellent writing, photography talent. Salary $15,000 minimum. Inquire Gene A. Valiorn, Rt. 4, Box 138, Graham, WV 26354.

Experienced Sports Director. Top credentials in on-air and film production skills. Box 7023, West Trenton, NJ 08628.

TV Sportscaster bumped by major league jock wants to relocate. Strong with film and commentary. 401-944-1281.

Situations Wanted Programming, Production, Others

Experience Director in all phases of programming. Wants to move up. Can better your on-air look. Prefer Midwest. Box J-134, BROADCASTING.


A good TV floorman is an apprentice who takes the time and effort to learn from the bottom up. I've been in a major southeastern market for six years doing just that and am ready to move on to more responsibility. My employer is aware of this ad and I have references from management and co-workers. My experience includes more than five years directing. Production. Remote. I'm vacationing from my present position in late October and will be happy to meet with prospective employers. Complete resume available upon request. Paul Halpern, 17200 N, Miami Ave., Miami, FL 33169. Tel: 305-651-0695. I'm young, eager and ready to meet the challenge.


CABLE

Help Wanted Sales

Experienced sales person with radio or television background wanted by Mission Cable Channel Two. Please send resume to PO Box 3003, FHS, El Cajon, CA 92020, or call Dick Fairbanks, 714-562-1189.

Situations Wanted Management

Properties sold. Cable TV and radio station mgms. seeks new challenging job in the Eastern sector. Salary negotiable. If you need a seasoned, experienced pro please write Box J-156, BROADCASTING.

BUY—SELL—TRADE

Non-commercial educational FM station desires donations of station and studio equipment of all types. All donations tax-exempt. Contact Paul Copeland, Wnjc-FM, Northwest Junior College. Box GG, Senatobia, MS 38668.

Buy-Sell-Trade Continued

Reels & boxes, 5", 7", Large & small hubs, 2" spot reels, 615" & 8", W-M Sales, 1116 Dula Circle, Duncanville, TX 75116.

14" x 1800" used music tape, Excellent for logging, $125 each in lots of 30. Send $150 for sample. W-M Sales, 1116 Dula Circle, Duncanville, TX 75116.

WANTED TO BUY EQUIPMENT

Equipment Wanted: Looking to buy two 55 or 60 kilowatt UHF transmitters, RCA or Harris. Immediate availability needed. Call Craig Gosden 213-553-3600.


Wanted 10KW or 20KW transmirtle, antenna and all other related equipment for new FM. Good News Broadcasting, PO Box 70575, Oklahoma City, OK 73107 or phone 405-946-2073.

Wanted: 10KW FM Stereo transmitter, Remote control equipment, STL and 400 foot tower. Call Jim Johnson, 305-889-3145.

We need used 250, 50, 1KW. 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp, 1314 Turbide St, Laredo, TX 78040.

FOR SALE EQUIPMENT

Schafer Automation, Model 800, 5 Ampex AG 440 network, 3 carousels, (2 RS), logger, SMC Card reader for programming carousels, presently running hitparade format, 514,50009 860-279-2330, WZZW, P.O. Box 156, Augusta, GA 39601.

T.V. 2-TR4 LBC VTRs $17,500 each. 2-TK42 cameras, $15,000 each. Call Skip Huff, 716-546-5670.

Helix-styroflex. Large stock—prices tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94663.

COMEDY


MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, no barter or trade...beater! For fantastic deal, write or phone: Television & Radio Features, Inc., 168 E. Superior St, Chicago, IL 60611, call collect 312-944-3700.

Beetles “Magical Mystery Tour” now available for broadcast, cable outright sale. C.G.: 45 Willora, Stockton, CA 95218-7816.

EMPLOYMENT SERVICE


INSTRUCTION

No tuition, rent! Memorialize, study—Command's "Tests-Answers" for FCC first class license, plus "Self-Study Ability Test". Proven 93.95. Money back guarantee. Command Productions, Box 26348, San Francisco 94128. (Since 1967)

1st Class FCC, 6 wks., $400.00 money back guarantee, VA appvd. Nafl, Inst. Communications, 1151 Oxnard St, N. Hollywood, CA 91606. 213-980-5212.

