New forces to reckon with on Capitol Hill
Cable after Dallas: coming on strong

No. 1 at both 6 & 10 in the Twin Cities!

The news ratings are in and the news is better than ever. Because Eyewitness News is more dominant than ever. At 10 p.m., for example, Eyewitness News swept all the major demographics against competing news programs—winning 42 out of 45 categories in Arbitron and 41 out of 42 in Nielsen. Widest margins than ever before. Now 12.3% ahead of the second news station in total persons. So go with No. 1. Choose KSTP-TV. No. 1 more than ever.

EYEWITNESS NEWS
KSTP-TV
MINNEAPOLIS • ST. PAUL

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

A Million and Four Reasons Why “Freedom Is” Belongs On Your Station!

1. PREMIERE! Your opportunity to carry a premiere telecast. A sure winner in summer.

2. TALENT! Look at these stars! Jonathan Winters, Richard Roundtree, Edward Asner, Joseph Cotten, Dan Dailey. Original music by Jimmie Haskell.

3. BICENTENNIAL! An exciting half-hour about the birth of our country, and the search for freedom. Done with imagination and high entertainment value.

4. LUTHERAN TV! A new animated special from the people who made “great family entertainment” a prime time word.

AND... ONE MILLION LETTERS AND CARDS!
That’s right... one million... to the previous three Lutheran TV animated specials. Now Benji and Waldo are back for “Freedom Is.” Talk about an eager audience!

“FREEDOM IS” is prime access or prime programming, and a perfect way to start off a summer evening with big ratings and quality family viewing. And it's all Bicentennial entertainment with a ready-to-watch audience.

ACT NOW before your market is booked.
Call Mike Vincent
Lutheran Television, (314) 647-4900.
Or write, 2185 Hampton Avenue
St. Louis, Missouri 63139.
You may not find it listed in the TV Guide, but Emery's new T.V. program has something dramatic to offer you.

New low rates. Specially designed for the T.V. film and production industry.

If you have a shipment moving to or from any of the country's major film and tape production capitals (New York, Los Angeles, Pittsburgh, Chicago) you can save as much as 30%.

And if you have multiple pick ups we have a multiple pick up rate that can save you even more.

Yet while you no longer pay extra with Emery, you still get the extras.

Like an instant tracking system that can give you an up to the minute picture of your film or tape in just ten seconds. Over 100 offices, worldwide, plus hundreds of agents.

What's more we're on practically every commercial airline that carries freight.

That's over 1000 jets a day. And we use hundreds of charter and commuter airlines, too. Wherever commercial airline service is weak.

So you won't have a wait for your shipment. Nor will you have a weight problem.

Because we have no size or weight restrictions.

All this and more. For less.

If you'd like to get with the program, just tear out the coupon. Or call us.

---

To: Mr. Ben Scrimizzzi, Domestic Marketing Coordinator
Emery Air Freight/Television Distribution Service
World Headquarters, Wilton, Connecticut 06897

Yes! Your service sounds like it can provide the dependability and economy I've been looking for.

☐ Please send me information  ☐ Please contact me immediately

I average _________ air shipments per month.

Name_________________________ Title_________________________
Company_________________________
Address_________________________
City_________________________State_______ Zip_________
Phone Number_________________________

---

EMERY AIR FREIGHT
The shortest distance between two points.
Long before the American Revolution . . . nearly a hundred years before the Pilgrims landed at Plymouth Rock, the Spanish language and culture were implanted in this country by Fray Marcos de Niza. That was in 1539. With the arrival of the Pilgrims, America became a bilingual nation and remains so today.

Now, 400 years later, there is a Fourth Television Network . . . telecasting entirely in the Spanish language to America's second largest minority. SIN, the U.S. Spanish Television Network provides a full schedule of news, entertainment and sports to affiliated stations, helping to preserve the Spanish heritage . . . one of America's oldest and most valuable cultural assets.

If you are interested in programming for Spanish speaking Americans in a community where there is no SIN affiliate, you can become an Extended Market Affiliate of SIN. EMA members receive anywhere from one to 50 hours of color Spanish language programming each week.

Serving your Spanish speaking community is an important and appreciated public service. It can be profitable, too.

For further information contact William D. Stiles, Vice President, Director of Sales.
MACDONALD STEPS DOWN □ Ailing chairman of the House Communications Subcommittee announces his resignation from that post April 26 and his retirement from Congress at the end of this session. He gives the nod to former broadcast newsman Van Deerlin to be his successor. Coupled with Pastore retirement, it means the old order will change on the Hill. PAGE 21.

WAR AGAINST THE STATE □ New York cable system operators, the state cable association and the NCTA join in a suit against regulation of pay cable rates by the state of New York. PAGE 22.

MOMENTUM □ Freshly minted NCTA Chairman Burt Harris is euphoric about Dallas convention and about cable in general. An interview with him and an overview of the convention is on PAGE 23. Reporting on the nuts and bolts of Dallas begins on PAGE 36.

FAMILY VIEWING IN COURT □ Trial of suit against the networks, NAB and the FCC over the family hour begins in Los Angeles. There's a lot of talk. PAGE 24.

NOT ENOUGH FACTS □ Paul MacAvoy, head of the White House Domestic Council's group on regulatory reform, says he hasn't sufficient information on the effects of cable to make any de-regulation recommendations and lacks the resources to come up with such information soon. There won't be any administration cable bill for a long time. PAGE 26.

CBS LINES UP FOR FALL □ Six series are chalked in, five are erased and heavyweight Bunker moves his family into Wednesday night. PAGE 31.

PAY: TALK OF THE TOWN □ NCTA's Dallas convention is dominated by discussion of pay cable promise, care and feeding. PAGE 36.

HBO ONE YEAR LATER □ Time inc.'s pay subsidiary reports 386,000 subscribers on pay cable hookup as the convention opened, but there's a rush of new systems customers in Dallas. PAGE 38.

WILEY'S WORDS □ FCC chairman tells NCTA that government has cleared way for industry to prove itself. He also takes a slap at cable's EEO record. PAGE 40.

SCHMIDT'S FURROWED BROW □ NCTA president hints there is trouble ahead if cable programming is irresponsible. Another concern is how to respond to the challenge of CATV's advertising. PAGE 40.

CONCESSION TO MARSHALL □ Head of National Black Media Coalition wins promise in Dallas that NCTA will draw up a program of affirmative action in the area of EEO. PAGE 42.

ENCOURAGING WORDS □ Government forum in Dallas buoys cable's hopes for more de-regulation. PAGE 44.

NCTA'S EXHIBITS □ As expected, pay cable gear was in the center ring at Dallas. Makers of addressable taps also report a good flow at their booths. PAGE 48.

CLAIMS OF INJURY □ NAB has two fact-finding missions in an attempt to supply the FCC with evidence of real or potential damage by cable. PAGE 50.

DOUBLE-BARREL ATTACK □ Two reports critical of the FCC surfaced last week—challenging the commission's equal employment opportunity regulation, and its citizen group dealings. PAGE 51.

MINORITIES' PLIGHT □ FCC's Clarence V. McKee reports that in competition for high level broadcasting jobs, women are making progress but blacks—regardless of sex—aren't. PAGE 51.

BROADCAST ALERTS □ Federal Trade Commission begins rulemaking to determine if warnings on antacid labels should be advertised. PAGE 55.

BIG SPENDERS □ Television Bureau of Advertising finds that television expenditures by department and discount stores are way up. PAGE 55.

FAMILY TREE □ Senator James Abourezk (D-S.D.) and five colleagues ask the FTC to require subsidiaries to advertise their parent companies. PAGE 56.

DISGRUNTLED □ President Ford's emphasis on "regional news conferences" has drawn fire from UPI's chief White House correspondent. PAGE 58.

MAKING '60 MINUTES' TICK □ Don Hewitt combines flamboyancy and an obsession for work to make the CBS News Sunday program a reporting classic. That's the way its been since 1942 for the man who started as a copy boy for the New York Herald Tribune. PAGE 81.
That's all it takes to get yourself a piece of 1976's hottest action:

Dick Tracy, Brenda Starr, and Terry and the Pirates — all-time favorites from the Chicago Tribune-New York News Syndicate, Inc. — in great, newly-minted productions.

Plus Colin Doyle, M.D., Crime Doctor and Counterspy... CIA.

They're all available now in five new half-hour shows — each episode complete in itself. It's a bountiful blend of nostalgia and up-to-the-minute excitement. Written and directed by Jack Anson Finke, who wrote and directed Suspense, The FBI in Peace and War, and Treasury Men in Action.

You know all about the gigantic, built-in audiences just waiting to follow the further adventures of B.O. Plenty, Basil St. John, and The Dragon Lady.

But you don't know how dazzlingly effective these new radio productions can be in carrying on the old traditions — and adding 1976 zip. That's why, for only $2, we want you to sample a full episode of Dick Tracy and generous segments of the other shows.

Use the coupon below today and we'll make a great offer fantastic:

You get a $25 credit toward your first purchase. And, right along with your sample package, you get a full two-hour show of the Mighty Memory Mobile, the nostalgia hit starring Garry Moore and Bob Maxwell that recaptures the show tunes and sports greats, the politics, personalities, and news events — year by year — of the recent past. The Mighty Memory Mobile Show is now being heard on WOR New York, WBAL Baltimore, KERA-FM Dallas, and many other stations.

Feature it once on yours, too... free.

Write today!

$2 brings you mystery, adventure, romance, suspense, intrigue, and Dick Tracy.

BONUS #1
Send for your sample package and receive — free—one complete Mighty Memory Mobile Show the two-hour nostalgic journey into the recent past, a year at a time, with Garry Moore and Bob Maxwell.

BONUS #2
You're also entitled to a $25 credit against your first purchase of the series of five half-hour programs.

Cinema Sound Ltd.
311 West 75th St., N.Y., N.Y. 10023 212/798-4800

Here's my $2. Send me a complete, half-hour Dick Tracy show, plus a sampling of Terry and the Pirates, Brenda Starr, Crime Doctor, and Counterspy... CIA. All without obligation, of course. I am also entitled to a $25 credit against my first purchase of this package. And, yes, I look forward to the free Mighty Memory Mobile.

Name__________________________Tel__________________________
Address__________________________City__________________________State__________________________Zip__________________________
Peek through curtain

Seven series are sure bets for cancellation in NBC's 1976-77 prime-time schedule due out this week, according to network sources: Paramount Television's three-year-old Pecaro specialist, D'Antoni-Weitz's two-year-old Movin' On, NBC's two-year-old The Mac Davis Show, and four first-year series: Universal's Ellery Queen, MGM Television's Jigsaw John, Norman Lear's The Dumplings and Universal's City of the Angels.

NBC is still juggling its Sunday Mystery Movie elements (all produced by Universal), with McCleod said to be sure to return, McCoy sure not to return, and Columbo's and McMullan's Wife's status dependent on Peter Falk's and Rock Hudson's willingness to put themselves through grind for another season. Three new series are shoo-ins for fall: these sources add: NBC's weekly comedy-variety show, The Dick Van Dyke Show; Universal's Best Sellers (made-for TV mini-series based on novels that will run as long as material justifies); and Monty Hall's The Prime of Life, sitcom starring MacLean Stevenson.

Can't wait

NBC-TV affiliates will get their first look at network's new fall prime-time schedule by special closed-circuit presentation. Normally they see first screenings during their annual convention in May, but this year's convention has been deferred to June 20-23 — and combined with NBC Radio affiliates — for big 50th anniversary celebration. TV affiliates board of delegates is due to meet with network officials April 21 to go over new schedule, with closed-circuit presentation to follow for all.

Staying away

Absence of key broadcast industry officials from last week's NCTA convention was noted — and deplored — by number of delegates. Only one National Association of Broadcasters board member — Dan Pecaro of WGN Continental — was present to monitor industry's biggest competitor. NAB sent government-relations vice president, Bill Carlisle, and antipay-cable specialist, Robert Resor, who gave NCTA high marks for show it pulled together in Dallas.

Next stage?

It was no larger than a man's hand, but it was there: suggestion that day was coming when cable television might stand alone. Industry whose reason for being had always been forwarding of over-air TV signals hardly spoke of them at all during Dallas convention of National Cable Television Association last week. Talk, instead, was almost exclusively of cable's own, unique, proprietary and/or acquired programming, primarily but not exclusively movies, and almost always for a fee. Skies were turning blue again over Dallas last week. Difference for cable, this time, was confidence they might soon turn to gold.

Party goer

Public Broadcasting Service has received White House approval to do what will probably be one of top live television news stories of year — coverage of Queen Elizabeth's Bicentennial visit to White House for state dinner on July 7. And program itself will be in sense historic — first-ever live coverage of state visit to White House. PBS, which feeds 257 stations, will spend more than three hours on story, covering greeting of queen and her party by President and Mrs. Ford, cutting away for background film while dinner is under way, then returning to cover toasts, entertainment and dancing of guests to music of military band. One narrator will be Frank Gillard, BBC's retired director of radio, who is now consultant to PBS and Corporation for Public Broadcasting.

Commercial networks, with expensive prime-time programming to consider, have not asked to do live pick-up of Queen Elizabeth dinner. But Hartford Gunn, vice chairman of PBS, says feeds will be made available to them for their news shows.

Charge it

WRNO(FM) New Orleans has come up with off-beat idea to collect receivables from small or new accounts. Station lets advertisers charge time buys to their personal credit cards (station has set up Master Charge and Bank Americard accounts at local bank). National Radio Broadcasters Association is alerting members to approach, which also checks credit quickly and costs station 3% service charge.

No progress

It may be simply to establish strong negotiating position for their government, but Canadian officials are indicating cool reaction to attempt by U.S. border stations to persuade Canada to drop policies designed to stop flow of advertising dollars to them (Broadcasting, March 22). For instance, one aim of Americans is to persuade Canadian government not to proclaim, and thus implement, legislation that would deny tax deductions for advertising on U.S. television stations. But Canadian officials said that since government weathered controversy kicked up over bill's application to Time and Reader's Digest, it probably will go ahead and apply it to U.S. television.

Meanwhile, there is no word yet on government-to-government meeting that is to be held on U.S. stations' plan. Informed sources in Ottawa do not expect government to request meeting until after it decides whether to issue proclamation applying tax legislation to U.S. stations and after Canadian Supreme Court rules on suit brought by U.S. stations to outlaw Canadian Radio and Television Commission's commercial-deletion policy on Canadian cables.

One out, one in

Douglas Cater, one-time correspondent for now defunct Reporter magazine and later aide to President Lyndon Johnson, is moving out of his present post as director of Aspen Institute Program in Communication and Society to become Aspen fellow, doing research and writing. He will be succeeded by Robin Homet, chief of U.S. Office of Telecommunications Policy's office of studies and analysis.

Another Aspen personnel announcement to be made soon involves FCC Commissioner Glen O. Robinson. Although his principal occupation following expiration of his term on June 30 will be as law professor at University of Virginia, Mr. Robinson will head Aspen task force on communication regulation and policy making. Exact form and function of group will be settled over next few months, but number of ideas for studies are being discussed.

Spreading out

With elimination of FCC's leap-frogging restrictions on cable systems, so-called "superstations" such as WPIX(TV) New York, KTLA(TV) Los Angeles and WGN-TV Chicago are getting super boost. General consensus among cable people is that those three stations are most desirable distant signals. Already, WPX is carried on 260 CATV systems accounting for more than 1,357,000 homes; WGN-TV is on 250 cable systems with 620,000 subscribers; KTLA is on 154 systems with 730,000 subscribers.
THE GONG SHOW...

zany unknown talent
doing their crazy
thing ...just for fun.

The fastest, funniest
half hour show on the tube.
Uniquely different ... television's hottest new prime access property.

Take some courageous obscure
performers ... add a wild celebrity panel, host
Gary ("Laugh-in") Owens, and a free-wheeling format ... and you have The Gong Show, the funny, fast-paced half hour that combines the most appealing elements of talent,
comedy, suspense, and variety entertainment.

It was clear from the first day we showed it at NATPE in San Francisco that hit-makers Chuck Barris and Chris Beard had another winner.

As the word got around, our screening room filled up at every showing.

The responses: "Crazy." "Hysterically funny." "Audiences will love it." Four ABC O and O's have snapped it up. So has a fast-growing list of other important stations.

The Gong Show is perfect demographic appeal for young and old. Right now's the time to grab this all-family, all-audience builder for your station.

Sold:

WABC New York
KABC Los Angeles
KGO San Francisco
WXYZ Detroit
WNAC Boston
WTOP Washington
WEWS Cleveland
WPLG Miami
WFBA Dallas—Ft. Worth
WKBW Buffalo
KTRK Houston
KSTP Minneapolis—St. Paul
KOA Denver
WTNH Hartford—New Haven
WTHR Indianapolis
WITI Milwaukee
WLTY Tampa—St. Petersburg
KION Portland
THE GONG SHOW

A Chuck Barris/Chris Bearde Production

Sold:

KCRA Sacramento
WVUE New Orleans
WKEF Dayton
WJAR Providence
KJEO Fresno—Hanford—Tulare
WLOS Asheville
WGHP Greensboro—High Point—Winston-Salem
KVOS Bellingham
WTVO Lexington
WESH Orlando—Daytona Beach
KHON Honolulu
WJXT Jacksonville
WBBH Ft. Myers
WBRE Wilkes Barre—Scranton
WOTV Grand Rapids—Kalamazoo
WPTV West Palm Beach

Distributed by

Firestone
Program Syndication Co.
540 Madison Avenue New York, N.Y. 10022
(212) 593-3013
Uniroyal □ Tough Guy steel-belted radials are subject of promotion in 54 markets through TV and radio. Two flights are planned June 14 and 28, each about month long. Fringe, prime-time and sports 30's use new, undisclosed theme targeted to men, 18 to 49. Ogilvy & Mather, New York, is agency.

A & W Distributing Co. □ A & W Root Beer gets late spring and summer push with spot TV and radio splurges in 45 markets, starting May 10 for four to five weeks. Humphrey Browning MacDougall, Boston, is buying radio to reach teenagers and TV to reach women, 18 to 49.

Volvo □ Two additional flights in current campaign are scheduled for May 10 and June 7, for two and three weeks respectively. Fringe and sports 30's are targeted to men, 25 to 54, Scali, McCabe, Sloves, New York, is agency.

Luzianne-Blue Plate Foods □ Mayonnaise is featured in five month spot TV campaign in 16 markets in Southeast, starting April 26. Henderson Advertising, Greenville, S.C., is seeking daytime and fringe periods to reach women, 25 to 49.

Warner Communications □ Books division of Warner Communications is buying one week July campaign in 30 markets. Target audience is women, 25 to 49. Vitt Media, New York, is buying service.

Dial Finance Co. □ Company will launch extensive spot radio drive in mid-May, covering more than 50 markets and lasting 18 weeks. Target audience will be men and women, 25 to 49. Marvin H. Frank & Co., Chicago, is handling media placement.

Magic Fingers Inc. □ Alabama-based company begins TV blitz introducing Magic Fingers Pea Sheller in all parts of country except top 10 markets, investing about $250,000 in two four-week flights. First flight is set to start April 19 in more than 100 markets; second, starting in early June, will cover almost 200 markets. Frost & Frost, Gadsden, Ala., is agency record but TV campaign was planned and is being executed by Chuck Holmes & Associates, Tucker, Ga., which is aiming toward women of all ages. Spot TV is only medium being used to spread distribution nationwide.

Dunlop Tires □ Use of spot TV by Dunlop Tires centers on new campaign relying exclusively on 10-second commercials. Advertising depicts individual showing up for sports date with tires. More than 65 markets will carry commercials for three months, starting April 19. Rumrill-Hoyt, New York, is zeroing in on men, 18 to 49, via buys in and around syndicated sports programs. Spot buy is buttressing extensive TV network participation by Dunlop during late spring and summer.

Pharmacraft □ Division of Pennwalt Corp., Rochester, N.Y., will emphasize Allerest allergy medication in TV and radio campaign on network with some spot fill. Prime-time 30's geared to men and women are scheduled from April 19 into October. Theme is "We help relieve America's sneeze." Rumrill-Hoyt, New York, is agency.

Dutch Boy Paints □ Paint products will be displayed in spot TV spread to begin in early May for two months in many markets. Humphrey Browning MacDougall, Boston, is directing commercials toward men, 25 to 54.


Shulton Inc. □ Honcho men's fragrance line of after-shave splash and cologne by Shulton (Clifton, N.J.) is being tested in four markets with TV fringe and prime-time 30's for three weeks beginning May 31. Theme is "Put a little on before you take off." No firm date to go national, according to Delia Femina, Travissano & Partners, New York, agency.

Janar □ Janar (Grand Rapids, Mich.) toothbrush with reliable dental floss is subject of six-week TV campaign beginning May 24. Daytime fringe, news and access 30's are targeted to women, 18 to 34. Peter Martin Associates, New York, is agency.

Godchaux-Henderson □ Godchaux sugar is on spot TV, with new schedule to begin in mid-April in 13 markets for six weeks, supplementing flight already in progress for past month in 12 markets. Spot radio will be used in three major markets to add frequency to TV campaign, which runs primarily in South. Noble-Dury & Associates, Nashville, is seeking to reach women, 18 plus and 25 to 49, through buys on daytime, fringe and prime slots.

Norcliff-Thayer □ Ora-Fix, denture product, is highlighted in spot TV effort scheduled to begin April 19 for one month in substantial list of markets. Compton Advertising, New York, plans time periods appealing to men and women, 35 and older.

Ciba-Geigy Corp. □ Ciba-Geigy, Ardsley, N.Y., will promote Spectracide home lawn and garden insecticide in 75 TV markets beginning April 26. Six-week campaign of fringe, prime-time and weekend 30's are geared to men and women, 25 to 54. One of four spots uses new creative material; theme is "the all-purpose insecticide." Budget is approximately $1.2 million. Ketchum, MacLeod & Grove, New York, is agency.

Scott □ Paper company, along with Lever Bros. (both through J. Walter Thompson), has added up 45% clearance for time-bank barrter deal to stations. Arrangement involves compilation of eight 90-minute specials culled from Your Show of Shows, early fifties variety show with Sid Caesar, Imogene Coca, Carl Reiner and Howard Morris. JWT Syndication is bartering specials, which include new taped intros by Mr. Caesar, Miss Coca and Mr. Reiner. Stations get show free with 20 minutes to sell locally. Stations signing up so far include KABC-TV Los Angeles, W2AC-TV Boston, WGN-TV Chicago and WCCO-TV Minneapolis.

Schweppes U.S.A. Ltd. □ Spot and network TV form backbone of new advertising spree for company's tonic water, bitter lemon, club soda and ginger ale. Network TV began last week and will continue until October on major sports coverage; spot TV slated to start in May...
WE TURNED AN EMPTY HOUSE INTO A PLACE THAT HUNDREDS OF PUERTO RICAN CHILDREN NOW CALL "HOME."

To a Puerto Rican ghetto kid in New Haven, home is a two-room apartment that eight people share. It's a stoop, a parking lot, any spot where there's some space to stretch out.

One of the Hispanic community's most vibrant leaders had other ideas about where these children should be spending their time.

Mrs. Pura Velez saw the need for a community center. So she solicited funds, and raised just enough money to buy a house.

And still rich in dreams, but poor in dollars, Mrs. Velez had no way of turning that empty house into a furnished reality. So she told us about her problem.

And our station got inspired. We decided to reach the people who could help Mrs. Velez fill her house.

Instead of writing a news feature, we had Mrs. Velez do her first TV commercial. Targeting it to reach the right ears.

The fact that our star wasn't an actress, but a humanitarian, only added to the impact of our spot. It worked. As Mrs. Velez walked through the empty house, describing her dreams of a center, it touched people lost in their own dreams.

So that today this house is more than an empty vision. It's home for hundreds of Hispanic young people, their teachers and friends. Today, they lounge in friendly, furnished rooms. Compose songs on a baby grand piano. Cook in a well-equipped kitchen. And develop their own photographs in their own dark room. All of which they got, just for asking New Haven, WTNH-TV, and our viewers.

Which proves that if wishing can't make your dreams come true, asking enough of the right people often can.

WTNH-TV
New Haven

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.
and run in 15 major markets for eight weeks. Spot radio in limited number of markets will also be used. Ted Bates & Co., New York, is seeking to reach men, 21 to 49.

**J. M. Smucker Co.** Jams and jellies will be focus of spot TV and radio campaign to run in about 10 markets, starting in early May and continuing for 17 weeks. Company's punchline is "With a name like Smucker, you've got to be good." Commercials will be placed to reach women, 25 to 49, by Wyse Advertising, Cleveland.

**H. J. Heinz** Ketchup by H. J. Heinz, Pittsburgh, will be featured product in approximately 35 spot TV markets as "overlay" for network campaign to begin May 17 for about 14 weeks. Three new commercials are tentatively set for prime-time and late fringe 30's, targeted to women, 18-49. Leo Burnett, Chicago, is agency.

**Mennen Co.** Mennen Co., Morristown, N.J., will begin seven-week campaign May 17 for new Apple Vinegar Shampoo (recently out of test period) in limited number of markets. Daytime, access and prime-time 30's are geared to women, 12-49. Warren, Muller, Dobolowsky, New York, is agency.

**Tibbals Flooring Co.** Oneida, Tenn., firm is planning major national consumer TV and print campaign for its Hartco solid-oak parquet floor tiles. Paddock, Smith and Aydlotte, Atlanta, is newly appointed agency for account.

**Gorton's Foods** Division of General Mills is ready to start spot TV campaign in early May for about eight weeks. Daniel & Charles, New York, is directing commercials at women, 18 to 34.

**Lever Bros.** Corporation will be built-in sponsor, through J. Walter Thompson, of strip barter feature for television called *Today's Woman,* Feature, produced by Newsweek Broadcasting Service, runs two minutes and 45 seconds per episode and covers topics from single-parent housing in Ottawa to women's squash professionals in Philadelphia. JWT Syndication is bartering, which gives show to stations in exchange for time-bank spots for Lever Bros. Show has achieved 60% clearance rate and most stations are running segments within their local newscasts. Among stations signed are WNEW-TV New York, KHJ-TV Los Angeles, KGO-TV San Francisco, WLS-TV Chicago and WAZ-TV Boston.

**'Prevention'** Monthly magazine has joined with Cinema Sound Ltd., New York, to barter *Good Health,* 13-week radio series of strip half-hours starring Carlton Fredericks. Stations get *Good Health* free in exchange for one 60-second *Prevention* magazine spot daily, run-of-station. Five public-service minutes produced by The Advertising Council are built into each half-hour by Cinema Sound, but if stations find local advertisers, they may excise Ad Council minutes.

**Italian Government Tourist Office** New theme has been developed for spot TV and radio campaign urging potential visitors to "come back to the Italy you have never seen before"—cities other than Rome, Venice and Florence. Spot TV schedule begins April 26 in New York, Chicago, Los Angeles, Philadelphia and Boston and continues for 13 weeks. Similar campaign on radio will run for eight weeks. Gaynor & Ducas, New York, is directing efforts to men and women, 21 to 49.

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**BAR reports television-network sales as of March 14**

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<td>29,052,400</td>
<td>363,449,500</td>
<td>266,540,700</td>
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<td>Monday-Sunday</td>
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<td>213</td>
<td>4,061,800</td>
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<td>31,335,300</td>
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<td>2,232</td>
<td>$56,579,500</td>
<td>22,771</td>
<td>$569,218,000</td>
<td>$498,640,300</td>
<td>+14.2</td>
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*Broadcasting Apr 12 1976*
An advertising way of life for an insurance company

Seven years ago, Independent Life & Accident Insurance Co., Jacksonville, Fla., launched one of the largest radio campaigns ever ventured by a Southern-based insurance company.

The campaign covered every city with an Independent Life or Herald Life office (Herald Life is an Independent Life subsidiary) throughout the 14-state area in which the company operates. Our agency, Cecil West & Associates, had begun planning this campaign soon after the agency was awarded the account in 1967.

In that year, by the way, Independent Life had about $1.5 billion in life insurance in force. This year, Independent Life will be passing the $4 billion mark.

And that growth says a lot for the effectiveness of radio advertising, because Cecil West & Associates has continued to use radio for Independent Life ever since that first campaign was launched.

Radio is paired with outdoor. The outdoor delivers, of necessity, an extremely simple message. We depend on radio to explain and to persuade.

But we've had more than continuity of media; we've had continuity of advertising concept. From the beginning we've identified Independent Life and Herald Life with the "Total Way of Life" concept of insurance.

"Total Way of Life" is a marketing-oriented, customer-oriented selling idea. We knew what the customer wanted—and it wasn't insurance. The customer wanted his family to be able to live the same good life he was providing, even if he were unable to provide it himself. "Total Way of Life" was our exclusive way of telling the customer that Independent Life knew how to protect his family's total way of life.

Outdoor could display the words, along with pictures, but it took radio to bring it to life.

And radio did. "Total Way of Life" became a new and unique approach to insurance planning; it became the measure of how much insurance a man should have; it became a way of deciding exactly what a family wanted out of life; it became a way of seeing that a family was better prepared for life; it became a way, not just of planning insurance, but of thinking about life.

When Cecil West & Associates began buying radio on a large scale for Independent Life we screened over 200 radio stations from Miami to South Bend, Ind., to make our initial choices.

Today we're screening almost 600 stations. The buy is targeted at men, 25 to 49, because that's the way that Pulse and Arbitron break it. But our primary market comes closer to 21 to 40, and so we prefer stations that skew young within this demographic.

We try to achieve the optimum net reach factor for our budget in every market. This is important because we want to reach all of the agent's potential prospects versus attempting to sell insurance in depth to fewer prospects.

In addition, it's important to recognize that the agency does not always buy the number-one station. We often find a combination of stations below the number-one rank that will provide us with a broader psychographic reach (because of a combination of two formats versus one) and, in addition, we can often achieve a higher net reach factor.

To help us maximize our buys we use the computer services offered by Telmar and many of the rep firms.

With that kind of criteria, formats vary from market to market and even within markets and our selections run the gamut of the programming spectrum. We find ourselves buying a potpourri of good music stations, country-western stations, ethnic and contemporary stations—it just depends on what most of our prospects in a given city want to hear.

We've also got to keep our finger on the public pulse. People change, they grow older, new prospects keep appearing—and what they want to listen to may be a lot different by the time of the year before. We're primarily an Arbitron shop but we use Pulse information in many markets and Hoopers for the smaller markets.

Our buy centers in morning drive time, primarily because of the numbers, but also because this showcases the company within a time period when people are alert and receptive and bridging the gap between family and work.

Creatively there have been changes, too. When we started we ran 60-second spots, then switched to 30's. That switch wasn't just because we wanted increased reach and frequency, it was because we wanted to stay in step with the rhythm of the times.

Radio's immediacy is right in line with one of this agency's most important creative concepts: You've got to be "with it."

We believe, with Shakespeare, that: "There is a tide in the affairs of men, which, taken at the flood, leads on to fortune."

The tone, the mood, even the ideas expressed in our radio advertising must strike a responsive chord in the listener. So your creative people have to be "with it"; they've got to know the world of advertising.

For example, a few years ago, when everybody seemed to be affluent and there seemed to be no clouds on the horizon, we used the phrase "our exciting times" in our radio spots.

Today, with the nation and the world struggling to get out of a recession, well, we wouldn't use that particular phrase. Whatever else we said, that phrase would destroy our credibility.

And it's the immediacy of radio that makes us particularly sensitive to the necessity of making our spots talk to people in a mood that matches their mood.

This busines of advertising is often taken from an agency point of view or a media point of view, is simply one of reaching people. That's why we use radio. Because it reaches the people we want to reach for Independent Life. And because, we believe, timely radio spots are bound to "reach" the people you've reached.
This week
April 12—Presentation of Janus Awards, designed to recognize excellence in financial news progr.
April 13—Meeting of Hollywood Television Society
April 14—Meeting of Broadcasters and University of Florida College of Journalism & Com.
April 15—American Advertisers Federation
April 15—Region 12 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Arkansas, Louisiana, Mississippi and western Tennessee.
April 16—Georgia UPI Broadcasters conference.

Also in April
April 20—FCC's new deadline for comments on commissions inquiry as to its role in format changes at radio stations (Docket 20682). Previous date was April 5. Replies are now due May 20. FCC, Washington.
April 20—Annual TV Newsfilm Workshop, sponsored by National Press Photographers Association and University of Oklahoma, UO, Norman, Okla.
April 21—Indiana Broadcasters Association spring meeting. Rodeway Inn Airport, Indianapolis.
April 22—Institute of Broadcasting and Newhouse Credit Association quarterly board of directors meeting, Sheraton-Boston hotel, Boston.
April 22—Kansas Association of Broadcasters spring convention, New Hilton Inn, Wichita.
April 23—Region 8 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Oklahoma and Texas. Austin, Tex.
April 23—New Mexico Broadcasters Association annual meeting. Hilton Inn, Albuquerque.

April 24—Georgia AP Broadcasters Association annual meeting and awards luncheon. Midnight Sun Restaurant, Peachtree Center, Atlanta.
April 24—Special meeting of Chicago section of Society of Motion Picture and Television Engineers. 

Major meetings
May 5-9—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson downtown hotel, Minneapolis.
June 3-5—Associated Press Broadcasters annual meeting. Marquette Inn, Minneapolis. 1977 meeting will be held in St. Louis: site and date to be announced.
June 13-17—National Association of Broadcasters board meeting, Washington.
Nov. 10-13—Society of Professional Journalists, Sigma Delta Chi, national convention. Marriott hotel, Los Angeles.
Feb. 12-16, 1977—National Association of Television Program Executives 14th annual conference. Fontainebleau hotel, Miami. 1978 conference will be held for Los Angeles; site and date to be announced.


April 24—Sigma Delta Chi annual Distinguished Service Awards banquet. Rochester, N.Y.
April 24-25—Ohio AP Broadcasters spring meeting. Carousel Inn, Columbus.
April 25-27—Chamber of Commerce of the United States 64th annual meeting. Theme will be "200 Year of Prologue." 15th St. N.W., Washington.
April 25-27—Canadian Association of Broadcasters annual meeting, Chateau Laurier, Ottawa.
April 25-30—Annual Broadcast Industry Conference, sponsored by San Francisco State University. SFUSO campus, San Francisco.
April 29-30—Minnesota Broadcasters Association spring meeting. Hotel Sorrelte, Minneapolis.
April 30—FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are due May 21. FCC, Washington.
April 30—FCC's deadline for comments on possible expanded uses for FM multiplex channels of noncommercial educational stations (Docket 19079). Replies are due May 28. FCC, Washington.
April 30—Association of Broadcasting Executives of Texas workshop and seminar, Marriott hotel, Dallas. Information and registration: Steve Hapeman, PO Box 5975, Dallas 75222; (214) 638-8100.

May 1—White House Correspondents' Association annual dinner to honor the President. Washington Hilton hotel, Washington.
May 3—FCC's deadline for comments on proposals to insure adequacy of New Jersey video service (Docket 20350). Replies are due May 24. FCC, Washington.
May 3-7—Annual meeting and symposium co-sponsored by the Society for Information Display and the University of California at Los Angeles. Keynote speaker will be Dr. James Hillier, executive vice president, RCA Corp. Among topics: advantages and limitations of contemporary color picture tubes; flat panel displays for TV and color broadcasting and video disk systems. Beverly Hilton hotel, Beverly Hills, Calif.
May 4-6—Video Expo Chicago '76, second annual video users show. Included in agenda is one-day seminar on "ENG for the Broadcast Professional," presented by the International Industrial Television Association in conjunction with Bell & Howell. Holiday Inn—O'Hare/Kennedy, Chicago.
May 5—Presentation luncheon for winners of George
Harris dual TV transmitters proven for unattended operation.

In more than 25 cities in 17 states, Harris dual VHF television transmitters, operating in parallel or alternate/main, provide complete redundancy for maximum on-air time.

And only Harris provides automatic switchable modulators, switchable low-level VSB and switchable color correction for 100% redundancy.

If one transmitter should fail, its twin keeps you on the air. And full time... air time is just one of the advantages of parallel operation.

For complete information, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.
May 5-9 -- American Women in Radio and Television 25th annual national convention. Helen Thomas, chief of UPN's White House bureau, will be keynote speaker. Marriott hotel, Philadelphia.

May 7-8 -- Conference on "Communications Policy in the Public Interest," sponsored by City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder. Purpose is to informative citizens in the media. Principal speakers include FCC Commissioner James H. Gunzel, Representative Timothy Wirth (D-Colo.), Charles B. Howe, state representa-
tive, and James Richards, Office of Communications for United Church of Christ. Panelists will include representatives of various government and state agen-
cies, broadcast organizations, citizen groups, trade press, universities and research and motivation com-
panies, Boulder Public Library and Boulder City Coun-
cil chambers. Contact: Tom Cross, project director, PO Box 791, Boulder 80302; (303) 441-3009.

May 7-9 -- Northeast regional meeting of the Na-
tional Association of Farm Directors, Holiday Inn, Quincy, III.

May 10 -- FCC's deadline for comments on commis-
sion's review of rules regulating network radio broad-

May 10 -- FCC's new deadline for filing comments on proposed rulemaking to allow captioning of TV pro-
grams for the deaf using vertical blanking interval (Docket 20693). Replies are now due May 25. FCC, Washington.

May 11 -- Radio Day of The Advertising Club of Metropol-
itan Washington, International Inn, Washing-
ton.

May 11 -- Connecticut Broadcasters Association spring con-
vention. Western Connecticut State Col-
lege, Danbury.

May 11-14 -- Electro '76, Bicentennial convention of The Institute of Electrical and Electronic Engineer.

May 12 -- New York Women in Communications Matrix Awards dinner. Edwin Newman, NBC News cor-
respondent, will be speaker. Hotel Lexington, New York.

May 12-14 -- Washington State Association of Broadcast-
ers spring meeting. Red Lyon Motor Inn, Pasco.


May 12-16 -- Pennsylvania Association of Broadcast-
ers annual convention. Britannia Beach hotel, Paradise island, Nassau.

May 13-14 -- Ohio Association of Broadcasters spring conv.
sion. Speakers include John Eger, acting di-
rector of Office of Telecommunications Policy; Ray Seddon, FCC chief of Emergency Broadcast System; Paul Peterson, Federal Trade Commission, and Carl Stevens of Personnel Management Workshops, Sawmill Creek, Huron.

May 13-16 -- Western Advertising Conference, spon-
soerd by Western States Advertising Agencies Associ-
ation. Friday luncheon speaker will be Erwin D. Canham, editor emeritus, The Christian Science Moni-
tor, and past president of U.S. Chamber of Commerce. Canyon hotel, Palm Springs, Calif.

May 16-18 -- Illinois-Indiana Cable Television Asso-
ciation 12th annual convention. Forum 30 hotels, Springfielld, Ill.

May 17 -- Eighth World Telecommunications Day developed by the International Telecommunications Union in co-operation with the United Nations Educa-
tional, Scientific and Cultural Organization. Theme this year is "Telecommunications and the Mass Media."

May 17 -- Emmy Awards presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel, Los Angeles.

May 17-18 -- Virginia Cable Television Association spring conference. Holiday Inn, Atlon Mountain, Waynesboro, Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-4131.

May 17-18 -- Kentucky CATV Association spring con-
vention. Continental Inn, Lexington.

May 19 -- National Radio Broadcasters Association sales seminar, O'Hare Hilton hotel, Chicago.

May 20 -- Advertising Research Foundation second mid-year conference. Hyatt Regency O'Hare, O'Hare International Airport, Chicago.

May 20-21 -- FCC-Federal Trade Commission joint pa-

tory discussions on over-the-counter drug advertis-
ing, FCC, Washington.


May 20-22 -- Iowa Broadcasters Association annual mana-

May 21 -- FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to op-
erate with greater than 50 kw (Docket 20842). Replies are now due June 25. FCC, Washington.

May 21-22 -- Public Radio in Mid-America (PRIMA) spring convention. KOIS-FM Omaha, Neb.


May 25-26 -- Seminar on television and film lighting to be presented by E. Carlson Wincour, Imro Fioresino Associates. Bradley University Peoria, Ill. In-
formation: Joel Hartman, Bradley University Center Learning Resources, 501 West Bradley Avenue, Peoria 61625: (309) 676-7611, ext. 209.

May 26 -- National Radio Broadcasters Associ-
ation sales seminar, Essex House, New York.

May 27-28 -- Practicing Law Institute program on "Legal and Business Problems of Television and Radio." St. Paul's Court hotel, San Francisco. Enroll-
ment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

May 27-30 -- Missouri Broadcasters Association spring meeting. Rock Lake Lodge, Table Rock Lake, Branson.

May 27-June 5 -- Prestige Jeunesse Internationale, bia-
nual television competition for children's programs, co-sponsored by European Broadcasting Union and UETSCO. Bayernischer Rundfunk, Munich, West Germany.

May 30 -- Tenth World Communications Day, co-ordi-
nated in U.S. by the communications department of the United States Catholic Conference, Washington.

June

June 1-4 -- Canadian Cable Television Association 19th annual convention and trade show. Four Seasons Sheraton hotel, Toronto.

June 2 -- FCC's new deadline for comments on pro-
posed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies are now due June 16. FCC, Washington.

June 3-4 -- Fifth annual national Publi-Cable Con-
ference. Campus, Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Publi-Cable, Kutztown State College.

June 3-5 -- Associated Press Broadcasters sixth an-
nual convention. William Sheehan, ABC News presi-
dent, will be keynote speaker. FCC Chairman Richard Welye; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president; attorney F Lee Bailey and Senator Hubert Humphrey (D-Minn) will be featured speakers. Mar-
quette Inn, Minneapolis.

June 3-5 -- Alabama Broadcasters Association 30th annual spring convention. Admiral Semmes hotel, Mobile.

June 3-5 -- Oregon Association of Broadcasters spring conference. Sunriver Lodge, Bend.
June 4-5 - North Dakota Broadcasters Association spring meeting. Artclase motel, Devils Lake.


June 6-25 - Eighth annual Institute for Religious Communications. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (505) 866-5471.

June 8-10 - Armed Forces Communications and Electronics Association 30th annual convention. Sheraton Park hotel, Washington.


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Double standards

EDITOR: It's time something is done about double billing in print.

Since when does government have no control over a practice that is not only dishonest, but illegal? Government finds a way to make print media pay taxes, fill out reports, practice equality in hiring and so on. There is no excuse for them to look the other way about double billing.

It's time the National Association of Broadcasters made a full-scale attack, if it's the friend of radio it claims to be. At the same time, broadcasters could launch an awareness move on Congress.—B.D. Thornton, president and general manager, KMAM(AM)-KMOE (FM) Butler, Mo.

The out-of-towner

EDITOR: At the National Association of Broadcasters convention in Chicago, once again I was distressed at the lack of mention in the daily newspapers of radio stations' calls and frequencies. I travel a good deal throughout the country, and time and time again I pick up local newspapers so that I can check out various radio stations' formats. Invariably, I cannot find all of the listings for the AM and FM properties in the market. I think this is a serious problem, one that the NAB or the Radio Advertising Bureau ought to address itself to.

Another serious problem is that many hotels provide TV sets but no AM or FM radio facilities. For me, this is simply an inconvenience, but for a timebuyer who has to make decisions such as radio versus TV, checking into a hotel room that provides TV but no radio certainly can be a meaningful, although subliminal, influence. I would urge every radio station manager and owner to address himself to both of these problems within his own market—Norman Wain, president, Penton Broadcasting Co., Cleveland.

Backwards

EDITOR: Your article entitled "Commercial Hit of New York Cable: Midnight Blue" (March 15) contained a paragraph that is in error. New York University Broadcast Lab does not have 30 minutes at 1:30 a.m. Saturday night. I learned the time. The first program, which I directed, was produced by the New York University Broadcast Lab. I obtained permission to use that program on time on Channel J as a pilot to gain audience response.

The series is titled Audition Night at Catch a Rising Star.—Vincent J. Novak, Glass Eye Productions, New York.

Different animals

EDITOR: I have been greatly concerned lately upon reading various analyses of the syndication field that seem to take delight in lumping animal and game shows together in derogatory manner.

I have nothing against game shows per se. They undoubtedly have their place. But as a producer of wildlife series for the past two decades, I would like to go on record as stating that animal-wildlife series is certainly a more ambitious project than, say, taping five game show episodes in a studio in a single day. It requires endless research, crews around the world, a special kind of expertise and even the cooperation of governments on a global scale.

I do not think that it is fair for the media to arbitrarily place wildlife programs and game shows in the same category. And to further intimidate that animal-wildlife shows are not of the necessary quality to be shown in prime-access time seems grossly unfair.—Bill Burrud, Bill Burrud Productions, Los Angeles.

Beauty and the beast

EDITOR: I was shocked by the March 22 letter from Murray J. Green.

In spite of abuses by CB users, there is a real need for this service. I quote from a speech by Senator Thomas F. Eagleton (D-Mo.) on March 1. It regards a report from Colonel S.S. Smith, superintendent of the Missouri highway patrol, concerning installation of CB radios five months before in all 700 of his patrol cars: "Already, Colonel Smith reports, as a result of CB operators notifying highway patrol cruisers, 671 drunk drivers have been arrested, 61 people driving in the wrong direction on a dual highway have been stopped and a whopping 20% of all auto accidents handled by the highway patrol in that period have been reported by CB operators. Response time to accidents reported by CB's has been cut by 40%.

This is the "new monster" to which Mr. Green refers.

The Communications Act covers all radio services. It does not single out broadcasting for favored treatment, but it does use the phrase "in the public interest, convenience and necessity." What could be more in the public interest than the events reported by Colonel Smith?—Robert E. Brooking, Burbank, Calif.
A TV news show should do more than give you the headlines.

The trouble with most TV news shows is that they run out of show before they run out of news. So you wind up getting just brief descriptions of what happened, instead of in-depth coverage. Sort of like reading the headlines in a newspaper without reading the story.

That's one of the main reasons we expanded The Scene Tonight. It gives us the time we need to do the job right.

Does it make a difference? You bet it does.

When the ore carrier Fitzgerald sank in Lake Superior, we were able to put the news on the air immediately, and carry two updates before the program was over. We were the only Twin Cities station to send a reporter and cameraman to cover the story. And our report wound up being carried on the CBS news with Walter Cronkite.

And when Reserve Mining was ordered to hand over a check for $100,000 to Duluth to cover the cost of filtering its pollution out of the water, we were the only Twin City station covering the story. We were also the only station to send a reporter, cameraman, and artist to cover the appeal in Omaha.

And finally, when F. Lee Bailey came to town to give a speech, we got him to appear live on our news show and speak on the Patty Hearst trial.

It's exclusive, in-depth stories like these that make the difference between a news show that only gives you the headlines and a news show that delivers true broadcast journalism.

For more information, contact Peters, Griffin, Woodward. Or call our sales staff. (612) 338-0552.
LOU HARRIS JOINS THE NETWORK
MORE PEOPLE ARE WATCHING!

America's most respected poll taker Louis Harris has joined ABC News exclusively to give our election-year coverage even greater depth.

With Harry Reasoner and Howard K. Smith, Lou Harris will turn up the surprising patterns of how and why specific voter groups went for the candidates they did. And what stands the candidates took on key issues really determined the outcome.

Throughout the year, ABC News will present special reports on the results of surveys by the Louis Harris/ABC News Poll.

Political Spirit
76
ABC NEWS
Van Deerlin moves in as Macdonald steps down

With key House chairmanship now settled, broadcasters eye prospects of Hartke in Senate

Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee since 1967, announced last Thursday that he will resign the chairmanship April 26. Only the day before he had posted notice that he will retire from Congress at the end of this session. His reason for both actions is poor health.

In a letter to House Commerce Committee Chairman Harley O. Staggers (D-W.Va.), Mr. Macdonald urged that Lionel Van Deerlin (D-Calif.) be named to succeed him. He asked specifically that the Democrats on the committee pass Mr. Van Deerlin's name to the House Democratic Caucus for election as permanent Communications Subcommittee chairman.

Mr. Van Deerlin, a former broadcast newsmen, said he would willingly accept the top Communications Subcommittee spot and was "appreciative" of Mr. Macdonald's endorsement, which, he said, "carries a lot of weight." If elected, he will have to give up the chairmanship he now holds, that of the Consumer Protection and Finance Subcommittee.

Mr. Macdonald, who is 58, said his decisions to retire after 11 terms in the House and to resign his chairmanship were the hardest of his life, and in his retirement statement he explained: "I find I can no longer come up to the standards which I have set for myself. After consultation with my doctors and after undergoing a thorough physical examination, I realize that I can regain my good health if I am able to remove as many pressures as possible."

The congressman has been resting at home for the past two weeks after nearly two weeks of hospital tests and treatment for a condition he has described as an imbalance in his metabolism (Broadcasting, March 29). It has been reported that he hopes to have recuperated enough by the end of Congress's Easter recess, April 26, to return to the Hill to complete the remainder of his term.

Mr. Macdonald will "continue to be a force on the subcommittee" this year, according to the subcommittee counsel, Harry Shooshan, and will urge a continuation of the work he set out to accomplish, an ambitious agenda of hearings and studies that includes a major re-examination of cable TV regulation and TV frequency allocations, license renewal reform, a television violence inquiry, FCC reform and a look at public broadcasting employment practices. Mr. Macdonald's ill health and now his resignation from the chairmanship have put all those projects on hold until a new chairman takes over. But last week, Representative Van Deerlin said the cable inquiry is the "first and urgent issue" and indicated that if he is elected he will move ahead with cable hearings this session.

The subcommittee's cable project was at the center of a controversy begun early last week when Representative John Moss (D-Calif.), chairman of the Commerce Committee's Investigations Subcommittee, told the National Cable TV Association in Dallas that if something does not happen soon on cable, he would take up the problem at FCC oversight hearings he has planned for his subcommittee May 3 (see page 43). Mr. Moss's pronouncement, made without consulting any members of the Communications Subcommittee, ruffled the sensitivities of some of his colleagues on the Commerce Committee who felt he was invading the turf of another subcommittee chairman. By midweek, Commerce Committee Chairman Staggers had stepped in to head off Mr. Moss and was on the verge of announcing the start of cable hearings before the Communications Subcommittee the week of April 26. He was going to name John Murphy (D-N.Y.), the next-ranking Democrat on the subcommittee, to preside. But that was before he received Mr. Macdonald's letter of resignation from the subcommittee chairmanship.