**Help Wanted Technical**

**ASSISTANT CHIEF - CCTV**

Midwestern corporation has an immediate opening for an Assistant Chief with maintenance experience. Excellent benefits and growth potential. Send resume:

Box J-241, BROADCASTING. 
An Equal Opportunity Employer.

**KTLA-TV** Los Angeles requires two highly qualified maintenance engineers. First Class FCC License is required. Minimum five years experience including Ampex tape and cassette, Norito cameras, RCA film, Grass switching. Mini computer and digital experience desirable. Call or write E.H. Healhy, Director of Engineering, KTLA, 5800 Sunset Blvd., Hollywood, Ca. 90028, 213/449-3181. KTLA is an Equal Opportunity Employer.

**ANTENNA ENGINEERS AND TECHNICIANS**

Background in TV and FM broadcasting station operation is essential. Principal duties consist of design, fabrication, and testing of VHF and UHF television antennas, in the 50 to 750 MHz range, as well as FM broadcasting antennas in the 88 to 108 MHz range. Experience with broadband (10%) VSWR values of 1.08 helpful. The engineers must be accurate and responsible, in a well-equipped antenna manufacturing plant.

Excellent living community with nearby colleges, university and vacation areas. Company is on the American Stock Exchange and offers excellent fringe benefits for qualified employees. Salary according to experience and qualifications with good prospects for future personal growth. An Equal Opportunity Employer. Send full resume to: Mr. Bob Nelson 9800 Baldwin Place - El Monte, Ca. 91731

---

**RADIO**

**Help Wanted Management**

Exceptional opportunity for successful medium-market PD to move up.

KLAZ, Little Rock,

is a full-power, Class "C" FM contemporary station now under new ownership and ready to make its move to the top. Will pay what it takes to get the right Programmer who has General Manager potential.

Send resume and track record to: Ron Curtis, 5725 East River Road, Chicago, IL 60631.

All replies answered promptly. Please no phone calls.

**Help Wanted Announcers**

**IMMEDIATE OPENING**

For Creative Morning Personality.

$11,000 plus liberal paid benefit program. Pros only. Contact: Broadcasting, 925-239-2155. Resume and non-returnable tapes to:

WJR, Detroit, 1330 Gratiot Avenue, Detroit, MI 48207. Equal Opportunity Employer.

You belong in Broadcasting

The newest sister of broadcasting and allied arts.

---

**HELP WANTED**

**PROGRAM DIRECTOR TO REPLACE THE GUY WE PROMOTED.**

We're a group broadcaster, and we need a new program director for our station in a small California market. Reason: we promoted the last program director to a bigger programming job. So if your present job's a dead end (even if it's in a "glamor" market) you'd do well to talk to us. The person we want should also have promotion knowledge or experience. We're an equal opportunity employer M/F. Write to us care of Box J225, Broadcasting Magazine.

---

**TELEVISION**

**Help Wanted Management**

**PAY TV FIRM SEEKING MARKETING DIRECTOR**

As part of Major expansion. Background should ideally include film programming, station relations, business management, and ability to negotiate with top level management.

Send resume to: Telemanation Programs Inc., 1123 5th Avenue, New York, New York 10036

---

**LICENSE RENEWAL TIME?**

FCC requires all stations to have equipment performance measurements (proof of proof) to file their license renewal applications. It is required by law.

**BROADCAST FIELD ENGINEERING**

Offers a reasonably priced proof -- our equipment and engineering are the best in the business. You'll be surprised how little it costs to have a professional consultant do your proof. Call for a quote:

704-586-4054

Charlotte, North Carolina

Also station construction, antenna measurements, coverage map service, emergency repair service.
RADIO TALENT port Massachusetts, invites operators to inspection during normal business hours. Telephone (716).

JOBS! JOBS! JOBS! IF YOU HAVE THE

[Image 0x0 to 590x775]

Professional Resume

M. R. A. L. M. L. M. L.

Massachusetts, invites operators
to inspection during normal business hours.