There was widespread speculation, too, that Mr. Murphy would be named acting chairman of the subcommittee for the remainder of this session, but that was ended when Mr. Macdonald nominated Mr. Van Deerlin. The work he had laid out for the subcommittee was too important, Mr. Macdonald said, to go forward under a temporary chairman. Mr. Van Deerlin outranks Mr. Murphy in seniority on the Commerce Committee, and on hearing of Mr. Macdonald's intention to retire was planning a bid for the Communications Subcommittee chair next year, a bid it is presumed he would have won ("Closed Circuit," Feb. 16).

Broadcasters face changes in the leadership of the communications panels on both sides of Capitol Hill. Nearly all the issues and bills that affect the industry are
funneled to those two bodies. Late last year, Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee for 20 years, announced he would retire from the Senate at the finish of this year (BROADCASTING, Oct. 13, 1978). Next in line after Senator Hartke is Senator Frank Moss (D-Utah), a liberal Democrat who as chairman of the Senate Consumer Subcommittee has taken strong stands against broadcasting for what he sees as irresponsible programming and advertising on television for children.

Broadcast officials in Washington welcome the return to the Communications Subcommittee of Lionel Van Deerin. A member of Congress since 1962, the 61-year-old representative was on the panel from 1965 to 1974, then left to become chairman of the Consumer Subcommittee. In the last two years, Mr. Van Deerin has made no secret of his desire to get back on Communications; he told a television audience at the National Association of Broadcasters convention in Chicago that "broadcasting is a hell of a lot more fun than being a manufacturing chemist." He is respected for his understanding of the inner workings of the industry.

Mr. Van Deerin was for nearly 10 years a broadcast journalist, beginning in 1953 as news director and commentator for KETV-TV in Omaha, Nebraska, and later director and commentator for KGTV/TV in San Diego. From 1945 to 1958 he directed radio and TV news for KFSQ-AM/FM, TV San Diego (now KOGO[AM], KFSQ-FM, KGTV[TV] separately owned stations).

Mr. Van Deerin last week said his taking over the chairmanship would not mean the opening of a new chapter, that he would continue in Communications oversight and legislation. On most issues he agrees with Mr. Macdonald, save one: He supports legislation to abolish the fairness doctrine and wants to undertake hearings soon to find out "to what extent the doctrine stifles free and open competitive speech." But he has also expressed a long-time doubt of ascription but on license renewal legislation he would oppose any bill that would give broadcasters a "lock" on their licenses.

In talking about cable TV regulation Mr. Van Deerin notes that the largest cable system (Cox Cable’s Mission Cable TV Inc.) is in his district, and that broadcasters and cable operators there have not only made peace, but both are thriving.

Mr. Van Deerin also departs from Mr. Macdonald on the issue of TV violence. Mr. Macdonald has long used the power of his chair to try to persuade broadcasters to reduce violence. But Mr. Van Deerin said: "I just won’t be an apostle of moving in on things like this."

Mr. Van Deerin’s re-election is taken for granted in his home district of San Diego. He is unopposed for the Democratic nomination and faces the same Republican, the best by a 70%-30% margin in 1974.

Broadcasters in Washington have considerably less confidence in the good will of Senator Vance Hartke. The senator told BROADCASTING last week that in his opinion the industry cares too much about making money and not about the public, whose interests broadcasters are licensed to serve. They [broadcasters] worship that god Nickels," he said. "Is that a fair way to run a business?"

The industry’s preoccupation with profits is particularly apparent, Senator Hartke believes, in programing on television of shows with violence. "My philosophy is to oppose violence wherever it rears its ugly head," he said last week, adding that the only reason for the high level of violence on TV is that it generates money.

The senator also criticized the "shabby" treatment Ronald Reagan received recently from television networks when he sought to buy prime time for a national address. Mr. Reagan, who opposes President Ford for the Republican presidential nomination, got time on NBC, but his first request had been rejected by all three networks (BROADCASTING, April 5). Had he been chairman, Mr. Hartke said, he would have called hearings immediately to investigate the "seemingly incredible" case.

It is difficult to determine where Senator Hartke stands on specific broadcast issues before the Communications Subcommittee. Although a member of that panel, he has been preoccupied with other committee assignments, particularly with the Subcommittee on Surface Transportation which he heads.

For the moment he talks in terms of the philosophy of this nation’s broadcast system and wants to undertake hearings next year “across the whole spectrum” to find out if the system conforms with the ideals of the Communications Act or if changes are needed in the federal communications regulation. He said he wants to look at the “new communications technologies coming down the road that no one I know has done a lot of preparations for.”

He said he was disturbed to find on his visit to the NAB convention in Chicago that there was a "زين of animosity" between broadcasters and cable operators. "It appears that the NAB is against CATV and CATV is against the NAB. Period. Don’t you think that’s kind of sad?"

In his speech at that convention he urged broadcasters to bend with the new technologies, but added in what might be a significant footnote that Congress should explore ways to integrate new technologies “without damaging the existing levels of community services.”

Senator Hartke is confident about his chances for re-election this year. At 56, he is finishing his third term. Indiana newspapermen following his race say he is probably in bigger trouble than ever before, but they add that they have said that before too, then watched him land on his feet. They presume he will beat first-term Representative Phil Hayes (D-Ind.) for the Democratic nomination, then will face either former Indiana Governor Edgar Whitcomb or former Indianapolis Mayor Richard Lugar in the fall. No one is giving odds on the winner in November.

Pay regulation by New York attacked in suit

Rates should be set by market, NCTA and individual systems say

Cable TV leaders asked a federal court last week to overturn New York State’s attempt to regulate the state’s cable rates as illegal and unconstitutional. The suit raised the first court test of— and could determine for all U.S. systems—the legality of the FCC’s pre-emption of authority over pay cable rate regulation. The absence of such a test had been cited by the New York State Commission on Cable Television when it ordered all existing pay cable operations in the state to file by April 30 for appropriate pay rate approvals (BROADCASTING, March 8).

Last week’s suit, announced at the National Cable Television Association convention in New York, was filed against Chairman Robert E. Kelly and other members of the New York state cable commission by the NCTA, the New York State Cable Television Association, Home Box Office and individual New York systems that are subsidiaries of Teleprompter, Viacom, Warner, UA-Columbia and American Television and Communications. It was filed in the U.S. Northern District Court of New York at Albany.

The complaint contends that the FCC has repeatedly since 1971 “pre-empted the pay cable field and determined that pay cable rates are to be regulated by any governmental body but should be left to free marketplace forces.”

“More than that, the complaint continues, the New York cable commission participated in at least two proceedings in which the FCC reached or reaffirmed the pre-emption position. If the complaint is true, the complaint asserts, did the state commission appeal from or ask the commission to reconsider the decision.

State regulation of pay rates would also constitute “anticompetitive discrimination between competing media of communications,” the complaint charges, because neither the state “nor any other governmental authority purports to regulate the rates of advertiser-supported television, radio, over-the-air pay television, hotel television, video disk and cassettes, movie theaters, live theaters, closed-circuit prize fights and other events, sports arenas, concert halls, night clubs, book stores, newspapers, magazines or other media of information, news and entertainment protected by the First Amendment.”

The complaint cites comparative costs to show “the magnitude of this arbitrary and anticompetitive discrimination.” At current pay cable rates, it says a family of four can watch eight new feature films a month for 20 cents to 30 cents per person per film, whereas New York theaters gen-
The high of Texas: 
NCTA leaves with a glow on

The convention was the best ever because the industry is in its best shape ever, says the new chairman of the association, who sees a wired nation on the way.

"It's like a rolling stone."

Burt Harris, the new chairman of the National Cable Television Association—in a euphoric mood as the organization closed out its 25th annual meeting last Wednesday (April 7)—was speaking of the suddenly resurging cable business.

"There's nothing like having an upbeat industry," he said jubilantly.

Mr. Harris had taken over in a fortunate hour. The regulatory news could hardly have been better; the FCC the week before had eased off most of the ambitious rebuild requirements whose deadline cable had faced a year from now. Pay cable was riding a skyrocket; from 16,000 subscribers three years ago, to 50,000 two years ago, to 200,000 last year, to 600,000 now, and to perhaps a million by the end of this year. The association had a new president, Robert L. Schmidt, in whom it seemed well pleased. Capital, if neither easy nor abundant, was nevertheless available.

Where would it all end? In Mr. Harris's long-range view, not short of the wired nation. "I've always believed in it," he told a post-convention press conference, "and I still do. The country is already wired for telephone ... every home, one day, will have a communications terminal. In time, we hope to get some revenue from every home we pass."

Given that scenario, "Television [the retransmission of broadcast signals] could become the tail of the dog," Mr. Harris said. How soon that day might arrive depends largely, he said, on whether the industry is hampered by regulation. In any event, he doesn't expect it to come overnight: "I can't believe we would take our emphasis off the basic business" in the near term, he said. "We have to keep viable in the meantime."

The convention itself he called NCTA's best. It attracted over 4,100 registrants to the Dallas convention center, along with observers from eight foreign countries. The facilities were judged to be excellent. The industry was "maturing more," Mr. Harris said, and that was reflected in "some style and some class" being brought to the occasion. "Substantial" people, he said, were joining the board.

Mr. Harris announced his two discretionary appointments to the executive committee: Ed Allen of Western Communications and Bill Bresnan of Teleprompter. The other members, as a result of the offices they hold, are Vice Chairman Dan Aaron of Comcast Corp., Treasurer Henry Harris of Cox Cable, Secretary Ralph Baruch of Viacom, Rex Bradley (the immediate past chairman) of Teletel and Mr. Harris.

Also announced were new committee assignments—two made noteworthy by their absence. NCTA is disbanding its "Project 77" committee in the belief its work is essentially "wound up," and there's to be no copyright committee unless a bill doesn't pass this session.

Rex Bradley was named to head the regulatory committee, an assignment that acknowledges his past accomplishments on that front and seeks to maintain their momentum. Russell Karp, of Telepromp-
Trial on family viewing is under way

Opening days feature each of several sides' versions of how it all came about

Family viewing—and how its creation is seen from a variety of points of view—was the production on view in federal district court in Los Angeles last week. Conflicting versions were presented by attorneys for each of the six parties in the case.

One insider's view was offered by Dr. Barry Cole, a former consultant to the commission, who as the first witness began describing Chairman Richard E. Wiley's preparations for meeting with network executives on the subject of reducing sex and violence on television at times when children are watching. There was talk of efforts to denuile voluntary action on the part of the networks, Dr. Cole related, and there was also talk of specific programs that might not be suitable for the entire family.

At issue in the case is the effort on the part of Hollywood writers and producers seeking an injunction to bar implementation of the family viewing policy, under which broadcasters reserve the first two hours of prime time for viewing, thus believing suitable for the entire family. The creative community's suit, which names the networks, the National Association of Broadcasters and the FCC as defendants, alleges that the commission, through Chairman Wiley, coerced the networks and the NAB to adopt the policy. They say the policy violates their First Amendment rights.

Dr. Cole, who was one of the FCC staff members who worked on the family viewing project, was testifying for the plaintiffs under subpoena. And, under questioning by Ronald Olson, counsel for the plaintiffs, he began by describing the meeting Chairman Wiley held with the staff in advance of the session he was to have with the network presidents in his office on Nov. 22, 1974.

"It would be ideal if all three networks would say 'We understand your concern and we will do our best to program accordingly.'" Dr. Cole recalls Chairman Wiley saying. "A joint policy statement would be fine."

Before the court began hearing from Dr. Cole, seven of the attorneys involved in the case told Judge Warren J. Ferguson how each of them saw the background.

Mr. Olson began. Speaking for the plaintiffs, who feel family viewing, which went into effect last fall, places intolerable restrictions on their artistic freedom of expression. He said it used implied threats of trouble at license renewal time for the stations owned by the three networks to force their compliance and that the networks, in

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Speculation, yet undenied, that Robert D. Wood was out as president of CBS Television Network was having strong impact on organization last Friday (April 9). Situation in Hollywood was described as "comatose." There's as yet no replacement for Perry Lafferty as West Coast programming VP, or for Frank Barton as No. 2, and uncertainty over Mr. Wood's status had creative community at loss over "what to produce or whom to please." There were reports Mr. Wood might take West Coast post, of some description, himself. ("Closed Circuit," April 5).

Speculation on successor centered on Robert Wussler, VP for sports, or Frank Smith, VP for sales.

ABC-TV has scored still another programming coup in signing Redd Foxx, star of NBC-TV's hit Sanford and Son, to long-term, multimillion dollar contract. He will star in own comedy-series in September 1977; Mr. Foxx remains committed to 24 episode run on NBC next season. ABC deal comes as blow to NBC, which is having one of its worst prime-time seasons in recent memory; in five years on air (Friday, 8-8:30 p.m.), S and S has been network's highest-rated series and anchor of entire Friday night schedule.

After only 30 years, television is bigger—worldwide—than telephone (100 years old) and motor vehicle (approaching 80), according to estimates today (April 12) by RCA. They put number of TV sets in world at 384 million, telephones at 360 million, autos and trucks at 300 million. In U.S., it's 144 million phones, 130 million motor vehicles, 120 million TV's. Russia, on other hand, has 50 million TV's, only 158 million phones, seven million motor vehicles.

President Ford is back in business of giving interviews to stations in primary states, He will be seen in 30-minute interview with KDFW-TV Dallas on April 17 at 7:30 p.m. Consideration is being given to interview requests from another Dallas station and from one in Houston. Latter interview, if granted, would be done in Houston on April 28, three days before Republican primary.

National Association of Broadcasters executive committee decided last week at Washington meeting to keep next national convention in Washington—if accommodations work out. If they don't, 1977 gathering will be in Las Vegas, planned site for 1978. Problem now is with Washington Hilton hotel, which has scheduled public show of National Rifle Association Saturday following NAB convention (March 27-30). NAB exhibitors need at least two days to break down exhibits, which means they may collide with gun exhibitors trying to set up for NRA. And NAB exhibitors thought they had trouble with labor in Chicago this year...

Secretary of State Henry Kissinger has told Daniel Schorr, CBS correspondent who has been suspended while House investigates leak to him of secret House CIA report, that "I think you got a bum rap, especially since the essence of the report had already leaked before the report was published... The blame should fall on whomever leaked the report, not on the journalist who received it." Conversation between two took place at Gridiron Dinner in Washington April 3.

Television violence pollutes young minds and "has contributed to an epidemic of youthful violence that seriously threatens the health of American youth," claimed Anne Sommers, Rutgers University professor and community health specialist, in New England Journal of Medicine article. Dr. Sommers—who wrote "It is difficult to overstate" television's influence on children—cited statistics showing that violent deaths brought death rate in 15-to-24 age group up 19% from 1961 to 1974.
Amendment to copyright bill in House to limit library distribution of network news shows and documentaries to scholarly researchers is being pushed in subcommittee by Representative Edward Patton (D-N.J.). CBS is behind him; it has been in court three years trying to stop Vanderbilt University from storing and lending network news tapes. Amendment to permit Vanderbilt to continue practice was added to bill in Senate by Howard Baker (R-Tenn.). CBS says wording is too broad and virtually takes away network’s control over news works.

FCC regards efforts to encourage dialogue between broadcasters and citizens—through ascertainment of community needs, among others—and its 1974 policy statement on children’s programming as among 25 most significant actions it has taken in past 10 years to benefit consumer. List had been requested by Senate Commerce Committee (“Closed Circuit,” Feb. 16) and Commissioner James H. Quello disclosed portions of it in speech to American Council for Better Broadcasts, in Madison, Wis., last week. Other items he mentioned: Rules banning discrimination in employment on basis of race, color, religion or national origin; periodic en banc meetings with members of public, and establishment of Consumer Assistance Office.

NBC and striking National Association of Broadcast Employees and Technicians resumed meetings with Federal Mediation and Conciliation Service last Thursday after NBC sued union for $500,000 on 17 charges of “sabotage” dating back to Feb. 10. Union denied charges. Union struck April 1 in dispute over wages and jurisdiction. Union offered to return to work last Wednesday, but NBC said it feared sabotage if workers returned before contract was settled. NBC reported operations nearly normal with nonunion employees on job. At NBC’s WJZC-TV Cleveland, American Federation of Television and Radio Artists refused to cross NABET picket lines. Court order prohibiting picketing at Broadway entrance to New York’s Ed Sullivan Theatre where NBC’s Women of the Year awards was taped on Thursday enabled First Lady Betty Ford to go to appear on program and receive her award without crossing picket line.

Warner Cable Corp., incensed over ABC’s involvement in FCC’s cable rate regulation inquiry (Broadcasting, March 22), has asked commission to institute inquiry into broadcasting rate determinations and profitability levels of industry. Request came not as rulemaking petition but in reply comments that charged network’s filing of comments on “internal” cable matter is one more demonstration of broadcasters’ “kill cable” campaign. “If rate regulation of cable is in any way justified, said Warner, “then it would seem that broadcaster charges would be similarly subject to supervision.”

ABC may be first in ratings, but it’s third in air forces. Testimony in family viewing suit in Los Angeles last week (story page 24) disclosed that ABC executives had to hitch ride on CBS President Arthur Taylor’s plane when summoned to meet with FCC Chairman Richard Wiley in Washington. “There was great concern over the fact that ABC did not own its own airplane,” attorney Ronald Olson, representing plaintiffs, told court. Crisis was solved when CBS invited ABC President Elton Rule and Senior Vice President Everett Erlick to ride in one of its two aircraft. NBC also offered them ride. On return trip, said Mr. Olson, CBS plane landed in New Jersey, where Mr. Taylor lives, and Messrs. Rule and Erlick had to return to New York by car.

Robert Hunt, president and general manager of Chicago Tribune Co., parent of WGN Continental Broadcasting Co. and WGNX Inc., named chief executive officer. He succeeds Stanton Cook, who continues as chairman of Tribune Co. and as publisher of Chicago Tribune.

U.S. judge in Philadelphia has fined Assorted Music Inc. $40,000 after company pleaded no contest to payola charges. Kenneth Gamble, president of Gamble-Huff Records Inc., was fined $2,500, and Earl Shelton, president of Assorted Music, and Harry Coombs, executive vice president of Gamble-Huff, each were fined $1,000. Edward Richardson, promotion director of four companies involved, was fined $500.

House Appropriations Committee Friday approved $78.5 million for Corporation for Public Broadcasting for this fiscal year. $8.5 million more than administration suggested. Committee earmarked that $8.5 million go directly to radio and TV stations. Appropriation goes now to full House.

Latest count shows Ronald Reagan’s campaign has taken in between $450,000 and $500,000 in contributions as result of his national address on NBC-TV two weeks ago (Broadcasting, April 6). Subtract $100,000 Republican presidential contender had to pay network for half hour of prime time.
not to please the FCC but because CBS felt something should be done. The other networks, in following us, said they did it because CBS did. CBS put them on the spot and they had to move.’’

Irving Segal, attorney for NBC, asked: “If the FCC chairman threatened to clean up TV at a time when parents and kids are watching who was hurt?”

ABC had been aware of the public reaction to sex and violence on TV since at least 1972, attorney Daniel H. Margolis told the court. “Networks hear from the public, from government and from their affiliate stations which may accept or reject network programs,” he said, and it was plain that “gratituous violence” was objectionable.

The trial is expected to run for six to eight weeks. It will relax for the Passover holidays. Among witnesses expected to be called—in addition to key executives of the defendant companies—are retired New York Times critic Jack Gould, former FCC general counsel Henry Geller and former FCC Commissioner Nicholas Johnson.

**PBS objective: minority programs for mainstream**

Larry Grossman, president of the Public Broadcasting Service, told the American Council of Better Broadcasts last Thursday (April 8) in Madison, Wis., that the “most difficult—and surely the most important of all problems” for PTV is its responsibility for minority and target-audience programming. “Public television has an absolute and primary responsibility to fulfill the programming needs of minorities in this country who have always been underserved or just unseved,” he said. PBS has devoted more of its schedule and a higher percentage of its resources to that objective than has anyone else in television, reported Mr. Grossman.

Nevertheless PBS’s target audience programming does not generally pull in an audience of even measurable size, Mr. Grossman said. To schedule such programming in prime time is a “poor use of a valuable resource benefiting too few,” he concluded. The answer, according to Mr. Grossman, is to begin to address the diverse and fragmented social and educational needs of the minority groups. With such programming, Mr. Grossman said, public television would bring minority programming into the mainstream—a merger of the interests of the country’s minorities with the interests of the majority of PTV viewers.

Other problems addressed by Mr. Grossman included the “UHF handicap,” the large number of public TV stations licensed to school boards or educational bodies, operating problems resulting from the democratic framework of public broadcasting, difficulties in getting unified funding that would enable continuity in production efforts, and the question of who should gain access to public TV programming.

**MacAvoy says there’s not enough to go on for cable bill**

Research is limited at moment, says head of White House regulatory reform group

If Congress is to act this year on cable television legislation—and that is a large if—virtually all of the motive power would have to come from the Congress itself and the FCC. The White House will not be ready with its proposals at any time soon—possibly not much before the “Second Coming.”

Paul MacAvoy, a member of the Council of Economic Advisers and head of a Domestic Council regulatory reform group attempting to develop cable legislation, said as much last week. The information available for predicting the effects of proposed changes in cable regulation, he said, is simply not there.

Mr. MacAvoy, whose group has been active in a number of other areas in which the Ford administration is attempting to ease regulations and introduce a greater degree of competition, said the group was confident it could predict the outcome of its proposals in such fields as airlines and railroads.

But that is not true of the work being done in the universities, the foundations and government regarding cable, he said. “I have no idea as to what would happen to service in any particular city as a result of cable deregulation.”

As a result, more work needs to be done. Mr. MacAvoy indicated the scope of the problem by noting that he had written a 28-page memorandum describing 30 items he feels must be researched before the information available will “meet my standards” for the quality of work needed to “make a good argument.”

He declined to offer any kind of serious estimate as to the length of time that would be required to complete the work. But Mr. MacAvoy, whose duties 25 a member of the CEA cover a wide range of issues—from food stamps to asparagus imports—gave an indication: “If I divide my 800 different days, that means I will be done before the Second Coming, but just barely.”

Mr. MacAvoy’s felt need for additional research is not the only obstacle reform group members see to drafting proposed legislation. Jonathan Rose, deputy assistant attorney general for antitrust, feels it would be helpful to the group to see the conclusion of congressional work on copyright legislation, a controversial section of which involves cable television, and the outcome of the court appeals of the FCC’s pay cable rules before drafting its proposed legislation.

Thus, Mr. MacAvoy and Mr. Rose confirmed reports circulating for weeks regarding the problems the regulatory reform group was grappling with the cable issue (“Closed Circuit,” March 29). The group had undertaken the project early last fall, with some members confidently predicting that a draft bill would emerge from the group by the end of that year.

Mr. MacAvoy said he had not discussed the matter with the President. But he did say that he had discussed it “informally with senior White House staff members.” And those individuals, who would presumably be sensitive to political pressures in an election year—agreed with him, he said, that more work is needed on the project.

Mr. MacAvoy discussed the matter on Thursday in briefing reporters following the President’s meeting with representatives of 10 regulatory agencies on the administration’s efforts to reform the regulatory process by substituting competition for regulation. At about the same time, on Capitol Hill, the chairmanship of the the House Communications Subcommittee was beginning to change hands, with Representative Torbert Macdonald (D-Mass.) announcing his resignation from that post but calling for a continuation of the work he had begun, which includes cable television legislation. And the person expected to succeed to the chairmanship, Lionel Van Deerlin (D-Calif.), said that if he does take over the post, he will call for such hearings this year (story page 21).

Most observers doubt that Congress will enact legislation during this session. Time is beginning to run short, and election year politics would be expected to militate against swift action. Furthermore, there is no sign of interest in the subject in the Senate, where Mr. Macdonald’s counterpart, Senator John O. Pastore (D-R.I.) has announced his plans to retire at the end of this session.

The one-and-a-half-hour meeting of the regulators with the President—which Commissioner Robert E. Lee attended with Chairman Wiley—did not produce much news.

Edward Schumitz, deputy counsel to the president and co-chairman of the committee overseeing regulatory reform, reported that the President asked each of the chairmen to review the most significant reform under way at his agency and the most persistent problem facing it.

The President also asked for a second progress report on regulatory reform efforts by Sept. 15. He urged the agencies to take a hard look at how regulations are affecting the public. “Specifically,” Mr. Schumitz said, “the President wants the agencies to make their progress as well as their regulations more understandable.”

Broadcasting Apr 12 1976
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RCA quality for tape.
The video tape room at Teletronics operates for two full shifts a day, and sometimes chums around the clock to meet tight deadlines. Two banks of TR-70C tape machines line the room (see photo). They routinely handle a full range of demanding tasks: recording, mastering, on-line computer editing, dubbing. With its unsurpassed video and audio specifications the TR-70C records and reproduces every nuance of picture quality, delivering masters and multiple-generation copies that satisfy the most demanding clients.

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Many Teletronics assignments start with 16mm or 35mm film which is transferred to tape, a process that actually enhances the quality and colorimetry of the photography.

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TK-28 brings out the best in film.
For their film work, Teletronics uses the RCA TK-28 film system. The TK-28's unique ability to resolve a variety of picture quality problems and to enhance the reproduction of film gives Teletronics an advantage. The TK-28 corrects for variations in film density and contrast range; low color saturation; film base errors; scene-to-scene matching; and color fidelity.

Quality is standard.
Consistent quality performance is standard at Teletronics International. It comes from dedicated people operating in a creative environment, using the latest electronic tools: computer editing systems and top-performing video tape and film systems.

RCA is pleased to be a part of Teletronics' outstanding video center.

Ask your Representative for information on RCA products for teleproduction.
TK-76 PROVES ITS PICTURE QUALITY —AND MORE—WITH ITS OWN DEMO TAPE.

Steel mill to supermarket.
Your RCA Representative has an unusual TV camera tape to show you: the TK-76 portable camera demonstrating its capabilities.

In available light situations as varied as a steel mill and the interior of a supermarket, the TK-76 proved its unusual adaptability. Even when taping the contrast of brilliant molten metal and the mill's shadowy surroundings, the TK-76's automatic features held color balance while the camera produced excellent color resolution and consistent picture quality.

Good operating characteristics came through in overcast weather, in the bright artificial lighting of a flower shop—even transmitting faces illuminated only by low light.

Designers surprised.
The TK-76 was created to bring film camera freedom and high quality pictures to electronic journalism. This new camera was planned for secondary uses in sportscasting, documentary and local on-location commercial production.

Now, its performance has surprised even its designers. It is eminently suited to its proposed application, yet it's also a surprisingly good studio camera—as its own demo tape clearly shows.

Among the studio sequences are scenes of a girl's face that show the excellent closeups and detailing the TK-76 can achieve, and a slow panning across recognizable commercial products to demonstrate the clarity with which the TK-76 can show a product.
A new camera generation.
The TK-76 is the first camera to pack big-camera electronics into a 20-pound package without a backpack, all at a most attractive price: under $35,000.

Among the desirable features of the new-generation TK-76 are:
- Self-contained—no backpack or separate CCU
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- Prism optics—f/1.4; freedom from reflections
- Picture quality equal to or better than that produced with commonly used news film
- Bias light—less lag in low light
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- Built-in sync generator—genlocks to external black burst or complete signal
- Vertical and horizontal contour enhancement—with comb filter and coring
- Rugged cast aluminum case
- T-bone construction—holds optical alignment
- Sealed camera case
- 1½” (38 mm) diagonal viewfinder
- Fully adjustable viewfinder
- Interchangeable pentaprism viewers
- Automatic iris control with manual override
- Automatic white balance control
- Video level indicator in VF senses peak white or flesh level
- +9dB video gain switch—for extremely low light levels
- +12 volt DC power source
- Lightweight (6 lb.) battery belt
- Optional AC power adaptor
- Flat mounting base
- Convenient carrying handle
- Shoulder-balanced—minimizes fatigue
- Light weight—only 20 lb.
- Instant "on" from standby
- Fast warmup—5 to 7 seconds from cold start
- High sensitivity—450 LUX @ f/1.6
- Full bandwidth encoder
- Operates from −10°F. to +120°F.
- Built-in filter wheel
- Flare correction

Consider the logistics.
If you have been planning to enter electronic journalism or improve the portability of your teleproduction facilities, you have probably weighed the cost-versus-quality of portable cameras quite carefully.

The prime purpose of EJ is to build station ratings and reputation with exciting, where-it's-happening reportage. An inflexible, limited-use EJ camera cannot achieve this goal; thus even its reasonable cost is expensive. Nor is a costly EJ camera a good return on investment if its performance can be equalled by a medium-priced camera.

That medium-priced high performer is here: the TK-76. It is the first camera to combine the picture quality of expensive EJ cameras with the handling ease of a limited-capability portable. As bonuses, the TK-76 offers a high degree of studio capability, plus film camera freedom of movement and picture quality.

The logistics favor the TK-76!

See the TK-76 tape.
Your RCA Representative will gladly screen the TK-76 demonstration tape. We think you'll find it a most rewarding twenty minutes.

Contact him today—and join the scores of TV stations and teleproducers who have already ordered new TK-76 cameras.
STATIONS REPLACE VETERAN RCA TV TRANSMITTERS WITH NEW RCA's.

KNTV, San Jose, replaced its transmitter in 1973. WBAL-TV Ch. 11, Baltimore, did so on Christmas Eve, 1975. These highband stations replaced long-running RCA transmitters with new generation maximum solid state RCA's. Their good experiences with the older RCA systems made their choices relatively easy.

“TWIN TRANSMITTERS ADAPTED WELL TO REMOTE CONTROL,” SAYS CHIEF ENGINEER LOU BELL, KNTV.

“San Jose is a tough, competitive TV market,” reports Mr. Bell. “Picture quality is a ‘must’. And, with today’s extended broadcast schedules, total redundancy is also essential. That’s why we’re operating two...on-air switching by remote control...good response, no adjustments.”

RCA 17 kW transmitters as an Alternate-Main system.

“The transmitters were installed a year apart, one in 1973 and the other in 1974. Then the entire transmitter RF output system—including switching, coax lines, filterplexer and dummy load—was optimized on-site for low VSWR. This permits on-air switching by remote control with good system response and with no further adjustments needed.”

“The TT-17-FH transmitters,” Mr. Bell adds, “operate within ½° differential phase and 1% differential gain.”

Numerous unusual features are incorporated in KNTV’s digital remote control system. An article in the next issue of BROADCAST NEWS describes this interesting installation. Ask your RCA Representative for a copy.

“DEPENDABILITY MADE US CHOOSE RCA AGAIN,” SAYS OTTO CLAUS, CHIEF ENGINEER, WBAL-TV.

“We went on-air with our new RCA TT-50-FH transmitter last Christmas Eve. By then, our 21-year-old RCA 50 kW transmitter had logged some 163,000 hours,” Mr. Claus says.

“This tradition of dependable service and long-term performance helped us to decide on the TT-50-FH when we were considering a new transmitter. Of course, the technical features were most important—maximum solid state design, automatic controls, redundancy and the impressive performance parameters. The new parallel system is equipped with an Opto-Switcher for optimum VSWR. It also has Bi-Level switching which lets us stay on-air at 77% of power, even with one side of the transmitter down.

“We can see the difference, and so can other broadcasters.”

“Picture quality has improved and our signal is definitely quieter with the new transmitter. We can see the difference, and so can the other broadcasters in town.

“Satisfaction with RCA’s engineering, their back-up support and parts availability over the years were factors in our decision to buy RCA—again.”
Six are in, five are out, four switches in new CBS fall schedule

'Medical Center' and 'Cannon' are dumped along with three freshman series; new entries include one by Lear and one in 'Rich Man, Poor Man' mold; 'All in the Family' is moved again—this time to Wednesday

CBS-TV announced its 1976-77 prime-time schedule last week: It will cancel five series, add six new ones and shift time periods on four holders.

ABC's lineup was released the previous week (BROADCASTING, April 5) and NBC's is expected this week.

The seven-year-old MGM Television dramatic series Medical Center (Monday, 10-11 p.m., NYT) and the four-year-old Quinn Martin private-eye show Cannon (Wednesday, 9-10 p.m.) fell by the wayside along with three first-year shows: MGM Television's cop show Bronk (Sunday, 10-11 p.m.); Universal Television's feminist Western Sara (Friday, 8-9 p.m.), and Allied Artists sitcom Popi (Tuesday, 8:30-9 p.m.). Of these five, only Cannon reached a 30-share average for the first quarter of 1976 (the rest ranged from Medical Center's 29-share average to Popi's 18), and CBS sources said Cannon's demographics were levitating more toward low-income, rural men and women over 50 than toward the 18-to-49-year-olds that advertisers are most interested in.

In time-slot changes, CBS's programming vice president, Lee Currlin, acknowledged the most radical of the shifts—All in the Family to Wednesday at 9 to 9:30 p.m. (from Monday at 9) and Good Times to Wednesday at 8 to 8:30 p.m. (from Tuesday at 8)—were "a direct counterprogramming move against ABC on Wednesday," With The Bionic Woman, Baretta and Starsky and Hutch on Wednesday, ABC has demolished its competition in the first quarter of 1976 (although Starsky will be moved to Saturday next fall and a tongue-in-cheek melodrama called Charlie's Angels will take its place).

So Mr. Currlin said CBS will make a frontal assault with four sitcoms and a returning cop show (Lorimar's The Blue Knight, at 10 p.m.). Two of Wednesday's sitcoms are new, but they will be "protected," he says, by being sandwiched between Good Times and All in the Family.

The 8:30 p.m. position on Wednesday goes to Ball Four, Mr. Currlin continued, which is being slotted in family hour be-cause "with the baseball setting and the group of funny characters, the kids will dig it." It's a CBS in-house production, based on Jim Bouton's comic autobiography of the same name, and Mr. Bouton, a sports reporter on WNEW-TV New York who's done some acting (most notably as a villain in Robert Altman's theatrical movie "The Long Goodbye"), will star as a relief pitcher for a major-league team called the Washington Americans; most of the action will revolve around the locker room and dugout. Wednesday's 9:30 p.m. comedy (shoe-horned between All in the Family and The Blue Knight) is Alice, a David Suskind-Warner Bros. Television production based on the recent hit movie, "Alice Doesn't Live Here Any More." Mr. Currlin said the series will soft-pedal the 30ish-woman-on-her-own-in-a-hostile-world aspect of the movie and instead focus on the raucous, "gang-comedy" possibilities of blue-collar life among wisecracking waitresses in a noisy diner.

CBS will try to maintain its strong position on Monday by moving its hit comedy, Maude (going into its fifth year), up to 9:30 p.m. behind All in the Family behind Rhoda and Phyllis, and scheduling a new Norman Lear comedy called All's Fair at 9:30 p.m. and a new "contemporary human drama" set in a large corporation, MGM Television's Executive Suite, at 10-11 p.m. All's Fair will zero in on a May-December romance complicated by irreconcilable political differences between the mismatched pair. Richard Crenna plays a right-wing columnist in his late forties (a character modeled, according to Bob Schiller, one of the creators of the series, on William Safire of The New York Times) and Bernadette Peters plays a radii-photographer in her mid-twenties. The show is set in Washington.

Mr. Currlin admits that Executive Suite will be looking to approximate the success of ABC's Rich Man Poor Man mini-series by stringing out plots and character development in cliffhanger fashion.

CBS breaks ABC streak. With well over half the sets in use tuned in to the four hours of Helter Shelter, CBS-TV broke ABC's string of 11 straight weekly wins by rolling to a 21.5 rating for the seven days ending April 5, compared to ABC's 20.4 rating and NBC's 14.3. In the season-to-dates, CBS has a 19.6 rating, ABC an 18.9 and NBC a 17.8. The second half of Helter Shelter, the made-for-TV movie based on the nonfiction book about the Charles Manson murders, harvested a 37.3 rating and 59 share on Friday, April 2 (9-11 p.m., NYT), to finish first for the week. The first half, on Thursday, April 1 (also 9-11 p.m.), chalked up a 35.0 rating and 56 share to come in third. The second-place winner was ABC's All in the Family telecast (Monday, March 29, 10 p.m.-12:35 a.m.), which got a 35.5 rating and 64 share. "Interpersonal conflicts," says CBS's fact sheet on the series, will involve "executives, office workers, factory hands and their families."

If Monday and Wednesday constitute the nights of boldest experimentation, CBS will make one other surprising move by reverting Tony Orlando and Dawn (which managed only a 27-share average for the first quarter of 1976) and moving it to Tuesday (8-9 p.m.) in an attempt to take some of the edge off ABC's smash-hit comedy Happy Days (a first quarter 40-share average) and Laverne and Shirley (mid-forties share average since its debut in February). CBS will leave Thursday and Saturday alone on the don't-mess-with-success theory. (CBS has regularly won both nights throughout the first quarter.) Friday's only newcomer, Spencer's Pilots (8-9 p.m.), a CBS in-house production (Bob Sweeney and Bill Finnegan are the executive producers), features "the barnstorming, stunts and spectacular arobatics" of "two free-wheeling pilots" who work for "a small, independent aviation company." Sunday's newcomer, The Newhart Show, is a new hard-action series, Delvecchio, about a big-city detective who has a law degree. William Sackheim is the executive producer for Universal Television.

CBS sources say this schedule guarantees the network a first-place finish for the 1976-77 season, and go on to point out that "it has made no serious mistakes" on its schedule, among them giving "a limited nightclub act," Captain and Tennille, a weekly series and moving the hit cop show Starsky and Hutch out of its protected Wednesday (10-11 p.m.) time period into direct competition on Saturday with The Mary Tyler Moore Show and The Newhart Show. Also, the CBS people say ABC depleted its theatrical movie titles in the 1975-76 season.

Other industry sources say CBS may be hurting itself by hanging on to too many "tired" series, such as The Carol Burnett Show (going into its 10th year), Hawaii Five-O (ninth season), M*A*S*H (fifth season) and its first season without Larry Gelbart, the head writer, although Mr. Currlin says Mr. Gelbart, who had resigned, is "inching his way back" into doing some work on next season's episodes) and Barnaby Jones (also fifth season). CBS's 1976-77 schedule reads: Monday, 8:30-9 p.m.: Rhoda: 8:30-9 p.m.: Phyllis; 9-9:30 p.m.: Maude; 9:30-10 p.m.: All's Fair; 10-11 p.m.: Executive Suite.

Tuesday, 8-9 p.m.: Tony Orlando and Dawn; 9-9:30 p.m.: M*A*S*H; 9:30-10 p.m.: One Day at a Time; 10-11 p.m.: Switch.

Wednesday, 8-8:30 p.m.: Good Times; 8:30-9 p.m.: Ball Four; 9-9:30 p.m.: All in the Family; 9:30-10 p.m.: Alice; 10-11 p.m.: The Blue Knight.

Thursday, 8-9 p.m.: The Waltons; 9-10 p.m.: Hawaii Five-O; 10-11 p.m.: Barnaby Jones.

Friday, 8-9 p.m.: Spencer's Pilots; 9-11
Storer stations are concerned about the aged and are doing something about it.

For many of the 22 million Americans 65 and over, life is becoming a struggle for survival. Because most have fixed incomes, inflation is devastating them. Nearly one in six lives in poverty. It's estimated that one-third gets fewer than 3 meals a day. Some are starving. Others literally eat from garbage cans.

As rents rise, many are forced into "gray ghettos" in big city slums. Lonely and often ill, they become prey for drug pushers and other criminals when they venture out. Purse-snatching, for example, is especially common when Social Security checks arrive.

Storer Stations believe we must start making adequate provisions for our senior citizens. And now. For when the year 2000 rolls around, it's estimated the average American will live to age 90.

WSPD-TV in Toledo is one with an ongoing commitment to the plight of the aged. Recently, for example, they produced a six-part mini-documentary series on the problems they face. Covered were prominent legislators, experts in Social Security, transit, housing and nursing homes as well as senior citizens.

WSPD-Radio, meanwhile, on successive "People to People" programs held discussions alerting Toledoans to two new area services: 1. home health aid for the elderly unable to clean their homes or leave them to buy food and medicines; and 2. the availability of meals three times a day for the elderly, particularly those unable to prepare food for themselves.

In Milwaukee, WITI-TV programmed a half-hour special on elderly citizens as victims of crime. The program focused on federally funded Neighborhood Security Aides that could be used in high crime areas to patrol the streets. WITI-TV's "Contact Six" often comes to the rescue of senior citizens, too.

All Storer Stations believe it's important to get involved in the affairs of the communities they serve. The way we see it: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

The STORER STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo/WJBW Cleveland/KGBS Los Angeles/WGBS Miami/WHIN New York/WSPD Toledo
Tidying up the top 100: ABC's lead still holding

The tide that swept ABC-TV affiliates to record audience gains in the initial returns from Arbitron Television's February-March local sweep (Broadcasting, March 29) was still evident in new reports now available, although it seemed to have moderated somewhat.

With reports in from all of the top-100 markets, ABC researchers said ABC affiliates were first in prime-time households in 51, compared with seven just a year ago, whereas CBS-TV's first places in the top 100 had dropped from 61 to 36 and NBC's from 35 to 14 (see table).

In the 28 top-100 markets whose reports were not previously available, ABC affiliates gained prime-time audiences in 26 and lost in two, slipping by 1.1% in Raleigh-Durham, N.C., and dropping a walloping 55% in Sioux Falls-Mitchell, S.D.—because, ABC sources said, KXON-TV Mitchell's tower had fallen. In the same 28 markets, CBS affiliates gained in six, declined in 21 and held even with year-ago levels in one; while NBC affiliates gained in three, lost in 24 and showed no change in one (see list at right).

In 35 three-network markets below the top 100, ABC affiliates ranked first in prime-time households in 13 and tied for first in two others, were second in seven and tied for second in two others and were third in 11.

ABC researchers' recomputation of estimates for some markets, using Arbitron's full reports instead of the day-part averages provided before the regular reports became available, resulted in some changes in previously reported rankings. The ABC affiliate in Birmingham, Ala., for instance, turned up with a 0.8% decline for prime-time audience instead of a gain of about the same magnitude; the one in West Palm Beach, Fla., was shown by the final figures to be second instead of first in that two-affiliate market, and the one in Chattanooga, Tenn., turned out to be tied for first place rather than the undisputed first.

The new returns brought at least one more major UHF story: ABC-affiliated KXON-TV Austin, Tex., on channel 24, tied for prime-time first place with KMBT-TV, the channel 7 outlet for CBS.

The list at right shows how the respective affiliates fared in terms of prime-time homes in Arbitron Television's February-March measurements in the 28 top-100 markets for which results were not available for Broadcasting's March 29 report. The homes figures are averages expressed in thousands (add 000) and were compiled by ABC researchers. The percentages of gain or loss from the February-March 1975 reports were computed by Broadcasting. Prime-time hours were 8-11 p.m. NYT Monday through Saturday and 7-11 p.m. Sunday.
ABC-TV will take 'Amos Burke' back to court

Network will appeal jury verdict that it is guilty of misusing TV character and must pay creator $1 million

ABC-TV said last week that it would appeal a New York State Supreme Court jury decision on April 2 awarding more than a million dollars to writer Frank D. Gilroy for ABC's alleged misappropriation of a TV-series character he created.

The character was called Amos Burke, and was played by Gene Barry in a series called Burke's Law, which ran on the ABC network from 1963 to 1966. According to various sources familiar with the situation, ABC bought the TV and merchandising rights to the character from Mr. Gilroy (who went on to win a Pulitzer Prize for his 1965 play, "The Subject Was Roses") in 1963. A year later, ABC, as part of its merchandising rights, hired an author to write two paperback Amos Burke novels for use as tie-ins to the series. When the books were published by Dell, Mr. Gilroy filed suit, claiming that he still retained publication rights. He said the paperback quickies had "ruined" his plans to write a series of Amos Burke books himself, along the lines of an Agatha Christie or an Erle Stanley Gardner.

The first decision in the case, by Justice Sidney A. Fine of Manhattan State Supreme Court in 1972, awarded Mr. Gilroy the profits from the two books, a sum of $15,000, as compensation for the misappropriation of the character.

Mr. Gilroy turned down the $15,000 and appealed on the grounds that he could have reaped as much as seven figures if the two paperbacks hadn't been written. And that's essentially what the jury found on April 12.

ABC's appeal of that finding, to a five-judge panel of the Appellate Division of New York State, will probably be decided sometime next fall, these sources say. In addition to ABC, the appellants are Four Star Telepictures, Barter Enterprises, Simon & Schuster Inc. and the Dell Publishing Co.

Radio and TV take largest share of Writers Guild honors

Eighteen winners of Writers Guild of America awards for scripts produced in 1975 in television, radio and motion pictures were announced March 25 at dinners held simultaneously in New York and Los Angeles. Fourteen of the awards went to television and radio. Of those 14, eight went to CBS, four to ABC and one each to NBC and the Public Broadcasting Service.

Television winners were: Andrew Rooney, Mr. Rooney Goes to Washington, CBS, for documentary script; current events; Irv Deakin, The Guns of Autumn, CBS, for documentary script other than current events; Sandor Polster, William H. Moran and Carol Ross, CBS Evening News, April 29, 1976, for news script; Claire Labine, Paul Avila Mayer, Mary Munisteri and Allen Leicht, Ryan's Hope, ABC, for daytime serial; Yanna Brandt, The Super Hero, PBS, for children's script; Jerome Kass, Queen of the Stardust Ballroom, CBS, for original anthology script; Fay Kanin, Hustling, ABC, and David Rintels, Peer on Trial, CBS, for anthology script adapted from another source; Arthur Ross, story by Stephen Kandel, Prior Consent, The Law, series, NBC, for dramatic episodic script; Everett Greenbaum, Jim Fritzell and Larry Gelbart, "Welcome to Korea," M.A.S.H., CBS, for comic episodic script; Sybil Adelman, Barbara Gallagher, Gloria Banta, Pat Nardo, Stuart Birnbaum, Matt Neuman, Lorne Michaels, Marilyn Miller, Earl Pomarents, Rosie Ruthchild, Lily Tomlin and Jane Wagner, Lily, ABC, for variety script.

Radio winners were: Norman Morris and Dale Minor, The American Inheritance, CBS, for documentary script; Sam Dann, "Goodbye, Kari Eric," CBS Radio Mystery Theater, series, for dramatic script, and Hill Edell, Voices in the Headlines, ABC, for news script.

A new award for graphic art went to Emil Sabbione Jr. for his introductory graphics to The Great American History Test, WCBW-TV New York.

'Adams Chronicles' data. February Nielsens for top 13 PTV markets show Adams Chronicles to be highest rated series in PTV history with audience averaging 4 million viewers weekly, consistently four times that of usual prime-time non-commercial programs.

CBS Reports. April 20 broadcast (10-11 p.m.) of CBS News's CBS Reports, narrated by Charles Kuralt, will explore "Inside Public Television." Premise is "when a kind of television labels itself 'public' and spends tax dollars, it's earned the right to be reported on." Paul Greenberg wrote, directed and produced program.

Encyclopaedia Britannica. Company's educational division plans new batch of 14 half-hour children's documentaries. Twentieth Century-Fox Television is distributing them with 34 markets on tap so far, including WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KYW-TV Philadelphia and WTOP-TV Washington.

Handyperson. Alcare Communications, Wayne, Pa., reports 16 stations have signed this year for Maintenance Ms. television series. Household repairs are explained by Jane Norman, young housewife, in 117 90-second features.

Special plans. Group W Productions has begun taping (at New York's Apollo Theater) six 90-minute specials called The Apollo Presents. First two will be made available to stations this June. Featured performers on these include Cab Calloway, singing group LaBelle and comedian George Kirby.

New adventures. Cinema Sound Ltd., New York, is making available for radio syndication new productions of five adventure series (13 30-minute episodes each): Dick Tracy; Brenda Starr; Terry and the Pirates; Colin Doyle, M.D., Crime Doctor; and Counterspy by Gilroy. Stations in markets like New York and Los Angeles are being asked to pay $200 per week for five strip half hours, in markets of Cleveland and Cincinnati's size $100 per week and in small markets $50 per week. There'll be six commercial minutes in each half hour.

Melting pot. Ethnic and racial heritage of Americans is explored in American Mosaic. Radio series of 100 two-and-a-half-minute segments is researched, written and narrated by former Voice of America correspondent, Don Burgess. Syndication is by Merit Associates, Simi Valley, Calif.

Right show, wrong year. The Presidents: 76 Years on Camera, four one-hour specials to be produced by Corporation for Entertainment and Learning, New York, in association with Post-Newsweek Stations Inc., Washington, and Scripps-Howard Broadcasting Co., Cincinnati are scheduled to be aired during second quarter this year, not next year as Broadcasting reported March 22. James Garner, star of NBC-TV's The Rockford Files, will be host of series which is to include filming at White House.

"One" MCA TV will call syndicated return of Emergency, which will continue next fall on NBC-TV (Saturday, 8-9 p.m., NYT) Emergency One! Over 100 stations have already bought series for airing in syndication next September.

Brought to life. Metromedia's WTTG-TV Washington yesterday (April 11) was scheduled to air its Patty Hearst: On the Witness Stand, hour-long program adapted from transcripts of Hibernia Bank robbery trial in San Francisco. Program was produced by Tim McDonald, directed by Bill Dobbs, with set design by Joe DeVito. Show is being offered for syndica-
Pay cable: the big P in big D

NCTA's 25th anniversary convention is dominated by pay cable promise; its care, feeding and cultivation are main business of CATV industry, principal cast Hollywood and broadcast interests whose oxen would be either fattened or gored by this new medium

The motion picture industry for some time has been looking for another outlet to market its product and offset sagging employment. The cable TV industry likewise has been looking for a new source of revenue without the high upfront capital investment associated with expanding cable plans. Enter pay cable. Add federal regulation and a concern from broadcasters over program siphoning and the resultant scenario brings out the kind of two-hour pay cable exchange that closed last week's National Cable Television Association convention in Dallas.