Radio Station

Date: December 12, 1975.

JOBS! JOBS! JOBS! IF YOU HAVE THE

[Image 0x0 to 590x775]

Professional Resume

M. R. A. L. M. L. M. L.

Massachusetts, invites operators
to inspection during normal business hours.

Radio Station

Date: December 12, 1975.

JOBS! JOBS! JOBS! IF YOU HAVE THE

[Image 0x0 to 590x775]

Professional Resume

M. R. A. L. M. L. M. L.

Massachusetts, invites operators
to inspection during normal business hours.

Radio Station

Date: December 12, 1975.

JOBS! JOBS! JOBS! IF YOU HAVE THE

[Image 0x0 to 590x775]

Professional Resume

M. R. A. L. M. L. M. L.

Massachusetts, invites operators
to inspection during normal business hours.

Radio Station

Date: December 12, 1975.
Books for Broadcasters

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting, 8½ x 11”, illustrated. $12.95

404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have collated this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to improve station billing with sales-proven copy. 140 pages. $5.95

405. BROADCAST STATION OPERATING GUIDE by Sol Rabinstein. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. $12.95

406. THE BUSINESS OF RADIO BROADCASTING by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and contains 400 pages, illustrated. $12.95

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered . Payment for the full amount is enclosed.

Name
Address
City State Zip

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly, all copy! Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing. No telephone copy accepted.

Reply to ads with a box number should be addressed to Box number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or be sent to a box number.

Rate, classified listings ad:—help Wanted, 50c per word—$10.00 weekly minimum. (Billing charge to stations and firms: $1.00)
—Situations Wanted, 40c per word—$5.00 weekly minimum.
—All other classifications, 80c per word—$10.00 weekly minimum.
—Add $2.00 for Box Number per issue.

Rates, classified display ad:—Situations Wanted (personal ad) $25.00 per inch.
—All other $45.00 per inch.
—More than 4" billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising required display space.

Agency Commission on display space.

Word Count: Include name and address. Name of city (Des Moines) or of 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 abbreviate words of space does not permit). Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDD, FD, GM, etc. count as one word. Hyphenated words count as two words.

Name

City State Zip

Insert _______ time(s). Starting date _______ Box No. _______

Display _______ (number of inches).

Indicate desired category:

Copy:

BROADCASTING

For Sale Stations Continued

Texas small daytime $ 50K cash
S.E. medium fulltime 100K terms
MidWest medium fulltime 210K negro
N.E. metro fulltime 530K terms
East fulltime VHF-TV 800K negro

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

MEDIA BROKERS - APPRAISERS
At your service with over 20 years experience.

RICHARD A. SHAHEEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611
312-647-0040

BROADCASTING

will reach virtually 100% of the industry’s decision makers.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Water
Suite 508, 1735 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 946 • (605) 733-7138

S.S. BROADCASTING ASSOCIATES, INC.
Brokers & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 365-9545

For Sale Stations Continued

For Sale Stations Continued

For Sale Stations Continued

For Sale Stations Continued
Renaissance man:
Leo Beranek of BBI

Leo Beranek's job as president of Boston Broadcasters Inc., operator of WCVB-TV Boston, is the latest in an array of careers he has pursued, usually simultaneously. Scientist, educator, businessman and now broadcaster are broad enough to cover most of them. But to these it might be added that he is also qualified to earn a living teaching skiing, having passed the Swiss ski instructor's examination, and that he has in fact earned money, if not quite a living, as a musician, playing drums in a dance band while in high school.

In the scientific world Dr. Beranek is best known as an acoustics expert. He is in fact widely regarded as the principal founder of noise-control research. That distinction goes back to 1940 when, at age 26, on the strength of his doctoral thesis on acoustics, he was asked by the renowned acoustics Laboratory at Harvard to direct a laboratory set up at Harvard to research noise-control problems. The laboratory was an outgrowth of the Office of Scientific Research and Development that President Roosevelt established when American involvement in World War II appeared imminent. In the ensuing war years the lab's performance in handling a variety of problems—from the fatigue factor encountered by B-17 pilots because of high noise levels in the planes, to the ground-breaking use of noise-control information in the design and construction of planes and tanks—pushed him into national prominence in the acoustics field. Recently, it should be added, his papers were added to the Library of Congress's famous scientists collection.