It was but the last of many: Pay cable had dominated the NCTA's silver anniversary convention from the first. It went everywhere on the agenda; by the time Wednesday rolled around, it had been analyzed from every angle and not yet found wanting. It dominated the exhibits, too (see page 48); demonstration earth stations surrounded the Dallas convention center, and pay cable programs were on monitors everywhere.

Movies, of course, were discussed the most. They provide the bulk of present pay cable fare, and the alliance between Hollywood and pay cable is expected to grow. That can't happen too soon for Kathleen Nolan, president of the Screen Actors Guild, who told the convention that it was "time we got our act together." (SAG's past president, Dennis Weaver, was also on the NCTA agenda; see page 39.) Added Miss Nolan, "Communications technology and artistic endeavors have up till now not been used together. Pay cable is that once in a lifetime opportunity to fill the void. It is time to stop looking at our differences," she continued, "and find a way to make all things work."

The utilization of pay cable as a home box office for great films like "Jaws" is fine, Mrs. Nolan said, but pay cable should be providing those special films that may be too special for network television to broadcast. An audience of less than one million TV homes is too small for the networks, she said, but not for pay cable. The entertainment industry would like to negotiate with pay cable directly for that kind of programming, Mrs. Nolan said, such as opera and ballet. "We must start right now to work together."

Jack Valenti, president of the Motion Picture Association of America, saw an increase in movies and better quality films through pay cable. Pay cable would allow the films to be made that presently do not suggest revenue levels required by over-the-air commercial broadcasting, he said. "MPAA is anxious, even eager, for broadcast television to grow and prosper... they are good customers. Likewise we are anxious for pay cable to grow and prosper. I see no conflict nor a collision between the two," explained Mr. Valenti.

The revenue gap between pay cable sales and conventional television sales for the motion picture industry will not be bridged in his working life, said Mr. Valenti. During 1975 movie sales to broadcast television accounted for $230 million in revenue, he said, while only $5 million in revenue came from pay cable. "There can be no siphoning unless the mass producer is economically insane."

The key question regarding pay cable, said Mr. Valenti, is whether this new kind of business is going to be allowed to grow or not to grow. That decision cannot be determined by government decisions, he added, but by the public's desire to buy. "The American public ought to be the FCC of pay cable," Mr. Valenti said. "If the public wants to see 'Fiddler on the Roof' not interrupted 72 times by commercial messages, then by God they should have that right."

MPAA's Jack Valenti:

"If the public wants to see 'Fiddler on the Roof' not interrupted 72 times by commercial messages, then by God they should have that right."

C. Wrede Petersmeyer of Corinthian Broadcasting, New York, did not see pay cable in the same light. "Pay cable is dependent on cable which in turn is dependent on free broadcasting," he said. Pay cable is not the independent medium it is often represented to be, he added. It takes the broadcasters' product and is therefore outside the normal ground rules of free competition, Mr. Petersmeyer said. "I urge the cable industry to drop that argument."

The scope of pay cable's impact on the broadcaster in the future cannot be judged entirely by its present impact which may be under a different regulatory framework, Mr. Petersmeyer said. "One does not have to have cancer all over the body to realize a small cancer will spread."

Mr. Petersmeyer predicted that small market TV stations would be forced off the air if pay cable is allowed to develop free of all regulations. Pay cable should act as a supplementary service to broadcast televi-
The last word. NCTA's final convention session, as many before it, was occupied with pay cable. L to r: FCC Commissioner Benjamin Hooks, MPAA President Jack Valenti, SAG President Kathleen Nolan, moderator Ralph Baruch and Madison Square Garden's Michael Burke. Also a panelist, but blocked from view by the speaker's stand, Wrede Petersmyer of Corinthian Broadcasting.

Corinthian's Wrede Petersmeyer: "One does not have to have cancer all over the body to realize a small cancer will spread."

television system. It remains to be seen, said Mr. Hooks, how long the tremendous growth of pay cable subscribers over the last year will continue.

Ralph Baruch, Viacom International Inc., charged broadcasters with contradicting themselves when it comes to pay cable. Broadcasters claim the government has no right interfering in programing decisions, he said, yet they want the FCC to regulate what can be shown on pay cable. Mr. Baruch asked for a "fair trial" for pay cable. The "gold" in pay cable has yet to be discovered, he added. "The goose has not yet laid the golden egg."

Panelists examine interlocking roles of pay cable, MDS and over-air subscription service

Pay cable, just a growing child itself, is already looking over its shoulder with mixed concern at its less-developed cousins—over-the-air subscription television and multipoint distribution service. Several cable operators are now making use of MDS to deliver pay programming in cities such as Houston (Muskegon Cable TV) and Atlanta (Cox Cable Communications) and others are using MDS to interconnect headends of existing cable plants. Mark Foster, Microband National Systems Inc., claims 90% of MDS customers are cable systems. And Solomon Sagall, Teleglobe Pay-TV System, suggested that in the future subscription TV and pay cable could help each other and perhaps even share incomes derived from cable carriage of over-the-air pay TV signals.

Not all of the talk at the NCTA convention panel devoted to pay TV options last week saw the relationship between the three pay distribution systems as necessarily complementary. Mark Nathanson, Harris Cable Corp., maintained that the advent of STV or MDS in certain markets could take away cable subscribers whose reason for hooking to the cable is singularly based on the premium movie channel service. Mr. Nathanson suggested that the government limit MDS to non-wired areas and prohibit STV's from going into cable areas or apartment districts where MDS is providing service. If such a plan is not brought forth, he added, then cable should consider "raising a third child." The suggestion of a limited market for pay TV brought opposition from the floor, voiced by Frank Merklein of 20th Century-Fox, whose views received applause from part of the audience.

Mr. Sagall claimed "economics today definitely favor over-the-air pay TV in large markets and possibly for the next 10 years or so." He illustrated his point by citing as an example Los Angeles, where American Subscription TV of California Inc. is planning to start a pay TV station. It would take some 10 to 15 years to wire Los Angeles at a probable cost of a billion dol-
Optical Systems makes it two in pay cable by satellite

Systems owner announces at NCTA that it will join HBO as programmer; no clients yet other than itself for two-channel service

One year to the convention after Home Box Office revolutionized the pay cable business with its announcement of a satellite network, the first competitor has gotten into the act. It’s Optical Systems, a pioneer pay cable company, which announced last week that it will begin a 15-hours-daily service, on two channels, via Western Union’s Westar II this September.

HBO’s cable network, now reaching 28 earth stations and with orders placed for another 47, is oriented to the RCA satellite. Optical’s decision to go with Westar was said to have been heavily influenced by the public broadcasting system’s plans to erect a nationwide service using 165 earth stations and the Western Union system.

Optical President Alan Greenstadt’s announcement was not met with the enthusiasm that greeted HBO’s news in New Orleans last year, although cable industry spokesmen were quick to applaud.

Optical’s announcement was not accompanied by news of clients, as was HBO’s last year (UA-Columbia Cablevision and American Television & Communications announced their initial earth station orders simultaneously). Moreover, many felt the multiple-channel concept was premature and the introduction of a new satellite carrier confusing. HBO’s deal with RCA is for six years at a minimum of $9 million. Optical isn’t saying what it has agreed to pay Western Union, and referred questions to a tariff filing to be made at the FCC sometime before the September start-up.

Mr. Greenstadt noted that Optical may be its own first client. It has 28 pay cable systems in operation now, with a number interconnected by microwave. Optical’s specialty is the leased-channel concept, wherein it pays the cable operator a fee for use of the hall, and conducts all marketing functions on its own. HBO, by contrast, provides the service but leaves marketing up to the cable operator, sharing revenues roughly 50-50.

Mr. Greenstadt said the new Optical network would also be aggressive in marketing single episode sports packages and distant signal carriage. He referred specifically to the one-time-only sports events transmitted by the Robert Wold organization, and said arrangements were being made to secure many of these for the Optical system. In addition, the company said it will, in selective situations, purchase earth stations for lease to a group of CATV systems in a given area.

Mr. Greenstadt stressed multiple-purpose earth stations, and said he would urge the FCC to grant approval for such operations. He said the cable operator could serve as the “gateway” to all communications into the community, and said Optical would offer affiliated marketing services in that time-sharing activity.

The key to Optical’s hopes seemed to rest with public broadcasting time-sharing. Others considered it a can of worms, trying to interface public moneys and ambitions with a private pay cable business.

HBO one year later

Time Inc.’s pay-cable network reports at NCTA that it’s up to 386,000 subscribers, but more systems sign on in Dallas

The company that started it all (in satellite pay-cable networking) in New Orleans last year was still making news in Dallas last week. Home Box Office, the Time Inc. subsidiary, reported that on the pre-convention Friday, April 2, HBO’s pay cable programming reached 386,000 subscribers and passed 3,101,000 homes. The airborne portion reached 75,000 of those subscribers, and passed 943,000 homes. The original terrestrial network had 306,000 subscribers and passed 2,158,000 homes. (The other 5,000 of HBO’s pay subscribers are MDS-served apartments.)

The transitory nature of such figures was emphasized at mid-week, when HBO reported it had concluded arrangements at the convention for these additional markets: Communications Services Inc. for Manhattan, Junction City, Fort Riley and Salinas, all Kansas; RVS Cablevision Corp. for Wauwatosa and Waukesha, both Wisconsin; Cheyenne Cable Colorvision (Wyoming Cable TV); First TV Corp. (General TV Inc.) for Fridley and St. Cloud, Minn.; South Florida Cable TV Corp. for Bonita Springs and Fort Myers Beach, both Florida; Storer Cable TV of Florida for Sarasota, Venice and Englewood, all Florida; Vidcon Video Corp. for Pompano Beach, Fla.; Vikoa Inc. for Rochester, New Castle and Uniontown, all Pennsylvania, and for Zanesville, Ohio; Coaxial Communications for Columbus, Ohio, and Comcast Corp. for New Kensington, Pa. Especially significant, said HBO President Gerald Levin, was that many of these affiliations were “gateway” to others in the same geographical area or mark the beginning of new MSO relationships.” All together, they add 200,000 cable homes to HBO’s potential. The company says its penetration experience is about 26%.

And last Friday (April 9) HBO could announce the beginning of still two more cable operations, as earth stations were activated in Winston-Salem, N.C. (Summit Communications) and Florence, Ala. (Teleprompter). North Carolina became the 26th state with an HBO affiliate.

Report from the trenches on pay cable. Three of the leading practitioners of the pay cable art were represented on this NCTA panel. L to r: Alan Greenstadt, president of Optical Systems, who announced the second pay cable satellite network, to begin in September; Nate Levine, of Sammons Communications, who described the security problems attendant to pay cable operation, as well as the options one has in entering the market (by satellite, by microwave, or standing alone); Robert Weisberg, Teleprompter Program Services, who emphasized the problem of tailoring pay cable programming to individual markets; moderator Bill Bresnan, of Teleprompter; Jerry Levin, of Home Box Office, who described for NCTA delegates how far his system has gone in its first satellite year; and Allen Adler of Columbia Pictures, who described the impact he anticipated pay cable would have on the revenues of motion picture companies.

Broadcasting Apr 12 1976
Cable in the eyes of five holders

Movie maker Hirschfeld's ardor is mixed with anger at government; Time's Heiskell maps his company's course in getting into pay cable; a money man assays money matters; Wiley invites them to go it alone; Weaver speaks for the actors

The heavy hitters have begun to bat at NCTA conventions. Witness last week's session on "Perspectives on Cable Television," which featured the chairman of Time Inc., the president of Columbia Pictures, a partner in Salomon Brothers, a past president of the Screen Actors Guild, the chairman of the FCC and, but for poor health, the chairman of the House Communications Subcommittee.

Not only did they appear, but each had something to say.

Perhaps the most vigorous in saying it was the movie-maker, Alan J. Hirschfeld, who coupled his enthusiasm for pay cable with a spirited denunciation of the federal government's standing in its way. Among other things, he characterized the FCC's adoption of the "three-and-10-year rule" as "really something like the National Football League seeking government protection to restrict a new football league from drafting players unless they are either freshmen in college or over 40 years old."

The "three-and-10" rule prescribes, in general, that pay cable may have access to movies only when they are less than three or more than 10 years old—subject to various qualifications.

Mr. Hirschfeld's agitation didn't dampen his over-all ardor, however. He called pay cable "the best of both worlds," offering movie companies relatively inexpensive access to the public at the same time it offers an economic base that will support quality programming.

Mr. Hirschfeld said there are three technological developments that must precede the realization of pay's potential: an affordable large-screen (three to five feet) TV set, quality stereophonic sound and "pay per view" capability. The last he termed an "absolute must if the medium is truly to become 'event' oriented and attract the capital needed for quality entertainment."

Time Inc.'s Andrew Heiskell struck a First Amendment chord in his own attack on what he saw as unwarranted governmental protection of existing media to the detriment of a new one. "We know that horse cart manufacturers were not protected from the automobile industry," he said. Even closer to home, he noted "the big mass circulation magazines—like Life and Look—were not protected from network television. That kind of protection is invalid. It contravenes the Constitution. Particularly the First Amendment, which eloquently states that Congress shall make no law ... abridging the freedom of speech or of the press."

Mr. Heiskell traced Time Inc.'s circuitous path toward pay cable, including its acquisition of broadcast properties and the subsequent sale of all but one of them, the acquisition of cable systems and the subsequent sale of all but Manhattan Cable— which brought to Time an operation called Future Television, serving 375 pay subscribers in Wilkes-Barre, Pa.

"We've all come quite a way," he said. "Somewhat erratically, sometimes confusingly, occasionally contradictory."

(Later, asked whether the FCC had any regrets over divesting so heavily from broadcasting, Mr. Heiskell said no; "All you can do in television is make money," he said.)

Salomon's Robert La Blanc, representing the almighty dollar, offered a short course in economics, tracing the ups and downs of the stock and bond markets and the downs, principally, of cable's capital prospects. He surfaced to focus on four problems.

A two-tier credit market, with high-grade borrowers offered many options and lower-grade borrowers (cable's category, generally, in the eyes of high finance) restricted to local and regional supplies and dependent on short-term bank credit.

A general lack of liquidity caused by cable's inability to sell common stocks or float long-term bonds.

An increasing preference for quality on the part of investors, frightened by bank failures, corporate bankruptcies and New York City's fiscal problems, among other factors.

The government's voracious appetite for credit due to high deficits (projected at $77 billion in fiscal 1976).

"There remains a war out, in Mr. La Blanc's view. "It means you [in cable] must be using every means at your disposal to reverse the trend of capital needed to produce revenue—the use of satellite technology and pay programming certainly are excellent first steps—and other profiles improving technology/new service offerings must be pursued."

His final word on the subject: "Between now and 1980, only those companies able to show attractive debt-to-equity ratios and growing, high-quality earnings will be able to win investors' confidence and thus be able to attract the capital necessary to provide the high-quality entertainment service we have come to expect from the cable industry."

FCC Chairman Richard E. Wiley brought to that Tuesday session essentially the same message he had enunciated on Monday (see page 40); that cable should "show what you can do for you but what you can do for yourselves."

Cable's future, he said, will and should be determined in the marketplace.

But the chairman did dwell on one regulatory problem—overlapping and duplicative regulation. He recommended the development of "a federal regulatory superstructure or skeleton which may be fleshed out by compatible and nonduplicative rules and policies at the state and local level." His particular target, he admitted, was the state of New York, which has asserted jurisdiction in the pay cable area that the FCC has claimed for its own. The NCTA and other cable entities filed suit against New York last week (see "Top of the Week").) and the FCC was certain to support that attack.

Dennis Weaver, the actor and former guild president, appeared in behalf of two constituencies: the employed actor and the unemployed. The first, he said, demanded compensation for his labors, and thus he urged the NCTA to hasten the way to copyright legislation. The second, he said, desperately needs the program market expansion that pay cable represents.
Wiley to NCTA: You've got the room to prove yourselves

FCC chairman tells convention that industry has been freed from most excuses of poor regulation; he also delivers a slap at cable's EEO record

The same chairman of the FCC who gave broadcasters a "New Ethic" prescribed a "New Realism" for cable operators last week. Richard E. Wiley, in what he billed as his penultimate NCTA convention appearance, said that what the government had undone for it (in terms of deregulation) was sufficient to eliminate most of the industry's excuses; that from here on out, it's up to cable to demonstrate in the marketplace that it deserves a place in the telecommunications future.

Mr. Wiley, while generous in his vision of the industry's promise, was not overwhelmed by it. "Cable is not the be-all and end-all of the telecommunications in this country," he said, adding that he questioned whether it is a "necessity" that should be funded by the government—a reference to the staff report of the House Communications Subcommittee which included a Rural Electrification Administration-type program among its recommendations (BROADCASTING, Feb. 2). The chairman was prepared to grant that cable was a "new and useful way of bringing diverse, broadband services to the consumer," but was not so all-consuming that it would "destroy commercial broadcasting to the mass of the American people." He struck a stance against "blue sky" and in favor of free enterprise. "Mark me well," he advised the NCTA, "these things [ancillary services] will and should develop only when the public really wants them, and only when the public is willing to pick up the tab."

Mr. Wiley was particularly anxious to counsel the cable operators against seeking federal assistance through regulation. "What this industry needs is less, not more, government intervention," he said, advising the NCTA to beware of a "Big Brother" who "may end up trampling you in his efforts to be of assistance."

As is his custom in dealing with constituents, Mr. Wiley brandished both carrots and sticks. The carrots last week were in a list of actions the FCC had taken the week before to help ease cable's burdens: to eliminate access and channel capacity requirements for systems with fewer than 3,500 subscribers, to permit systems with more than 3,500 subscribers to have only one (instead of the previous four) access channels, to abolish the "one-for-one rule" that demanded one non-broadcast channel for every broadcast channel carried, to eliminate reconstruct requirement for old systems with more than 3,500 subscribers but without two-way capacity, and to extend to 1986 the demand that systems with fewer than 3,500 subscribers enlarge capacity to 20 channels.

The stick came in the matter of EEO—equal employment opportunity. Mr. Wiley, in his closing remarks, cited a string of statistics to illustrate his disappointment with cable's record in hiring minorities and women. He cited 1974 figures showing only 538 blacks (3.1%) out of 17,300 employees in cable reporting units, and, "worse yet," in his view, only 2.2% in the higher job categories. Women, he said, represented only 8% of employees in high-salaried positions. "Over-all," he said, "this is a disappointing performance—one which should be changed through voluntary action and, if necessary, additional governmental attention."

Mr. Wiley had at least two other demands of the cable industry. One, a familiar theme, was that it support "reasonable copyright protection." The other, of more recent vintage, was that it support forfeiture legislation the FCC has proposed for cable television. "I cannot imagine why any honest, responsible busi-

nessman in this audience, by opposing such legislation, would seek to protect a few 'bad apples' who refuse to comport with a decent standard of professional conduct," he said.

Mr. Wiley left them as he had begun, with a string of "it is time" admonitions. "It is time," he said, "to take your product to the American people. It is time to stop fretting and complaining about government regulation—and to start selling your services to the public with determination. It is time to adopt a 'New Realism.'"

Schmidt hints trouble ahead if programing is irresponsible

He also says TV broadcasting will adapt to cable expansion

Increasing concern over the nature of program content cable TV is bringing into the home was on Robert Schmidt's mind as he made his maiden address as president to an NCTA convention last week. Along with equal employment opportunity concerns (see also page 42) and privacy matters, it led his nonregulatory agenda for the industry's future attention.

Speaking extemporaneously, but following the general outline of his prepared text, Mr. Schmidt said those issues are not to be "exploited in an irresponsible manner," but deserve "thoughtful consideration and action." He cited the cable industry's "worse yet;" he called out NCTA's President Schmidt: "If our opponents want to spend the next 25 years attacking cable and pay cable, that is their concern. Our emphasis in the cable television industry will be positive. Cable and broadcasting can co-exist."

Wiley on cable regulation:

"Unfortunately, however, the government's attempt to foster a new technology while not harming an existing service has been marked—from time to time—by over-conservatism, over-protectionism and under-vision."
Association of Broadcasters, Vincent Wasilewski, two weeks ago in Chicago when Mr. Wasilewski said, "Cable and pay cable are two massive reefs upon which our free television system may be shipwrecked."

"If our opponents want to spend the next 25 years attacking cable and pay cable, that is their concern," said Mr. Schmidt. "Our emphasis in the cable television industry will be on the positive. Cable and broadcasting can co-exist."

"For all of the broadcasting industry's problems—problems which have yet to have any impact on that $750-million bottom line—broadcasting has made great contributions to our society and I hope it will continue to make great contributions," he continued. "Television broadcasting will have to change, he said, just as radio and the motion picture business changed with the arrival of television. "But like those other industries," he said, "I'm sure it will be around when cable is celebrating its golden anniversary."

In assessing the CATV industry today, Mr. Schmidt said cable is "coming off a year of great progress on the regulatory front and we're coming off a year of substantial progress in the development of our business." That is not "explosive" progress and growth, added Mr. Schmidt, but "steady and logical progress." In the past, the cable industry has been guilty of "creating expectations" beyond what it could deliver, he said, and the industry must now make sure that the "pendulum doesn't swing back too far in the other direction." Cable's future course should combine a "realistic approach to logical planned growth with fervor and excitement for the virtually limitless potential of our industry to serve the public," explained Mr. Schmidt.

In reviewing specific regulatory and legislative issues ahead, Mr. Schmidt cited the pole attachment problem as "one of the most serious. The government cannot grant monopoly rights to a utility and then decline to supervise the provision of services under those monopoly rights."

Mr. Schmidt told cable operators that the industry is moving toward a resolution of the copyright issue. That is not to say NCTA intends to try to get copyright legislation enacted at any cost, he said. "My pledge to you is to work for the best copyright bill possible. I think we can achieve that goal."

Cable television is entering its second quarter century, and still there is no clear resolution of the fundamental problem of jurisdiction and multiterrier regulation, Mr. Schmidt said. "That resolution won't come until our relationship to broadcasting and other communications industries is clarified by Congress," he added. The cable industry can fight the battles "issue by issue, day by day, lawsuit by lawsuit as we must," said Mr. Schmidt. But once the ground rules are established, he added, the public will be better off because the cable industry can go about its business of providing services to the American people.

Schmidt taps executive of grocery association to fill number-two slot

Thomas Wheeler worked extensively with commerce committees

Thomas E. Wheeler, vice president for public affairs for the Grocery Manufacturers of America Inc., has been appointed executive vice president and director of government relations for NCTA. NCTA President Robert Schmidt's selection of his number-two man, announced at last week's convention, concludes several months of interviewing.

Mr. Wheeler, who is 30 years old, joined the GMA in 1969 as manager for state and public affairs. His legislative work has brought him in close contact with commerce committees in both houses of Congress; he expects his initial work to be focused on government relations than administrative tasks, which are also part of the $45,000-a-year position. Mr. Wheeler will not assume the post until he has finished some legislative affairs for GMA. He expects those responsibilities to take no longer than 60 days.

Mr. Wheeler was approached by NCTA three weeks ago, when a mutual friend of his and Mr. Schmidt's—ex-Ohio Governor Mike D'Salle—suggested the match. Mr. Wheeler has had no working experience with the cable television industry in the past. Prior to joining GMA, he was assistant director of alumni affairs for Ohio State University, where he received a BS in business administration. Mr. Wheeler has also done graduate work at Ohio State in administrative science.

"You are taken less seriously—it's a tougher job for a woman."

—BARBARA WALTERS

WOMEN IN TELEVISION NEWS. By Judith S. Gelfman

Besides Miss Walters, author Judith Gelfman talked candidly with 29 other women who have "made it" in the traditionally white male bastion of the TV newsroom—including Lesley Stahl, Melba Tolliver, Pha Lindstrom, Pauline Frederick and Pat Collins—as well as with several prominent male news executives and newscasters. Their forthright comments—on women's problems in broadcasting, salaries, working conditions, the effects of prejudice, glamour (or the lack of it), job-getting techniques, etc.—provide an unusually frank, behind-the-screen glimpse of an exciting field in which opportunity has become a reality. Photographs. $7.95

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Broadcasting Apr 12 1976 41
Prime mover. This table contains the information that prompted FCC Chairman Richard E. Wiley's criticism of minority employment in the cable television industry. In his speech to the National Cable Television Association last

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<thead>
<tr>
<th>Job Categories</th>
<th>Total Number</th>
<th>Male %</th>
<th>Female %</th>
</tr>
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<tr>
<td>Officials and managers</td>
<td>2,410</td>
<td>1,990</td>
<td>(12)</td>
</tr>
<tr>
<td>Professionals</td>
<td>740</td>
<td>470</td>
<td>(4)</td>
</tr>
<tr>
<td>Technicians</td>
<td>4,620</td>
<td>5,490</td>
<td>(26)</td>
</tr>
<tr>
<td>Sales workers</td>
<td>890</td>
<td>390</td>
<td>(4)</td>
</tr>
<tr>
<td>Office and clerical</td>
<td>3,990</td>
<td>2,390</td>
<td>(1)</td>
</tr>
<tr>
<td>Craftsmen (skilled)</td>
<td>2,600</td>
<td>2,530</td>
<td>(15)</td>
</tr>
<tr>
<td>Operators (semi-skilled)</td>
<td>1,620</td>
<td>1,600</td>
<td>(9)</td>
</tr>
<tr>
<td>Laborers</td>
<td>260</td>
<td>250</td>
<td>(1)</td>
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<tr>
<td>Service workers</td>
<td>170</td>
<td>160</td>
<td>(3)</td>
</tr>
</tbody>
</table>

Total All Employees 17,300 (100) 12,740 (74)

Total employment from previous report (if any) 10,899 (100) 8,000 (73)

Dunn of the Cablecommunications Resource Center.

Ms. Mahoney, speaking of women, called the CATV's record "abysmal and deplorable," and advised system operators to seize the opportunity to correct it "before you are subjected to the kinds of challenges the broadcasters and the telephone company have been subjected to. If every MSO put one woman in a position of prominence ... it would make a lot of hay," she said, after remarking that "Polly Dunn [of Columbus, Miss., TV Cable Corp.] and Charlotte Jones [of Manhattan Cable] are the only line managers in the industry."

Later, after several heated exchanges between and among panelists and delegates, Mr. Marshall remarked that "broadcasters have chosen to pit women against

The subject was EEO. The occasion was last week's NCTA convention panel convened expressly to capture the attention of the cable industry. L to r: NCTA General Counsel Stuart Feldstein, CTIC's Sheila Mahoney, East: Day Skills Center Director William Dabney, NCTA President Robert L. Schmidt, NBMC's Pluria Marshall and Garfield Training Center's Connie Ellington. Not pictured: Regional Dunn of the Cable Communications Resource Center.

Marshall extracts industry, NCTA promises for EEO programs

Marshall extracts industry, NCTA promises for EEO programs

Head of Black Media Coalition wins at cable convention what he lost at broadcasters'

Pluria Marshall accomplished with cable in Dallas what he failed to do with broadcasting in Chicago. He extracted a promise from the National Cable Television Association that it would write out and implement its own affirmative action program in equal employment opportunity.

It was a remarkable display of leverage. Mr. Marshall, chairman of the National Black Media Coalition, had begun by forcing the FCC—through a Freedom of Information request—to disclose the cable industry’s minority hiring record. Then, just before the National Association of Broadcasters convention in Chicago, Mr. Marshall criticized that group for failing to have minority members on its panels or to address the EEO question head-on. During the FCC panel session at that convention, Mr. Marshall rose from the floor to continue that attack, and was supported from the stage by FCC Commissioner Benjamin Hooks, who remarked on the NAB’s lack of an affirmative action program and volunteered to assist in the creation of one. (Broadcasting, March 29). The NAB refused to do so, said Mr. Marshall.

Back in Washington, however, NAB President Vincent Wasilewski said his association is drafting a written affirmative action program for itself, that the plan will be presented to the NAB executive committee at its next gathering in May and that it will ultimately be published. Mr. Wasilewski credited neither Mr. Marshall nor Commissioner Hooks with persuading NAB to put an EEO program in writing and said in fact that NAB has not had conversations with either man since the NAB convention. He added that NAB is under no obligation to negotiate with Mr. Marshall.

Between the NAB and the NCTA conventions, NCTA President Robert L. Schmidt arranged for a special EEO panel session during an otherwise free period Tuesday afternoon. It was too late to appear in the program, but was announced periodically during convention sessions—especially after FCC Chairman Richard Wiley devoted the closing moments of his convention address to a commentary on the cable industry’s EEO record, which he termed “disappointing” (see story page 40).

Attendance at the panel session was itself disappointing. “There aren’t many blue badges [system operators] in the room,” said incoming NCTA Chairman Burt Harris. (By Mr. Schmidt’s count there were 60 people there, among them representatives of 12 MSO’s.) It nevertheless accomplished the goal of demonstrating NCTA’s alertness to the subject and good faith intention to deal with it. Said Mr. Harris: “There’s no question that our industry has done a poor job.” Said Mr. Schmidt: “We have heard. We will take heed.”

The NCTA president said that he would draft the affirmative action plan to ensure that minorities are represented on the staff (which now has only one black in all, and none among the executive ranks). Mr. Harris, for his part, said he would name an EEO committee to spur industry compliance.

The cable industry itself is required by law to operate under equal employment opportunity rules. NCTA General Counsel Stuart Feldstein began the panel session with a recitation of their key requirements: (1) that the system owner not discriminate in hiring, (2) that all systems with more than five employees have an affirmative action program (“It must be both written out and carried out,” said Mr. Feldstein), (3) that it must be filed with the FCC along with an annual report of any EEO complaints and their disposition, (4) that an annual employee breakdown report (Form 395) must be filed with the FCC, and (5) that all documents concerning the above must be maintained in a public file for five years.

Those existing requirements were described by Mr. Marshall as sufficient. “We don’t need any new rules,” he said. “What we need now is enforcement.” He said the FCC’s Cable Bureau had no one assigned to processing EEO reports on file now and indicated his intention to maintain pressure in that quarter as well.

Also appearing on the panel were Sheila Mahoney of the Cable Television Information Center, William Dabney of the East Bay (Oakland, Calif.) Skills Center, Connie Ellington of the Garfield Training Center in Dayton, Ohio, and Reginald Dunn of the Cable Communications Resource Center.

Dunn of the Cablecommunications Resource Center.

Ms. Mahoney, speaking of women, called the CATV’s record “abysmal and deplorable,” and advised system operators to seize the opportunity to correct it “before you are subjected to the kinds of challenges the broadcasters and the telephone company have been subjected to. If every MSO put one woman in a position of prominence ... it would make a lot of hay,” she said, after remarking that “Polly Dunn [of Columbus, Miss., TV Cable Corp.] and Charlotte Jones [of Manhattan Cable] are the only line managers in the industry.”

Later, after several heated exchanges between and among panelists and delegates, Mr. Marshall remarked that “broadcasters have chosen to pit women against
week he said this data makes clear the need for a strong affirmative action employment program in the industry. It shows that minorities—blacks, Orientals, American Indians and Spanish-surnamed Americans—hold 9% of the 17,300 jobs in cable television, or 1,559. It also shows that jobs as officials or managers account for 36% of the total industry employment. The data reflects the totals for all cable units with five or more employees that filed reporting forms for the period between January and March 1974. The figures in parenthesis are the percentages of total industry employment.

<table>
<thead>
<tr>
<th>Minority Group Employees</th>
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<table>
<thead>
<tr>
<th>Female</th>
<th>Negro</th>
<th>Number</th>
<th>Number</th>
<th>%</th>
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<td>12 (07)</td>
<td>11 (06)</td>
<td>15 (09)</td>
<td>42 (2)</td>
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<td>70 (6)</td>
<td>11 (09)</td>
<td>1 (008)</td>
<td>6 (03)</td>
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<tr>
<td>10 (2)</td>
<td>11 (08)</td>
<td>24 (1)</td>
<td>31 (2)</td>
<td>187 (1)</td>
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<tr>
<td>180 (8)</td>
<td>41 (2)</td>
<td>3 (022)</td>
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<td>44 (1)</td>
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<td>70 (4)</td>
<td>134 (8)</td>
<td>8 (05)</td>
<td>27 (2)</td>
<td>161 (9)</td>
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<td>10 (06)</td>
<td>8 (05)</td>
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<table>
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<td>97 (6)</td>
<td>599 (3)</td>
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<td>2,890 (27)</td>
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<td>40 (4)</td>
<td>31 (3)</td>
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<th>Negro</th>
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<td>1,159 (9)</td>
<td>23 (1)</td>
<td>198 (1)</td>
<td>109 (6)</td>
<td>38 (2)</td>
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This data is in regard to EEO matters, and said that “women are 53% of the population. We’re talking about the oppressed minorities, primarily based on color.”

Mr. Marshall said that he and his colleagues are “here as diplomats to work with you if we can.” Referring to the NAB’s refusal to issue its own affirmative action program, he said, “That’s all right. We’ll just follow the other recourses open to us.”

Although the NCTA officials and delegates were quick to admit that cable has a long way to go on EEO, several offered a quiet explanation, if not defense, of why the over-all figures are so low. Don Shuler, of Viacom’s Dayton, Ohio, system noted that the classic cable system began outside the major markets where there tend to be fewer minority members in the available work force. Others noted that cable’s employment record in major markets was much nearer a percentage of population basis; indeed, one official suggested that cable might even be in legal compliance on EEO, even though the nationwide percentage is so low (3.1% blacks, 8% women).

Much of the discussion centered on the work of the East Bay and Garfield training centers, both supported by equipment grants from the NCTA. Each is a local organization designed to assist minorities and other unemployed find their way into the workforce. Mr. Dabney’s California center has been in operation four years and now graduates six to eight trained workers each month, many of whom find their way into cable system jobs in other states. Mrs. Ellington’s center, in operation only five months, has 38 trainees and expects to have graduates ready for employment this summer. Mr. Harris’s EEO committee is expected to publicize these centers to cable system operators, and to encourage the establishment of others. Ms. Ellington urged the audience “not to make a maze of it; just call us.”

The Garfield number is 513-223-4610.

Lionel Monagas, the FCC’s equal employment opportunity officer, rose from the floor to note that (1) he had not been invited to appear on the panel and (2) that he was “appalled by the ingenuity I’ve heard in here—or the dole-was.

Mr. Monagas urged cable operators to ask that EEO officials from the commission address their regional meetings on that subject.

Government forum in Dallas buoys cable’s hopes for deregulation

Moss says oversight hearings will elicit data for “overdue” review of industry status; FCC’s Kinley promises help in combating New York inroads

Representative John E. Moss (D-Calif.), chairman of the House Subcommittee on Investigation and Oversight, told the Dallas NCTA convention that when FCC oversight of a cable regulation bill of their last year is to be used in the “fullest extent necessary to develop supplemental material to aid the Communications Subcommittee in drafting cable legislation.” The Office of Telecommunications Policy, the White House’s Domestic Council and the FCC are “long, long overdue,” he said, in presenting a cable regulation bill. Failing action on their parts, Mr. Moss said, the Oversight Subcommittee will make its own specific recommendations for cable legislation—if the task “falls to our lot.”

Representative Moss, in reply to a question, predicted that a “definitive report” on cable legislation should go forward before this Congress adjourns. That “realistic assessment,” he said, was based on the view that once authorization bills are concluded, which under the new budgetary procedures must come first, legislative schedules will be open for subcommittee use. Mr. Moss said he favored an omnibus cable regulation bill rather than an addition and insertion into the present Communications Act. He added that he would like to see such a bill cross-referenced with a copyright bill.

Mr. Moss said he favors the encouragement of maximum competition in the communications field that is “fair and does not create chaotic conditions.” Only then is there justification to move in to limit competition, he added. “Cable should have had a congressional charter many, many years ago,” maintained Mr. Moss.

Mr. Moss was not the only government official to offer the Dallas conventionees’ hopes for deregulation. Co-panelists Jonathan C. Rose, deputy assistant attorney general at the Justice Department’s Antitrust Division, and Thomas Keller, OTP’s general counsel, also had encouraging words. Mr. Keller said he would “like to have an OTP cable bill before the House subcommittee by May,” but cautioned cable operators that there were a “lot more things involved. His also that by expanding groups exposed to the cable regulatory issue, it was likely to take longer for decisions to be made.

Mr. Rose said the Justice Department “fundamentally feels there is good merit in the direction to lessen regulation,” adding that copyright is the key to breaking up the existing regulatory framework. “We’re not trying to promote cable, just let it have a fair position in the marketplace,” he said. Accordingly, Mr. Rose suggested keeping regulation to a minimum and not loaded with public service obligations while assuring that cable growth does
not adversely affect broadcasters, particularly in the rural areas.

FCC Cable Bureau Chief David Kinley promised the commission’s support in challenging the New York State Commission on Cable Television’s attempt to regulate pay cable. He promised “full and strong intervention” in any law suit brought by the industry in challenging the New York commission. Mr. Kinley also advised the cable industry that “in the government forum, contrary to conventional wisdom, I don’t think you should lobby. Be light on rhetoric, heavy on facts...the facts are on your side.”

Andrew Miller, attorney general for Virginia, presented views on the deregulatory area confined to the states and local municipalities. He offered a model of a state advisory agency assisting local governments in regulating certain cable functions with the emphasis at the local level. Unlike the present three-tier regulatory setup (federal-state-local), Mr. Miller’s model would involve no duplicative regulation between the state agency and local government. “There is little doubt,” he said, that local governments should regulate non-operational cable arrangements, such as bonding, franchising and rights of way. The state, on the other hand, does have a “legitimate interest” in other areas such as educational uses of cable, he added. While the Virginia model of an advisory state agency may not be appropriate for all states, said Mr. Miller, there is the risk of retarding expansion of CATV if nonfederal governments cannot come to grips with a regulatory structure.

Dean Burch, the former FCC chairman who moderated the Monday “government forum,” pointed to the long history and final dismissal of the controversial leapfrogging rules in an attempt to characterize the present cable regulatory environment. “When from 1972 to 1976 a rule like leapfrogging can be dismissed out of hand, then there is an entirely different atmosphere. Sensitizing [of the government] has been accomplished. The outlook for a more enlightened approach in the future is 1,000% better.”

**Financing has become one of cable’s lesser problems, panel at NCTA attests**

There’s more ‘new’ money to be had, especially short-term

An upsurge in important financing of cable by insurance companies was cited last week as further evidence of the fiscal turnaround that industry has experienced in the past year. According to preliminary results of an independent survey by David Q. Wicks, vice president of Warburg Paribas Becker, New York, such lending is projected to account for $116 million in 1976, compared to only $40 million in 1975.

Moreover, Mr. Wicks told last week’s NCTA panel on “The Money Action Ahead,” those will be new funds, not rollovers of existing debt. They also will represent the largest single source of cable financing this year, which Mr. Wicks’ report—based on returns from 83 of 100 leading institutions—puts at $248 million over-all. The other two categories: commercial banks, at a projected $110 million, and intermediate lenders, at $32 million.

The attractiveness of cable to insurance companies is far from universal, however; only borrowers “in the Cox Cable or American TV & Communications” category need apply. Indeed, the typical progression of cable financing begins not even with the banks but with the industry’s equipment suppliers. And Herbert S. Ornstein, of Jerrold, told that same panel that his company is converting from a long-term to a short-term lender as the volume of applications mounts. “The supplier,” he said, “should not be asked to tie up money for extended periods.”

Before Jerrold can pass a customer along to the banks, however, the system must be in place and operating—a syndrome Mr. Ornstein described as “feeling the merchandise.” Fortunately, he reported to his NCTA audience, “the banks are awash with loanable funds.” That was one of four elements he listed under “positive aspects” of the current financial

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market. The others: (1) that banks are giving credence to pay cable as a reliable source of income, (2) that “1975 is behind us,” and (3) that Wall Street is resurging.

One of those banks was represented on the panel by Richard Briggs of Philadelphia’s Fidelity Bank. His demeanor, however, did not suggest a man monetarily “awash,” although he acknowledged an improved financial market. The demand for money is down, he said, but “there is still a lot of credit consciousness” left over from the bad loans of 1975. He predicted a rise in the prime rate to 8%, or perhaps higher, by the end of the year.

While admitting to an interest in pay cable revenues, Mr. Briggs said that Fidelity was not prepared to consider them for debt repayment. He’s still looking to basic cable revenues for that financial qualification while pay is in “the testing stage.”

Ed Zukerman of Firstmark Financial Corp., Indianapolis, represented the intermediate lender community. He said the demand for cable loans still exceeds the money supply, and that borrowers should expect to pay 4%-6% over prime to commercial lenders.

Publisher and financial specialist Paul Kagan called cable a “bankable” industry, with few candidates for longer term insurance loans. But he noted, also, that cable is no longer so capital intensive and that cable now “hangs up” on financing. As one indication he pointed out that there was only a moderate crowd for the financial panel, whereas similar NCTA sessions in recent years had played to standing room only audiences. The SRO crowds this year were across the hall, hearing about pay cable.

John Snead of the Society National Bank, Cleveland, said that cable might look to regional banks such as his for borrowings up to the $1 million range. He, as did others, stressed the importance of management in evaluations of cable loan requests, and advised that operators make their industry “as easy as possible to understand” to bankers more familiar, generally, with mortgage loans. Indeed, he said that cable loan considerations are remarkably like those for mortgage loans, and suggested they be explained in that light.

J. Patrick Michaels Jr. of Communications Equity Associates, Bloomington, Ind., briefed the audience on the possibilities of industrial development authority (IDA) financing, now available in 45 states, but not available for working capital or debt retirement. He advised interested cable operators to contact their state’s agency in charge of IDA’s for further information.

**Pole rates are still a problem**

NCTA workshop draws SRO crowd to discuss situation, solutions

The gravity with which the cable television industry views the pole attachment problem was evidenced by a standing-room crowd at an NCTA session devoted to that topic. And the need for FCC intervention to resolve the disputes between cable operators and power and telephone companies over attachment rates was often sounded. (Indeed, an NCTA membership meeting later in the day adopted a resolution calling on Congress and the FCC to take immediate action to settle the problem.)

Amos (Bud) Hostetter of Continental Cablevision helped put the pole attachment issue in perspective when he claimed the $3.50 average rate per pole now charged nationwide represents between 5% and 10% of CATV’s gross income and between 10% and 20% of the industry’s total operating costs.

Jay Ricks, attorney with the Washington law firm of Hogan & Hartson, said the FCC has to assume responsibility and must support a standard rate formula or initiate a rate-making case. FCC Chairman Richard Wiley, who was standing in the back of the room, was asked about the possibility of that happening. He declined to predict, noting that he had voted in the minority for tackling the jurisdictional question at the FCC.

Harold Farrow, of Farrow, Schildhause & Dent, said the pole attachment issue should be settled privately, not litigated. Mr. Farrow, billed as a “heavyweight” in the pole dispute, said he was less than totally happy with the NCTA-FCC-AT&T temporary agreement that froze pole rates in all states excluding California and

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Lloyd D. Young, an attorney for independent telephone operators, who warned cable operators about getting the government involved in a dispute over property rights. Private property rights are as valuable to the cable industry, said Mr. Young, as any other industry. He added that laws passed today to restrain a problem with private property rights of pole owners could as easily in the future apply to cable television in a negative way. Changes in the property right laws "may come back to haunt you," he said.

Wallace suggests checkbook journalism could find a home on pay cable

CBS newsmen addresses NCTA, suggests 'nonfiction programming' will find lucrative market there; he's critical of Schorr's giving CIA report to 'Village Voice'

Broadcast newsmen Mike Wallace started out to defend against the "checkbook journalism" charges leveled against CBS for paying H.R. Haldeman more than $50,000 ("perhaps a lot more") to be interviewed on 60 Minutes, and ended up recommending that pay cable seriously consider adopting it as a way of life. "Calling may turn out to be one of the most lucrative markets for nonfiction programming," he told the opening-day (April 4) audience at the NCTA convention in Dallas.

"I believe the day is coming when non-fiction will be at the top of the best-seller lists not just in books but in pay cable too."

This suggestion struck a responsive chord; it was discussed in many quarters as the convention progressed last week—along with the irony of its coming from a newsmen, not an entrepreneur, and from one who works for the competition, at that. Mr. Wallace had been paid $3,500 to keynote the NCTA convention; many thought they'd gotten their moneys worth from that suggestion alone.

For the most part, however, Mr. Wallace dealt with conventional broadcast journalism concerns. He spoke, for example, of Daniel Schorr, the CBS correspondent now relieved of reporting duties while the General Accounting Office investigates the leak of the Pike intelligence report first to him then through him to the Village Voice. Mr. Wallace seemed to fault him for so doing, indicating his belief that the document had been leaked not to Mr. Schorr but to CBS, and thus that its subsequent disposition should have been at the option of that company. Mr. Wallace called Mr. Schorr "a maverick and a glory seeker," and then, spreading the criticism around, called Congress "a bunch of damn fools for pursuing this matter." (He emphasized, later, that his opinion was his own, not CBS's.)

Mr. Wallace resurrected Vice President Spiro Agnew's 1969 Des Moines speech long enough to remark that "there are still millions of Americans who believe Mr. Agnew was right then [in his criticism of the broadcast media] and is right now." He aligned himself with those who think a measure of soul-searching is in order; for example, that "we must weigh the nation's security needs against the people's right to know," and that the press should consider whether "in our own zeal to publish" it might not be doing serious damage to persons or institutions. "We [in the press] have as big a stake in America's success as anyone," he said, suggesting that television, in particular, find more legitimate good news to tell.

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Mr. Hauser would like to see new rates put in effect immediately, and then later, if the local government decides the increase is unwarranted, a cable system could make refunds.

Mr. Hauser said a utility type approach to figuring a rate of return for cable systems is inappropriate, because unlike monopolistic utilities the cable business does not always show consistent results year after year. John Goddard, Viacom, Dublin, Calif., echoed that view: "Our industry doesn't look like or smell like a public utility, yet gets a public utility rate of return." Unlike public utilities which often receive a 10% rate of return, Mr. Goddard explained that cable systems need. City council members could then base to provide a 24% return on equity.

Mr. Goddard favored total federal pre-emption of rate regulation for cable, except in areas where there are fewer than three TV signals available over-the-air. The industry must work toward that end, he said, otherwise it will not attract the capital needed to develop.

E.C. Oldfield Jr., Telecable Corp., Norfolk, Va., suggested CATV operators should bargain for higher rates than they need. City council members could then "save face" by cutting the proposed rates, while cable operators would still be left with a reasonable rate. Mr. Oldfield explained that timing is the key to gaining rate increases. Don't, for example, go to city governments with a rate increase proposal that coincides with the effective date of new utility rates in the community, he said.

Alan Gerry, Liberty (N.Y.) Video Corp., advised cable operators to seek rates that are consistent with other systems in the area.

The cowboy and the lady. Rex Bradley, the outgoing NCTA chairman, was presented with a Stetson by Dallas native and convention chairperson (and Mr. Bradley's assistant for corporate development) Beverly Land as the silver anniversary convention got under way April 4. It had been Mr. Bradley's year, in many ways; he is credited with much of cable's regulatory progress, and particularly in achieving favorable votes at the FCC. It was Ms. Land's week; she was not only credited with much of the success of the convention, but at its final banquet was presented the Idee Kaitz memorial award.

Operators cite local stone walls to rate hikes

NCTA panelists urge reforms, some suggesting bargaining ploys

The quest for subscriber rate increases has long been a toughy problem to the cable television industry, which continues to complain that local political realities dis-favor any kind of rate hike. Those problems will get worse, said Gustave M. Hauser, of Warner Cable Corp. and moderator of a rate panel at last week's NCTA convention, now that many cable systems are starting to show a profit. "A crisis in rate adjustments is coming in the second round," he added.

Mr. Hauser claimed the test of any rate should be the marketplace. Short of that, he suggested a "procedural adjustment" to the present regulatory set-up where rate increases are held up while lengthy and expensive rate hearings take place. Mr.
Pay cable gear in center ring at NCTA exhibit

And it was more than just interest, judging from reports of sales; makers of addressable taps also report good flow at booths

Nowhere was the pay cable thrust of NCTA's Dallas convention more evident than on the exhibit floor, where pay cable hardware and software—and especially satellite receive earth stations and addressable taps—received the greatest attention. The dominance of pay cable-related products was contrasted against the stark exhibition of so-called "peripheral" hardware, especially products related to local origination. There was only one TV camera exhibited on the floor—displayed by JVC along with its U-matic video-tape recording machines. Despite the increase in exhibitors over last year (112 paid exhibitors were spread across 40,000 square feet at the Dallas convention center), two large exhibitors of cameras and VTR equipment—Sony and Akai—were conspicuously absent.

For those involved in pay cable products, the reports on traffic and sales were good. As one exhibitor, who was not connected with pay cable equipment, put it:

"Certain people are having their interests served; others are not." Those having their interests served aside from pay cable exhibitors were the "soup-to-nuts" exhibitors, as one delegate put it, who displayed the basic cable hardware of amplifiers, cable trunk, line extenders, etc.

Equipment displays were not confined to the convention center floor; however, four earth station antennas or perhaps "three and a half," as one delegate put it, referring to the Collins 4.5 meter dish.) stood outside, oriented towards the RCA Satcom satellite and bringing in feeds from the Home Box Office pay cable network to monitors at the companies' booths inside the building. Andrews Corp., Radio Mechanical Systems, RF Systems and Collins all had earth stations operating from the convention parking lot. Also representing earth stations, but only inside, was Scientific-Atlanta, which up until now has captured the largest portion of the satellite-connected pay cable market with 30 installed earth terminals and 24 more on order.

Next largest in the earth station field so far is Andrews Corp., which has 31 satellite receive terminals on order and several in operation. Both S-A and Andrews are showing 10-meter dishes priced generally in the $65,000 bracket, depending on options and how many earth station package (antenna, amplifier, receiver and installation) is parceled out.