After the war Dr. Beranek switched to the Massachusetts Institute of Technology, where he was technical director of the Acoustics Laboratory for six years and associate professor of communication engineering for 11. During this same period he also joined two other MIT professors to form Bolt, Beranek & Newman, an acoustics consulting firm that in time became one of the leading companies in noise-control, acoustics and computer-application research. Under his presidency, BB&N grew at a compound rate of 26% a year for 16 years. Its expansion has not overlooked broadcasting: Over the years BB&N has designed studios for, among others, the Philippines Broadcasting Co., Danish State Radio, ABC-TV and CBS-TV.

The company Dr. Beranek heads is, of course, the one that took over Boston's channel 5 from the Herald-Traveler Corp. and WHDH-TV in 1972 in one of the most protracted and tenaciously contested cases in FCC history. One measure of the length of the case is that Dr. Beranek was elected president of BB in 1963 but did not put himself on the payroll until Dec. 1, 1970, after a federal appeals court had upheld the FCC's decision awarding the channel to BBI.

Dr. Beranek was not one of the original organizers of BBI, but was invited early to join them. At the time four local groups had responded to the FCC's invitation to apply for WHDH-TV's channel, and another group invited a friend of his. With scientific thoroughness, Dr. Beranek interviewed both groups. Then he cast his lot with BBI—as did his friend.

Dr. Beranek says he can hardly recall a time since grammar school when he wasn't "in charge of something." In his senior year in high school he had a radio repair shop that put him through his first year in college. After that he had an electronic wiring company that paid his way through college and enabled him to put aside enough to cover his first year of graduate study.

He had lived on an Iowa farm until he was 11. Then his mother died and he and his father moved to the home of Cornell College. After graduation there, he applied for scholarships for graduate study at several midwestern colleges, but was rejected by all. Then a flat tire intervened.

The tire belonged to Glenn H. Browning, inventor of the Browning radio receiver, and it went flat as he was driving through Mount Vernon, Iowa. Young Leo Beranek helped fix it and, when the stranger introduced himself, told him he had just read—that morning, in fact—an article by Mr. Browning in Radio News. The upshot was that Mr. Browning recommended him for graduate study at Harvard. Through a Browning friend who was chairman of the Harvard scholarship committee, young Leo was not only accepted but granted a scholarship, out of which came his master's and doctor's degrees in physics and communication engineering.

He has held offices in the AIA and in geographic societies and awards and honors from leading scientific organizations. In 1971 he became the first recipient of the Audio Engineering Society's Gold Medal award for "outstanding contributions to the design of speech communication systems, electroacoustic systems, and instrumentation for the home and transportation systems with requirements for high performance in musical applications, including personal and public address systems and musical performances." He has two major awards from the Acoustical Society of America, the more recent being this year's Gold Medal for "leadership in developing, in the U.S. and abroad, the desire and capability for achieving good acoustics in communications, work places, concert halls and communities."

Dr. Beranek also serves on a number of government, academic and other committees and on a variety of boards and commissions having to do with the arts, public affairs, civil rights, media and business. In his opinion, his contacts in these diverse fields form the input for some of his most valuable contributions to WCVB-TV's programming. In addition he has written six books related to acoustics and more than 130 technical papers.

Where does he find the time? For one thing, he's up every morning by 5 o'clock and often earlier. That gives him several hours a day for writing and following his special interests. It also, he notes, permits him to "watch the station's sign-on on the only two days [per week] that it isn't on 24 hours a day."
New needs and breeds

Now that the "new season" is under way hardly a week passes without a convention involving professionals in broadcasting.

During the week of Sept. 15 there were four: The International Radio and Television Society kicked off the "newsmaker" luncheon season with FCC Chairman Richard E. Wiley. On Sept. 17 three conventions got under way, the Radio-Television News Directors Association in Dallas, the Institute of Broadcasting Financial Management in Los Angeles and the National Association of FM Broadcasters (which changed its name to the National Radio Broadcasters Association) in Atlanta.

About five years ago we reported $10 million was being spent in trade association work. That figure probably is 50% up today, with the National Association of Broadcasters this fiscal year accounting for nearly $4.5 million.

Chairman Wiley, in his IRTS keynote, characterized the broadcasting profession's work as "its role as a journalist." That was reflected in the thoroughly professional actions taken at the RTNDA meetings in Dallas.

The Atlanta meeting—second annual session of what originally was an FM-only effort—was a revelation. Most registrants were station owners and they made no bones about wanting recognition in NAB councils or they will go their own way.

Each separate convention underscores the trade association predicament. There are now more than two dozen organizations that profess to serve broadcasting. They sometimes work at cross purposes, yet derive their wherewithal from the same source.

We have suggested before and we urge anew that the NAB, as the dominant force, initiate a feasibility study for consolidation and strengthening of the broadcast structure on all fronts. We are confident that President Vincent T. Wasilewski and Joint Board Chairman Wilson Wearn recognize the need for swift action to cope with the new needs and demographics of ownerships and managements.

Double jeopardy

Now that the American public has witnessed the second attempt within three weeks to take the life of its President, legislators of both parties and clergymen of all faiths will expound on the shortcomings of our security.

The people know almost as much as the authorities because, through the miracle of television and radio, they were enabled to see or hear what happened almost before the echoes faded.

Is this good or bad?

Did media coverage of the woman in Sacramento inspire the woman in San Francisco? Does advance dissemination of the President's schedule invite cranks and crackpots to attempt their dirty work under the cover of the crowds? Are the crowds themselves a potential danger that should be avoided by minimizing coverage of the President and his travel plans?

We think the answers are negative, but such questions are actually beside the point. President Ford has made it clear that he wants to mingle with the people and will not be silenced or intimidated, but that too is not really the point. The point is that in a democracy, the President's comings and goings are news. Whatever he does in public, the public has a right to know. Limitations on coverage would be an infringement not only on the press but, more important, on the rights of the people.

As Mrs. Ford was quoted last week, danger is part of the President's job. Aside from all other considerations there is nothing to suggest that less thorough news coverage would make it safe, or even safer.

No contest

The congressional record didn't miss much by the curtailing of hearings last week on H.R. 9566, House Commerce Subcommittee Chairman Torbert Macdonald's bill to make permanent the three-year experiment in freeing sold-out professional sports to home-town television. The only two witnesses heard so far—FCC Chairman Richard E. Wiley and CBS/Broadcast Group President John A. Schneider—made the point beyond refutation: professional sports haven't suffered in any material way from the antiblackout rule, while the public interest has prospered enormously. If one would grieve for Pete Rozelle and the other custodians of sports' antitrust-exempted preserve, it is only for having to face Mr. Macdonald's determination with so thin a case.

Lethal legacy

After nearly a half-century the British last week learned the truth about their BCC monopoly—a noncommercial state corporation formed to own and control radio. Lord Reith, who as Sir John Reith was the first director general of the British Broadcasting Corporation from 1927 to 1938, revealed in his diaries—released four years after his death—that he "loathed people" and wanted to use his control of radio to further his own ambitions to become head of state.

What the disenchanted British have just acquired through publication of the diaries has been surmised by informed broadcasters in this country almost from the start. Sir John opposed the "American Plan" of free enterprise broadcasting from the day he took office. His "British Plan" of tax-supported subsidy was not only installed in the British Empire's then worldwide possessions and dominions but was also spoon-fed to European and other nations in Sir John's quest to "rule the air waves" as well as the oceans with Britain's then dominant navy.

Sir John's successors and assigns, perhaps for reasons other than personal political gain, defended government-controlled broadcasting until the emergence of television. Just 20 years ago—on Sept. 22, 1955—the Independent Television Authority was inaugurated to license commercial TV in competition with BBC-TV. It broke the BBC monopoly, and since has spread also to limited commercial radio operations to compete with BBC-Radio.