New earth station entries to the cable TV market are RF Systems, Cohasset, Mass., which showed a prime focal feed 10-meter dish in a similar price range, and Radio Mechanical Structures Inc., Kilgore, Tex., which exhibited an 11-meter antenna claiming gain and signal-to-noise ratios that surpass FCC requirements and meet "tougher" public broadcasting specifications (at a total package price of $85,000 installed). Collins Radio Group also displayed a working earth station, but more to "prove a point" than as the introduction of a product ready for CATV use. The Collins' dish features both transmit and receive capability and is 45 meters in size—a configuration that the FCC has authorized on an experimental basis but has not yet approved for pay cable use. The point Collins hoped to make at Dallas last week was that earth stations can be transportable (its model is carted around on a 36-foot trailer) and adequate signal quality can be obtained from a smaller and less expensive earth station. Rough estimates suggest the 4.5 meter antenna falling in a $15,000-$20,000 range as compared to a $50,000 dish for the 10-meter antennas exclusive of receivers and amplifiers. More sophisticated low-noise amplifiers would be needed in conjunction with the smaller antenna, however. Collins was also showing its low-noise amplifier for use with 10-meter antennas—an item that cable operators can use presently.

Another entry in the earth station competition was announced last week by IT&T Space Communications, which is offering complete a turnkey, receive-only terminal package, including installation, maintenance and training, at $65,000. Although not exhibited at the convention, ITT currently has a demonstration station located in Ramsey, N.J.

While earth station terminals were more visible at the convention, addressable taps (or so called "smart taps") were equal competitors as attention grabbers. Such devices permit the cable operator to connect and disconnect subscribers from a central office or headend and, even more important, to add or take away premium channels a subscriber is getting in the package. Five manufacturers had them on display. Many viewed addressable taps as the hardware that would open up the per-program approach to pay cablecasting, because of its ability to selectively shut off or open up the pay channel to subscribing homes with the throw of a switch. Although opinion is not unanimous, there is a growing belief among pay cable operators that the per-program approach is superior to the presently used per-channel concept as major film distributors may not be willing to lump their blockbuster movies with lesser known film products for a total per-program pay cable revenues. The key advantage at hand for addressable taps is in the security area, where in-home converters will no longer be necessary.

Delta Benco Cascade Limited, Rexdale, Ont., exhibited its "intelligent tap" in a four-port or four output configuration for $1,000 for the last unit for apartment house use. The four-port tap, the IT-4, sells for approximately $60 in quantity without a pay TV option, enabling only connect and disconnect functions. The pay-TV option puts the IT-4-4 in the $100 range. The IT-60 for apartment houses is estimated at a $1,000 cost figure. The apartment house tap is just in the prototype stages, but D-B-C is promising delivery on the IT-4 this October. First shown at the Western Cable Show several months ago, D-B-C claims 1,200 IT-4's have been sold in the last two months.

The other component to the addressable tap, the calculator or computer that does the addressing, can range from a couple of thousand dollars—in the case of a modified desk calculator whose switches must be thrown manually—to minicomputers that bring prices in the five digit range.
legal hookups and make connections—resulting in significant savings to CATV operators. Several manufacturers that claim to have developed addressable taps, or at least the technology to manufacture them, say they are holding off. As one put it, "We are waiting for a cohesive philosophy to emerge on the functions and uses of addressable taps."

Other products shown at last week's NCTA convention included:

- Blonder-Tongue Laboratories Inc.'s pay TV scrambler box for under $60 that scramble both picture audio with a parent key-lock for in-home use.
- Jerrold Electronics Corp.'s "Commander III" top-line headend processor (priced at $1,545 complete) and its new tap lines—the EFT series for strand mounting and the EFT series for underground installation.
- RCA's 151 model amplifier line with trunk amplifier, brider trunk amplifier, intermediate brider amplifier and line ex-tender that costs $900 per mile as a turn-key system.
- IDR Inc.'s (subsidiary of Reuters) hardware, software, data package for cable origination channels that uses a high speed one-way retrieval system, for accessing news, financial and home economic services.

Magnavox's CATV Division is promising delivery of its addressable taps the first part of next year. Single pay channel taps are priced at about $125 with add-on options of two pay channels.

Ameco Inc., Phoenix, was showing its "nova addressable tap" that has been field tested at several cable systems including systems in San Angelo, Tex., and San Clemente, Calif. Without a pay TV option, Ameco is offering its four-port tap at $70; with the pay option at $90. Delivery is expected in six to eight weeks and the taps are billed as "usable with any new or existing system." Five thousand subscribers can be addressed in 30 seconds, claims Ameco, with the number of subscribers addressable on the system set at 16,000—although it can be expanded up to 250,000 subscribers with optional equipment.

Oak Industries Inc., Crystal Lake, Ill., showed its "control tap" featuring three channels per port with four-ports per tap. With the three-pay-channel option the tap sells for $128. Oak is also showing a $1,200 $1,200 receiver to address the taps. Features include the ability to send 8,000 addresses in seven seconds for the basic connect-disconnect service and 2,000 addresses in the same time frame for a full-service tap that can screen pay channels from the basic cable service package.

Pro-Com Electronics Inc., Poughkeepsie, N.Y., offered its "Pass III" addressable tap geared towards the apartment house market. The basic unit features a standard connect-disconnect service and one-port-channel option. The Pass III provides 24 outputs packaged in a wall box for installation in apartment buildings. A line-tap for use with individual homes is expected to be introduced within six months. The basic 24 output unit sells for $825 with a $3,000 controller to address the taps, using solid state components. Delivery is expected in six to eight weeks.

There are still questions about addressable taps in the minds of many cable operators. Costs are relatively high when contrasted to regular nonaddressable taps that typically cost $10 and under and require no sophisticated calculator or computer. Nevertheless, the new addressable taps are seen as a way to eliminate the need for sending service crews out to check on il-
NAB gathering dossier on scars caused by cable

Association sends questionnaire to small-market TV stations; FCC advised of network findings

The National Association of Broadcasters has taken FCC Chairman Richard Wiley up on his call for more facts to back broadcaster claims of injury from “cable” systems. The association has two projects ongoing: a letter to NAB 100-plus market TV members asking evidence of real or potential cable damage to their stations, and a study by NAB Research Vice President John Diming. Mr. Diming said last week he has some evidence of cable damage to broadcasters now and that he is continuing his search for more. He could not predict when he would be finished or what his findings would ultimately show.

The letter to small-market TV’s, drafted by NAB’s new government relations staffer and 100-plus TV market specialist, George Gruy, seeks data from stations with cable systems in their markets on audience trends and revenues which demonstrate some hurt. The letter went out three weeks ago; responses to it were only beginning to come in last week.

Meantime, NAB prepared and sent to each FCC commissioner last month a summary of broadcast-cable data that has been in circulation awhile. The information was culled from broadcaster letters and studies submitted last November to the White House Domestic Council’s regulatory reform group which is charged with drafting a proposal for cable regulation (BROADCASTING, Nov. 17, 1975). Among the material quoted is an ABC study in November showing broadcast audience losses in homes with cable TV in eight small markets. The figures: WKBV-TV Gainesville, Fla., loss 23%; KNSV-TV San Angelo, Tex., loss 33%; WLFI-TV Lafayette, Ind., loss 40%; KOAT-TV Flagstaff, Ariz., loss 65%; KNOP-TV North Platte, Neb., loss 56%; KGNS-TV Laredo, Tex., loss 56%; KTCN-TV Helena, Mont., loss 43%, and KXGN-TV Glendive, Mont., loss 54%.

CBS data on two medium markets in the summary contrasted local stations’ 98% share in noncable homes with their 77% in cable homes in Tulsa, Okla. In the Quad Cities area of Iowa-Illinois the local stations commanded a 96% share of noncable homes, against a 79% share of homes with cable. The CBS study noted that independent stations imported into Tulsa and Quad Cities did as well in cable households there as in their own markets. The cable systems in those two markets began operation after the FCC adopted its present cable rules in 1972.

Fractionalization of audience by cable is particularly severe, the NAB study said, in early fringe time, during which stations were said to generate about 25% of their revenues. It illustrated with data from counties in four markets: the county of Kern, Calif., (Bakersfield market) had a 63% audience loss in cable homes; Ogle county in Illinois (Rockford market) lost 56%; Lubbock county in Texas (Lubbock market) lost 59%, and Riverside county in California (Palm Springs market) lost 74%. On the average, according to the data, local stations’ share of audience in these counties was 62% lower in cable homes than in noncable.

On the strength of studies by ABC and NAB, NAB concluded cable’s effect on UHF TV is disastrous. All of the stations in the Bakersfield and Palm Springs markets are UHF’s, and, according to ABC figures, the Bakersfield U’s lose nearly three-fourths of their audiences in cable homes in early fringe time, and the Palm Springs U’s lose nearly two-thirds of theirs. For the total day, according to the data, Palm Springs UHF stations’ loss of audience in cable homes is “well over 40%.” And in Rockford and Lubbock, where there is a mixture of UHF and VHF stations, the UHF stations’ audience losses in cable homes are about 20% higher than the losses for the VHF stations.

NAB said in its summary that a station’s loss of a given percentage of audience to cable will result in a reduction in revenues of about the same percentage. Some of the stations in the markets cited in the statistics are losing money now, it said, adding that others can expect to lose money as cable penetration increases and audiences begin watching the imported signals.

10 researchers receive grants from the NAB

The National Association of Broadcasters last week announced award of 10 grants for research in broadcasting. The grant program is an annual competition, now in its 10th year and aimed at stimulating interest in broadcast research in the academic community and at encouraging further development of researchers already in the field. NAB will pay the winners’ out-of-pocket expenses incurred in their projects. The recipients and their topics:

John D. Abel of Michigan State University (the effect of parental justified and unjustified interpretations of television programing on children’s perception of that programing); James D. Harless and William B. Toran of Ohio State University (information needs and format needs of radio station personnel); Gary A. Kishi of Michigan State University (the role of the commercial radio station in the local community: an attitudinal study of commercial radio station managers); Timothy L. Larsen of the University of Utah (station brokerage firms: market structure, conduct and performance); Mark R. Levy of Columbia University (the people look at...
Two reports critical of FCC hit in one week

Citizens Communications Center comes down on FCC's EEO policies and practices; Rand author says commission does not allow full public participation

The FCC's performance in dealing with citizen groups and their concerns was measured in two lengthy studies that became available last week, and in each the commission was found wanting.

One, issued by the Citizens Communications Center, is an examination of the FCC's equal employment opportunity regulation—"An agency in search of a standard." It concludes that the criteria the commission uses to assure EEO compliance by its licensees are "vague, variable and easily met, even by broadcasters who have been discriminating against protected minorities and women."

The other, "Citizen Participation in Broadcasting Licensing Before the FCC," was issued by the Rand Corp. It says, "This could well be a propitious time for the commission to turn its back on its history of denying citizen participation in commission proceedings and of acting in an indecisive and dilatory fashion..."

The EEO study, by Nola A. Bowie, a Citizens attorney, and John Whitehead, a law student intern, contains analyses of EEO cases presented to the commission and of EEO statistics available at the commission and of actions taken in what the authors say appear to be cases of racial discrimination in employment practices. The study did not deal with the issue of female employment.

The authors found that eight years after the commission adopted EEO rules, there were 378 broadcast stations with 1/5 or more full-time employees in areas with 5% or more minority population that had no full-time minority employees; 209 of them had no part-time minority employees, either.

The standards used in selecting the 378 stations are those the commission says it uses in selecting stations to question on their EEO performance.

The commission also sends a letter of inquiry when the number of women or minorities at such stations decreases. But the study says that for the most recent six-month period, more than 80% of the stations which should have received EEO letters did not.

It also said the commission requires an unrealistically high standard of proof of discrimination before setting renewal applications for hearing—a sharp statistical disparity between area minority or female work force and a station's employment of minorities and women as evidence of a lack of an adequate affirmative-action employment program or of instances of discrimination. As a result, the study says "only four" renewal applications have been designated for hearing on EEO grounds, and Citizens is involved as counsel in three of them.

With the study being issued as the commission staff is said to be completing a draft of a final order on guidelines broadcasters are to follow in implementing the commission's EEO rules, the authors offer a number of recommendations of their own for changes in commission procedures.

The commission should establish clearly discernible standards of performance in minority and female employment which a broadcaster must meet in order to gain renewal, and should grant renewal hearings on a showing that a broadcaster's record of employment of minorities and women falls below "a well-defined standard."

A key one is that the commission follow the practice of the federal courts in cases involving alleged discrimination under Title VII of the Civil Rights Act of 1964—that is, to regard statistics alone as evidence of discrimination and to accept only to a limited extent evidence of EEO upgrading after a complaint is filed. The commission now accords considerable weight to such upgrading.

The authors also call for the imposition of EEO goals and timetables. The commission, they say, "should recognize that the tools it has administratively developed to deal with EEO problems outside a renewal hearing are inadequate to assume meaningful change."

The Rand Corp. report, written by Joseph A. Grundfest under a grant by the John and Mary R. Markle Foundation, reviews the history of the citizen movement in broadcasting, which is said to have begun in 1966 when the U.S. Court of Appeals in Washington, in a case involving WLTU, Jackson, Miss., directed the commission to permit citizens to participate in license renewals.

And it concludes that the commission has been "less than enthusiastic over the prospect of citizen groups" participating in the broadcast licensing process. Each step forward for the groups, it adds, was won only on orders of the courts.

Mr. Grundfest feels the commission's actions last year in adopting guidelines governing citizen-broadcaster agreements and agreements under which groups are rewar ded by state license dollars. It is key point in each is that broadcasters are not to delegate any of the responsibility to the groups—reflect a "less hostile attitude" toward the groups.

However, he expresses disappointment that the commission, "faced with a clear opportunity in this history and to take the initiative in providing for citizen participation," did not. Instead, he said, it issued general principles that will require "a great deal of application in practice before they can acquire real substance."

His exhortation to the commission is to "affirmatively promote genuine, effective citizen participation fully respectful of broadcasters' legitimate rights."

He makes several suggestions in that connection. One is that the commission request legislation allowing it to award costs to groups that have contributed significantly to the resolution of a matter, or to request the establishment of a "citizen legal fund" from which the commission would finance citizen group efforts.

Another recommendation—one echoed in the Citizens report—calls on the commission to adopt measures to eliminate the "catch-22" that Mr. Grundfest says groups face in petitioning to deny renewal applications: To persuade the commission to designate a renewal application for hearing, a group must make a sufficient evidentiary showing. But it cannot make such a showing until it gains the rights of discovery, which come only after a license has been designated for hearing.

McKee says figures show women are outpointing minorities in finding jobs

Females are gaining in high-level jobs while blacks of both sexes are making no headway at all

Clarence V. McKee, the deputy chief of the FCC's industry equal employment opportunity unit, is offering a rebuttal to charges that blacks and other minorities are "getting all the jobs" in broadcasting.

And in the process, he is bringing into the open the concern of minorities that the government's effort to wipe out job discrimination on the basis of sex and race is resulting in competition between them and white women for jobs—a competition that white women, Mr. McKee suspects, are winning.

Mr. McKee does not dispute reports that minorities as well as women are making gains generally in gaining entry to broadcasting jobs. But he says FCC statistics indicate that, while women generally registered gains in the top four job categories—officials and managers, professional technicians and sales—progress on the
part of black males and black females is virtually non-existent.
He cited this data:
The number of females employed as of-
icials and managers increased from 9% in
1971 to 16.2% last year, while the number
of black females increased from .4% to 1%
and black males, 1.8% to 3.8%. The per-
centage of females in professional jobs in-
creased in the last five years from 10.2 to
16.8, while the percentage of black females
rose from .9 to 1.9, and of black
males, from 4% to 6.1%.
And in sales, female employment in the
top jobs increased from 8.5% of the total to
16%, while the number of black females
increased from .2% to .7%, and of black
males, from 2.5% to 2.9%.
Mr. McKee says the picture is the same
or, from the minorities' point of view,
worst, when totals for broadcast head-
quartes are considered rather than for the
industry as a whole. For instance, the per-
centage of black males employed in pro-
fessional and sales jobs at broadcasting
headquarters decreased---.2% and .9%
respectively—he said.
Mr. McKee, who submitted his findings
in a letter to Larry Bryant, black on-air
personalities at WTTG(TV) Washington, said
"any hue and cry that 'blacks or minorities
are getting all the jobs' is just not ac-
curate."
However, he acknowledged that "at
least FCC licensees are taking steps and
making inquiries to seek out and find
qualified blacks and other minorities."
The same cannot be said, he added, of the
major networks, group broadcasters, and
Corporation for Public Broadcasting, the
Public Broadcasting System and National
Public Radio.
To Mr. McKee, the statistics indicate
"although nonminority females gen-
erally are moving ahead and becoming
quite visible" in broadcasting, "minority
females are not making such significant
advances."
Indeed, he said he fears that the pre-
dicted collision between the "women's
movement" and the "minorities move-
ment" over the same jobs has occurred in
broadcasting. He called this "unfortu-
nate" but said the FCC cannot arbitrate
disputes between ethnic groups or be-
tween sexes over jobs.
His suggestion—one he has recom-
mented in the past—is for the in-
dustry "to do what other groups have
done." And that is to "organize along
common needs and interests so that their
concerns and views can be effectively
relayed to management and to the indus-
try itself."

FCC: No exception

Late filing for St. Louis AM
rejected as commission rules
that black ownership in applicant
is not reason for dispensation

The FCC says the presence of black
ownership in a broadcast applicant is not
an "overriding consideration" that out-
weighs "an inexcusable lack of diligence
in complying with the commission's rules
setting the deadline for the filing of broad-
cast applications. The commission reached
that conclusion in reaffirming a Dec. 4,
1974, decision returning as unacceptable
for filing the application of Bronco Broad-
casting Co. for a new AM on 1380 kzh in
St. Louis.
The facilities were those of KWK(AM),
which had gone off the air because of fi-
ancial difficulties. The receiver in bank-
rupency for the station had filed for renewal
of the KWK license on Nov. 5, 1973, and
the cut-off date for competing applications
was Jan. 1, 1974. A competing application,
tendered by Norman Broadcasting Co.
(WGNAMO Granite City, Ill.) was filed in
time, and the commission designated the
KWK and Granite applications for a com-
parative hearing. But Bronco did not file its
application until June 12, 1974, five
months after the cut-off date. Bronco ap-
ppealed the commission decision rejecting
the application, and the commission sub-
sequently asked the court to remand the
case.
After further consideration, the com-
commission said that cut-off procedures are designed to help relieve a growing backlog pressing for new FM applications and that according black owners a preferred status in such circumstances would deprive applicants who had timely filed the protected status to which they are entitled. It also said that according black applicants such consideration could disrupt FCC procedures. The commission voted 6-1, with Commissioner Benjamin L. Hooks the lone dissenter.

Media Access Project wants FCC assignment

it protests contract proposed to former staffer without bids

The FCC has been attempting to award a public contract to a former associate general counsel. But the Media Access Project, a public interest law firm specializing in communications matters, wants an opportunity to compete for the contract itself, and keeps protesting to the General Accounting Office.

The former commission official is Hil-burt Slosberg, who retired in December 1974. Originally, MAP contends, the commission planned to award him a $20,000 contract to update the fairness-doctrine and political-broadcasting primers. The contract was to be awarded without competitive bidding on a “sole source” basis—that is, on the ground he was the only one qualified to do the job.

However, MAP’s Collot Guerard wrote the commission on March 12 expressing MAP’s interest in the project and noting that the organization has had experience in both areas. She asked for a prospectus on the contract and information on how MAP might bid on the job.

MAP received no answer and filed its first protest with GAO, on March 19.

A week later, Ms. Guerard was informed by the commission’s contracting officer, Kenneth Gordon, that the request for proposals on the contract had been canceled and that he assumed, disposed of the protest.

But, Ms. Guerard and Harvey Shulman, her colleague at GAM, wrote GAO on April 5 that they learned that day from a search of the commission’s file that the commission on March 31 had voted in executive session to direct the executive director to award a sole-source contract to Mr. Slosberg to update the political broadcast primer for $8,500. They searched the file under a Freedom of Information Act request. It was, they said, that they learned the original contract was to be for $20,000.

Mr. Slosberg signed the contract on Monday, but the commission’s executive director, Richard D. Lichtwardt, has not yet signed it for the commission. He was away from the office on commission business last week, and was due back until today (April 12).

GCCC’s FM buy closer to fruition

GCCC Communications of Chicago, whose effort to acquire WEFM(FM) Chicago and transform the old-line classical music station to rock has involved it in years of litigation before the FCC and the courts, won a round at the commission last week. The Broadcast Bureau said all issues in the case should be resolved in favor of GCC and the sale approved.

The commission did approve the $1-

million sale, from Zeneth Radio Corp., once before, in March 1973. But the Chicago Citizens Committee to Save WEPF—a group dedicated to preserving the station’s classical music format—appealed, and the U.S. Court of Appeals in Washington sent the case back to the commission for a hearing on the format-change issue.

The Broadcast Bureau, which participated in the hearing, last week filed with the administrative law judge its proposed findings and conclusions of law.

Responding to the issues in its ultimate conclusion, the bureau said:

- WEPF’s program format is not unique in Chicago; other stations there provide a reasonable alternative source of classical music.
- Zenith lost a substantial amount of money—over $2.3 million—in the 1965-71 period and the losses are substantially attributable to the station’s classical music format.
- GCC did not make misrepresentations to the commission in connection with the community leader survey. At issue were questions of whether six persons contacted by GCC had been told by the applicant there would be a change in the program format, and when GCC decided on the change. The bureau said the application had not told the leaders of a proposed change and concluded that GCC did not decide to change the format until after it had completed the community leader and music preference surveys.
- Meanwhile, GCC, which began operating the station after the commission approved the sale in 1973, is continuing to operate it as a classical music outlet under special permission from the court.

Radio Liberty gets breather from Spain

Government there gives service two-month extension of lease for transmitter site; officials hope to get formal renewal

Although its contract expired March 23, Radio Liberty will continue to operate its main transmitters near Barcelona, Spain for at least another two months. The respite is the result of American efforts to renew the contract of the radio information and propaganda service that broadcasts to Russia and is taken as a sign of hope for a formal renewal.

The Spanish government told Radio Liberty several months ago it would not renew the contract for the 1.25 million watt transmitter facility. (Broadcasting, March 1). Spain’s reason for that step is not clear, but it has been speculated that the country is trying to improve its relations with the Soviet Union, which has denounced Radio Liberty and Radio Free Europe as fronts for the Central Intelligence Agency. The two services were financed secretly by the CIA until 1971. They now get their money through direct appropriation from the Congress, how-

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ever, and are overseen by the Board for International Broadcasting.

The president of Radio Liberty and Radio Free Europe, Sig Mickelson, and Board for International Broadcasting Chairman David Abshire had two rounds of meetings with the Spanish foreign office and the Ministry of Information and Tourism, one round March 16-17, the other March 24-25, to negotiate the contract. Mr. Mickelson said last week the Americans received assurances that Radio Liberty does not have to leave immediately. He added that talks will resume in early summer.

Meantime, Radio Free Europe, after having been kicked out of the winter Olympic games in Innsbruck, Austria, is planning to cover the summer Olympics in Montreal and has its credentials in hand. Press credentials for the games are granted by the Olympic committee of the host country. At the winter games, however, the International Olympic Committee stepped in to revoke RFE’s passes.

### Changing Hands

Announced

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

- **WCIR-AM-FM** Beckley, W.Va.: Sold by Waldron Broadcasting Corp. to Carper-Southern Broadcasting Corp. for $450,000. Seller is owned by Thomas M. and Maxine Waldron who have no other broadcast interests. Buyer is owned by Ira W. and Judy M. Southern and W. Grady and Ruth Carper. Mr. Southern is major and owns consumer electronics stores in Princeton, W.Va. Mr. Carper owns insurance agency and has real estate interests in Princeton. WCIR is on 1070 kHz with 10 kw day, 500 w night. WCIR-FM is on 103.7 mhz with 25 kw and antenna 360 feet above average terrain.

- **KTRT** San Diego: Sold by Shepard Broadcasting Corp. to Melvin L. Wheeler and Russell B. Chambers for $282,000 plus $45,000 noncompetition covenant. Seller, also licensee of WLAV-AM-FM Grand Rapids, Mich., is principally owned by John J. Shepard, Daniel Duffy and Michael Coyne. Mr. Shepard also has interests in XVF(P)FM San Fernando, Calif., and KQAM(AM)-KSAQ(FM) San Antonio, Tex. Mr. Wheeler is president and director of Bass Brothers Telectasters and Broadcasting, group owner with cable interests. He also owns 25% of WCK Media which has bought KROD(AM)-KUOE(FM) El Paso, Tex. (Broadcasting, Dec. 22, 1975). Mr. Chambers owns KPLC-TV Lake Charles, La. KRT is on 105.3 mhz with 120 kw and antenna 180 feet above average terrain. Broker: Hogan-Feldmann Inc.