If Lord Reith, who according to his diaries hated Churchill and admired Hitler, had prevailed in the intensive "air war" of the last generation against the "American Plan," all radio and television throughout the world would have been controlled directly by government, as it is now in the dictatorships.
There are two R’s in Xerox.

One is right in the middle. But the really important one is the one you probably never notice. It’s the little R in a circle—like the one you see at the bottom of this ad—that tells you that Xerox is a registered trademark.

And it reminds you that our name—which is also our trademark—should only be used in connection with the products and services of our corporation. Including everything from Xerox copiers to Xerox textbooks.

So as you can see, our trademark is a very valuable one. To us. And to you, too. Because it ensures that when you ask for something you can be sure of what you’re going to get.

Of course, we don’t expect you to use the second R every time you use our name.

But we do hope you’ll give it a second thought.

XEROX® is a trademark of XEROX CORPORATION.
STARTING THIS FALL, WFTV-9 ORLANDO (abc) WILL DOUBLE YOUR MARKET COVERAGE WITHOUT DOUBLING YOUR COSTS.

One look at these comparison maps will show you just how dramatically the new, 1608-ft. tower (Florida's tallest structure) will increase the market coverage of WFTV-9. The area covered by the present tower is actually doubled (Grade B land coverage is increased from 5,309 square miles to 10,624 square miles).

Doubling your market area coverage without doubling your costs.

But more importantly, our expanded coverage from this new tower has created a brand new market we call the Florida Metroplex. Now, WFTV-9 opens the way to not one SMSA, not two or three, but four of Florida's prime growth markets. Orlando, Daytona Beach, Melbourne/Titusville/Cocoa and Lakeland/Winter Haven. And you get all of the rich inter-urban markets between.

Consider for a moment how impressively the numbers add up.

<table>
<thead>
<tr>
<th>THE FLORIDA METROPLEX MARKETPLACE</th>
<th>TV HOUSEHOLDS</th>
<th>RETAIL SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORLANDO*</td>
<td>202,200</td>
<td>1,819,420,000</td>
</tr>
<tr>
<td>DAYTONA BEACH*</td>
<td>75,500</td>
<td>562,292,000</td>
</tr>
<tr>
<td>MELBOURNE/TITUSVILLE/COCOA*</td>
<td>79,700</td>
<td>601,946,000</td>
</tr>
<tr>
<td>LAKELAND/WINTER HAVEN*</td>
<td>86,200</td>
<td>744,173,000</td>
</tr>
<tr>
<td>FLAGLER COUNTY**</td>
<td>2,000</td>
<td>9,338,000</td>
</tr>
<tr>
<td>SUMTER COUNTY**</td>
<td>6,000</td>
<td>30,252,000</td>
</tr>
<tr>
<td>MARION COUNTY**</td>
<td>28,600</td>
<td>251,330,000</td>
</tr>
<tr>
<td>LAKE COUNTY**</td>
<td>31,500</td>
<td>221,408,000</td>
</tr>
<tr>
<td>THE FLORIDA METROPLEX</td>
<td>511,700</td>
<td>4,240,159,000</td>
</tr>
</tbody>
</table>

WFTV-9 covers a Metroplex that's 65% richer in total retail sales than the Jacksonville ADI...with comparably greater food store sales.

Towering over New Orleans with 29% more retail sales
Towering over Baltimore with 17% more service station sales
Towering over Kansas City food store sales by $36 million
Towering over Miami with 3% more drug store sales
Towering over New Orleans with 29% more retail sales
Towering over Milwaukee by $63 million in automotive store sales
Towering over Phoenix general merchandise sales by 26%
Towering over Cincinnati with 3% more drug store sales

WFTV-9 general merchandise sales, automotive sales and more. The Florida Metroplex is Florida's third largest marketplace. But check how the WFTV-9 Florida Metroplex compares today with even larger markets around the country.

Towerings over the high sales in the Florida Metroplex. We got you covered.

Represented by Blair Television
Source: ARB May 1975 & SRDS May 15, 1975