- **WBRM(AM)** Marion, N.C.: Sold by Lake City Broadcasting Corp. to Childress Broadcasting Corp. of West Jefferson for $225,000. Seller is owned by Will P. Erwin, Jack L. Reynolds Jr., Stella W. Anderson and Stella A. Trapp. Mr. Erwin, Mrs. Anderson and Mrs. Trapp have interests in WIFP-AM-FM Elkin, N.C., and Mrs. Anderson and Mrs. Trapp have interests in WBNF-AM-FM Forest City and WPNF(FM) Brevard, both North Carolina, and have interests in four North Carolina newspapers. Buyer, also licensee of WSKK(AM) West Jefferson, N.C., is owned by James B. Childress who has interests in WMSI(AM) Sylvia and WKRK(AM) Murphy, both North Carolina. WBRM is 1 kw daytimer on 1250 kHz.

Other sales reported at the FCC last week include: WCI(AM) Junco, F.R. (see page 68).

Approved

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

- **WFAS(AM)-WYDD(FM)** White Plains, N.Y.: Sold by Courtland Broadcasting Corp. to Affiliated Broadcasting for $2.4 million. Seller is owned by Harry H. and Lucille Stone who have no other broadcast interests. Buyer is owned by publicly held Affiliated Publications Inc. which publishes Boston Globe. (Affiliated’s purchase of KENI(AM)-KBAY(FM) San Jose, Calif., fell through after competing application was filed for KBAY frequency [Broadcasting, Jan. 26.]) WFAS is on 1230 kHz with 1 kw day, 250 w night. WYDD is on 103.9 mhz with 500 w and antenna 670 feet above average terrain.

- **WOCN(AM)** Miami: Sold by WOCN Inc. to Minority Broadcasters for $900,000. Principals in seller are Ed Winton and Myer Feldman who own WWBA-AM-FM St. Petersburg and WCGL(AM) Jacksonville, both Florida. Buyer is headed by Manolo Rebozo, Miami city commissioner and contractor, and Carlos Fernandez, Miami attorney and former municipal judge. Other stockholders are Tomas Garcia Fuste who manages Spanish programming at WKID(TV) Fort Lauderdale, Fla., and Eduardo Cantera, Miami attorney. WOCN is on 1450 kHz with 1 kw day, 250 w night.

- **WRRR(AM)** Rockford, Ill.: Sold by Radio Rockford Inc. to Miller Broadcasting Inc. for $500,000. sole owner of seller is Alan H. Cummings who also owns WNA(AM) Neenah-Menasha, Wis., and KARR(AM)-KOPR-FM Great Falls, Mont. Principal in buyer is Howard Miller, Windyam Chicago and personality and former owner of WQIL(AM) Galesburg, Ill. WPOX(AM) Milwaukee (now WNOV) and WGEZ(AM) Beloit, Wis. WRRR is 1 kw daytimer on 1330 kHz.

- **Other sales approved by the FCC last week include:** WAUC(AM) Wauchula, Fla.; WVLC-AM-FM Orleans, Mass.; WQMA(AM) Marks, Miss.; WVBS-AM-FM Burgaw, N.C.; WAMG(AM) Gallatin, Tenn.; KROD(AM)-KUOE(FM) El Paso; KDOX(AM) Marshall, Tex.; WSLR(FM) Sault City, Wis. (see page 68).

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**Class C FM**

**$425,000**

A solidly established property in growth market. Studios, office and transmitters all under one roof in almost new building. Real estate and building included in sale.

Good growth and cash flow with room for increases. FM is fully automated. Cash required.

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76-13
4/12

Broadcasting Apr 12 1976 54
Trade to cial added primary and million, over manufacturers, group requires for labeling "does not presently envision that the requirements for labeling and advertising will be necessarily identical."

The announcement came in an address she made before the annual meeting of the Washington-based Proprietary Association, held in Palm Beach, Fla. James Cope, president of the association, a trade group of nonprescription drug manufacturers, released a simultaneous statement, claiming that such a rule would be "counterproductive, would tend to confuse the consumer, and would increase over-the-counter drug costs."

Broadcast Advertising Reports for 1975, according to the Television Bureau of Advertising, put network and spot spending for "proprietary drugs" at $364.7 million, with spending for "digestive aids and antacids" at $42.8 million.

Commissioner Dole cited a 1974 FDA survey which found that 43% of the population primarily relied on advertising for OTC drug information, with only 13% primarily depending on labels. An FTC official added that 18% said they didn't read labels at all, and about one-third of that group is over age 65. Mr. Cope had a different interpretation of the figures, insisting that about half of all consumers read the labels, and of those that don't, half said they were already familiar with the information on labels.

Mrs. Dole also said that "a substantial number of people each year require medical attention as a result of adverse reactions to over-the-counter drugs." According to an FTC official, she estimated that Congress a few years ago claimed that 300,000 persons a year were hospitalized because of the reactions. A Proprietary Association official later called that figure "a gross exaggeration."

"The best place for such information is on the label where instructions can be reread every time," Mr. Cope said.

Commissioner Dole said advertising warnings about Food and Drug Administration findings "may be no different in principle from the FTC requiring disclosure of the former surgeon general's findings on the dangers of cigarette smoking."

Through the rulemaking proceeding, the FTC is seeking information not only regarding the need for warnings and their effect on consumers, but also, on the phrasing of warnings and which warnings should appear in advertisements. Comments are due June 11. The proceeding is expected to take at least a year.

Department and discount stores up spending in television

TVB details those making the biggest outlays and says speakers from some of them will address its retail workshop

Television's top-10 department store advertisers doubled their expenditures in the medium in 1975 while the 10 leading discount store users boosted their TV outlays by 42%.

Actually, the top-15 department store spenders performed about as well as the top 10. They didn't double their TV total but they did boost it by 99%. And department stores in markets below the top 25 were not idle, either: The top-10 department store TV spenders in those markets increased their TV budgets by 88%.

And if the big department and discount store chains are counted, the results are also worth mentioning: The top 15 in this category increased their combined outlays—in local television alone—by 33%.

These figures and the tables from which they're drawn were compiled by the Television Bureau of Advertising in

Chicago Area Stations
850 Dial Position AM Daytime Station Covers Metro and Suburban Market of 7,000,000.
Companion FM is Class A Suburban-oriented.
Valuable real estate, micro-relay equipment.
Excellent growth potential.

Asking $900,000.

Contact: Howard J. Stasen, Chicago Office
Note: National chains (K-Mart and Woolco) have not been included in the above listing.

*Based on investments in a single market.

Source: Television Bureau of Advertising, based on broadcast Advertisers Reports figures.

Senators want ads to identify parent firms

Abourezk and Senate colleagues seek more definitive FTC action on major firms using small-family image in their advertising;

single manufacturers of competitive products also are criticized

Six U.S. senators, led by James Abourezk (D-S.D.) petitioned the Federal Trade Commission last week to crack down on large corporations that make themselves appear in advertising to be small, family-owned businesses. They also urged the FTC to require advertisers that are subsidiaries or divisions of larger corporations or conglomerates to name the parent companies in their ads.

The petition said ads that represent big companies as small ones are deceptive and are already outlawed in the FTC Act, but it asked for a trade rule anyway to make clear what the commission’s policy is.

Senator Abourezk said last week that consumers consciously select goods from small businesses because they feel they are getting quality products and prompt and personal service on warranty claims. For large companies to make themselves sound small “is not only deceptive advertising,” Senator Abourezk said; “it also robs the small business of its most important asset.”

The senator cited several examples of advertisers who are guilty of the practice he described, among them: Pepperidge Farms bakery products, made by Campbell Soup Co., Sarah Lee products, made by Consolidated Food Corp.; Dad’s Root Beer, a product of Illinois Central Railroad; Celeste Pizza (“Mamma’s old family recipe), produced by Quaker Oats.

The petition said it is equally important
for advertisers to name parent companies because that might affect consumer choice. For one thing, said Senator Abourezk, “It is obviously unfair when one corporation is advertising two of its own products as if they were legitimately competing products … Through slick advertising campaigns, the large corporations try to cover up the lack of meaningful competition.”

He pointed out that Bristol-Myers makes both Excedrin and Bufferin, two supposedly competing pain relievers, and that Sterling Drug makes Bayer Aspirin, Cope, Midol and Vanquish, which are also pain relievers.

He had other examples: Procter and Gamble makes both Crest and Gleem toothpastes, three dishwashing liquids with different brand names, five hand soaps, three floor cleaners and five laundry detergents. General Foods makes five different coffees, and Dow makes both Saran Wrap and Handi-Wrap.

Said Senator Abourezk: “I feel it is important for the American people to become aware of the degree of economic concentration and monopoly in major industries supplying us with products and services.”

Mr. Abourezk had another reason for wanting disclosure of parent companies in ads: “People should know that Minute Maid orange juice is made by Coca-Cola, that Madria-Madria Sangria is made by Gallo and that Wonder Bread is made by ITT. This type of knowledge is healthy for the marketplace, I believe, because consumers can reward a socially responsible company for its positive contributions or avoid the products of a corporation they feel is not acting in the public interest.”

Joining in the petition were Senator Philip Hart (D-Mich.), chairman of the Senate Antitrust Subcommittee, of which Mr. Abourezk is a member, Vance Hartke (D-Ind.), member of the Consumer Subcommittee, and William D. Hathaway (D-Me.), Floyd Haskell (D-Colo.) and Thomas J. McIntyre (D-N.H.), all members of the Senate Small Business Subcommittee on Monopoly.

Ford taps Sowell for FTC post

UCLA professor expected to face no difficulty getting confirmed

President Ford has nominated Thomas Sowell, a University of California at Los Angeles economics professor, as a member of the Federal Trade Commission.

The nomination of Mr. Sowell, a 45-year-old native of Gastonia, N.C., has been expected (BROADCASTING, Feb. 23). No obstacles to his confirmation presently are foreseen. Mr. Sowell would complete former FTC Chairman Lewis A. Engman’s term, which expires Sept. 29, and be subject to reappointment at that time. Hearings on his nomination will be held after the Senate returns from its Easter recess April 26.

A former U.S. Labor Department econom-
scheduled for May 7. And only last week Nickelindian Productions, New York, reported it will produce a half-hour special, "Who Is Peter Lemongello?" for sale to stations.

The next stop for Mr. Lemongello are Los Angeles and Las Vegas. And shortly there will be a resumption of the TV advertising in New York and a radio campaign to help push a new album he's recording.

Can Mr. Lemongello sing? He modestly says he's "a good singer," but quickly adds that "it could have been done with somebody who wasn't a good singer." Ms. Goldwasser of Triad Media is less restrained: "Peter is a very handsome guy. And he has a great voice. I'd say it's a young Frank Sinatra voice."

CBS and NBC won't sell Church half hour

New entrant in presidential race still has hopes for ABC

The national chairman of the Frank Church for President Committee, Carl Burke, said last week that while CBS and NBC have "flatly refused to grant Senator Church the half-hour access to the public airwaves that was accorded to the Republican candidate ... we still have hope that fairness will prevail in the board rooms of ABC." His announcement came after meetings with all three networks April 5 to request time similar to that which NBC-TV sold Ronald Reagan for a March 31 broadcast (BROADCASTING, April 5).

CBS-TV responded as it did to Mr. Reagan's request, saying it has made available one-minute and five-minute program segments for purchase prior to the fall general election campaign, during which half-hour time periods will be sold to presidential candidates. "We believe that by our willingness to offer these time segments provides a reasonable opportunity to the candidates to purchase time," Frank Smith, vice president-sales, CBS-TV, wired the Church committee.

NBC-TV informed representatives of the Idaho Democrat that it is not network policy to offer to sell time to candidates while state primaries are in progress. The circumstances surrounding Mr. Reagan's request (that he is running against a single opponent, the incumbent President), made the earlier exception necessary, NBC spokesmen said.

ABC-TV would only say it is "not prepared" to discuss its decision.

Advertising Briefs

Reiner's back. Reiner Media Services Inc., New York, has been formed by Samuel J. Reiner, president, as independent media buying service. Principal formerly headed S.J. Reiner & Co., Carle Place, L.I., barrier, media buying and promotional service, which went bankrupt. Reiner Media Services was said to have completed "substantial financing" and has made arrangements with William B. Tanner Co., Memphis, to provide facilities and services to new media operation. Reiner Media Services will have offices at 919 Third Avenue, New York 10022 (212-895-2338) and at 3000 Marcus Avenue, suite 1-W-9, New Hyde Park, N.Y., 11040.

Togetherness in Dallas. Stan Levenson Associates, public relations/specialized advertising agency, Dallas, has merged with Glenn, Bozell & Jacobs there, agency of Bozell & Jacobs International, New York. New unit, Glenn Bozell & Jacobs Public Relations and Specialized Media Services Division, has departments in media buying, promotion, graphics, and production, and will assume full responsibility for directing public relations and sales promotion programs for GB&J clients, 6060 North Central Expressway, Dallas 75208.

WOR-TV's ad agency. Gallagher Group, New York, has been appointed advertising agency for the print media for WOR-TV New York. Gallagher will work with Andrew Duca, station's director of creative services, in preparing next fall's brochure and regular weekly and monthly print advertisements.

Mobil makes bid at 'four-networking'

Oil company has 'Exploration' series to barter, denies it's being used for propaganda

Mobil Oil Co., through SFM Media Services Corp., has begun trying to line up commercial TV stations in the top-40 markets to barter a 10-part BBC/Time-Life series called The Age of Exploration.

The target date for the first part (each episode runs 60 minutes) is January 1977, according to Herbert Schmetz, Mobil vice president, who says the plan now is to try for a 10-week network-type simulcast in all the markets.

Mr. Schmetz said Mobil has been looking into the fourth-network concept as an outlet for specials or limited series for many months now. Mobil is giving the go-ahead now, he added, because of the "super quality" of The Age of Exploration, which focuses on dramatized re-creations of the odyssey of men like Captain Cook, Pizarro and Roald Amundsen. Mobil bought the series outright from the BBC and Time-Life for $670,000.

Reports that Mobil would use the series for oil-company propaganda were "categorically" denied by Mr. Schmetz, who said the three-minute American album spots, which eschew hard-sell commercial pitches, would open and close the series. He added that this fourth-networking of The Age of Exploration would in no way take money away from Mobil's $2-million-plus yearly commitment to the Public Broadcasting Service.
nomination. "He doesn't want to take advantage of the opportunity to go on television every time he has a press conference," Mr. Mead said.

Indeed, that sensitivity apparently was a factor in the decision to abandon, at least for the time being, the practice of setting up White House interviews with the President for news media representatives from states in which primary elections were to be held.

"My feeling was that since we received a lot of heat as a result of the interviews with local-media representatives, we ought to cool it for a while," Mr. Mead said.

Actually, the interviews were just part, at least, a solution to the problem of responding to the hundreds of requests for opportunities to question the President that the White House has received. And Mr. Mead said it is possible the President will meet with Texas journalists either in the White House or in Texas, in advance of the primary there on May 1.

As for Miss Thomas's complaint about the President shutting out White House regulars on the road, Mr. Mead said that if a White House reporter asks a question, the President will answer it. But, he added, "we try to follow local rules when news conferences are arranged by local media groups. And some local groups, he noted, "restrict questioning to their members."

State court holds free-press rights are applicable to broadcasting

New York judges turn down request from children's home to block showing of WABC-TV documentary, despite circumstances of filming

A panel of five justices of the New York State Supreme Court Appellate Division held unanimously last week that television journalism is protected by the First Amendment.

In a decision upholding a lower court's refusal to restrain WABC-TV New York from showing a videotape report depicting conditions at a Staten Island children's home (BROADCASTING, March 15, et seq.), Presiding Justice Harold A. Stevens wrote:

"While the protection of freedom of the press is not absolute, the burden of demonstrating a condition which warrants a prior restraint is indeed a heavy one. Television broadcasting falls under the umbrella of protection afforded the press for it too, in matters such as the subject under review, is engaged in the dissemination of information of public concern.

"We recognize that there are here competing interests, competing rights and values. The children at this home are minors and wards of the state. The intrusion was upon private property without authorization from those in charge of the home. Additionally, since the children interviewed were minors, it is questionable that they could or did validly consent to the intrusion upon their privacy. If abuse is demonstrated, the respondents doubtless will be called to account.

"After viewing the video tape we are not persuaded that its sole or even its chief object is to provide information which could lead to a correction of the conditions it claims exists. However, nothing appears on the video tape which, in our opinion, warrants a prior restraint upon its exhibition. The appellants [representatives of the home involved, St. Michael's Home Inc.] have not met the heavy burden of showing a justification for the imposition of a prior restraint."

While affirming WABC-TV's right to show the taped report, the court stayed the broadcast for five days to give the home time to file an appeal. Gerald E. Bodell, counsel to St. Michael's, did file notice of appeal to the State Court of Appeals and asked for continuation of the stay until the appeal is decided.

The report was made by reporter John Johnson and a camera crew who visited the home on March 9. In it, some of the children were shown answering questions that were described in Justice Stevens's decision as "leading, suggestive" and having to do with "drugs, assaults, etc." Initially, the home obtained a restraining order preventing the showing of the report, on grounds of trespass and violation of the children's privacy.

The decision last week was not unanimous, but the lead dissenter objected only that the children, as wards of the state, should be protected from "exploitation" and from disclosure of their identities. On the constitutional question, Justice Louis J. Capozzoli said in his partial dissent that "although [the report] was obtained as a result of a trespass, it is, nevertheless, protected by the First Amendment and can be exhibited."

Justice Theodore R. Kupferman felt the majority opinion didn't go far enough. Dissenting from the five-day stay granted to allow time for appeal, he said that "after viewing the proposed broadcast tape, I conclude that this is investigative reporting done with restraint and high purpose. No injunction was warranted under any view of the First Amendment. The stay and any restraint should be vacated immediately."

Justice Harold Bims, in a concurring opinion, said it was irrelevant whether the
Just talking. "I am currently in the very early stages of negotiations ... with NBC," said Today show co-host Barbara Walters last week in response to published reports that she met several weeks ago with ABC President Elton Rule. ABC Television President Fred Pierce and ABC News President William Sheehan to discuss the possibility of her coanchoring the ABC Evening News with Harry Reasoner; Miss Walters said negotiations for renewal of her current three-year contract with NBC-TV, which expires in September, would continue unimpeded by her talks with ABC.

The report was good investigative reporting or showed "restraint" or "high purpose." But he continued:

"Appellants made some showing that the news or information to be broadcast through television was procured unlawfully by trespass and that the respondents intruded upon the privacy of infants, wards of the court. However, such activity, we agree, does not warrant the imposition of an order restraining a news broadcast based upon said episode. Under existing case law no prior restraint on such broadcast would be warranted, certainly in the circumstances of this case . . . ."

"Further, an intrusion into an area of protected privacy is insufficient to bar the dissemination of news . . . ."

New Westinghouse trims foreign bureaus

"We find that, 15 years after the fact, the validity and purpose of our news services generally are operating in a different context," said Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., explaining the company's plans to cut back its foreign news forces.

The restructuring of Westinghouse's foreign news service will be completed within weeks and will be along the lines of the Washington bureau's redesign. In a move last fall (Broadcasting, Oct. 20, 1975), that bureau staff was reduced from 20 to four including an engineer and a secretary, and the scope was redirected from national to "selective."

The worldwide reshaping does not necessarily mean all six foreign correspondents will be let go, Mr. McGannon said, but some bureaus will be shut down.

The quality of service will be maintained through stringers, AP Audio and ABC Radio.

The reduction is basically an economic necessity. The services that were initiated in the late 1950's and early 1960's are "not, from a cost and distribution standpoint, viable now," Mr. McGannon said.

Specifics will be announced as soon as personal and contractual plans are taken care of, a Westinghouse spokesman said.

At present, the company's full-time foreign news bureaus are in London, Paris, Bonn, Beirut, Tel Aviv and Hong Kong.

1976 medalists. Among recipients of annual University of Missouri Distinguished Service in Journalism awards, to be presented in Columbia, Mo., April 23, are James (

1) Columbia general manager; Avis Tucker, publisher of Warrensburg, Mo., Daily Star Journal, president of KOKOAM) there and Carl Nichols, chief executive officer of Cunningham and Walsh, New York.

Matrix awards. New York Women in Communications Inc. will honor 12 recipients of annual Matrix awards at banquet May 12 at Hotel Lexington, New York. Winner in broadcasting category is Marlene Sanders, vice president and director of television documentaries for ABC News. Edw

1) New York News correspondent, will be guest speaker.

Says Bell. In address to American Women in Radio and Television's New York chapter April 6, Representative Bella Abzug (D-N.Y.) said that "the question of persecuting Daniel Schorr, for that's what it is, has taken the place of investigating what is in the report." Unless communications industry fights "putting out to pasture" of Mr. Schorr, warns Mrs. Abzug, "an important principle of democracy will go by the wayside."

Mrs. Abzug led House members in support of Mr. Schorr, who is under fire for his part in the release of a suppressed report on the CIA (Broadcasting, March 8).

Fears precedent. Senator Abraham Ribicoff (D-Conn.) has introduced resolution opposing Soviet attempts to bar Radio Free Europe from covering Olympic games this summer in Montreal. Under pressure from Soviet Union and its allies, International Olympic Committee revoked RFE's press passes during winter Olympics in Innsbruck this year (Broadcasting, Feb. 16). Mr. Ribicoff voiced fear that if Russians succeed now, they might use political judgments to decide which news organizations can cover 1980 summer Olympics in Moscow.

Olympic record. Largest number of media representatives in history of games—7,850 with more than 63% from electronic camp—has been accredited to cover 1976 Summer Olympics in Montreal July 17 to Aug. 1. Olympic organizing committee reports that 400 of 669 Americans accredited will come from ABC-TV, network with rights to event, and 15 from various radio networks and stations.

Driving home. WMBNAM) Nashville was name drawn to receive "NIS News Wagon," fully equipped mobile unit for radio, presented by NBC Radio's News and Information Service. Bill Veeck, owner of Chicago White Sox, picked winner March 24 during National Association of Broadcasters annual convention in Chicago.

Schorr is given Headliners award

Dozen other honors conferred on broadcasting organizations in annual Atlantic City affair

Television and radio stations and networks were presented with 13 National Headliners Awards in Atlantic City April 9-10. Among the broadcasters cited was Daniel Schorr, for his controversial report on CIA activities.

Radio station awards: WR-AM-FM Detroit, for consistently outstanding radio reporting, in its coverage of the disappearance of James R. Hoffa; WROV(AM) Roanoke, Va., for consistently outstanding reporting (cities under 250,000); WTL(R)FM) Indianapolis, for outstanding public service—"We Care"; and KGON(FM) Portland, Ore., for its outstanding documentary for The Strange Story of "The Two."

Radio network awards: CBS Radio Network, for outstanding public service; CBS News correspondent Daniel Schorr for his report on the CIA, and ABC Radio Network, for its outstanding documentary, Scenes From a War.

Television station awards: WCKT Miami, for consistently outstanding TV reporting; WIBW-TV Topeka, Kan., for consistently outstanding reporting (cities under 500,000); KWTW Oklahoma City, for outstanding public service—"The Gift of Life."

Television network awards: NBC-TV, for consistently outstanding TV reporting in past year; ABC-TV, "for outstanding public service—This Week." For the year, the annual Headliner Awards are also presented in other media by Atlantic City.

The new plumbers

The House Committee on Standards of Official Conduct (ethics committee) has hired 13 former Federal Bureau of Investigation agents to trace the leak of the secret House Intelligence Committee report on CIA abuses to CBS correspondent Daniel Schorr.

All of the former agents have at least 25 years experience with the FBI and will be paid anywhere from $300 to $10,000 apiece. Their contracts, totaling $80,000, were approved last week by a House Administration Subcommittee, and will expire Jan. 3.

It was reported last week that the investigators, headed by former FBI agent David Bowers, have begun interviewing members of the now-defunct Intelligence Committee to find out who leaked the committee's report to Mr. Schorr. The report was printed in the Village Voice.
Media


Charles Keller, general manager, Capital Cities Television Productions, Philadelphia; Walter Liss Jr., general manager, kpsn(TV) Fresno, Calif., and Robert Niles, director of engineering, Capital Cities Communications, Philadelphia, all elected VP's, Capcities.

Frank Scott, VP of ktlk(AM) Denver, named general manager, wrc(AM)-wksys(AM) Washington, succeeding Harold L. Green who resigned to become operations/engineering manager of Kaiser Broadcasting, Oakland, Calif. (BROADCASTING, April 5).

Candace Caruthers, researcher/associate producer, noncommercial wnet(TV) New York, named community relations director, wabc-TV there.

William P. Coper, senior accountant, Coopers and Lybrand, Philadelphia, named business affairs manager, wcau-TV there.

Kim T. Bane, copywriter, wshh-TV Fort Myers, Fla., named creative services director, wqxi-AM-FM Atlanta.


James Cuzzo, senior director, kdal-TV Duluth, Minn., named operations manager.

Ron Lloyd, operations manager, wtvr-TV Richmond, Va., named creative services director.

Marjori Nolan, publicity/research director, wtvv-TV Cleveland, named on-air promotion director.

Robert Dambach, faculty member, Juniata College, Huntingdon, Pa., named development coordinator, noncommercial kmwu(AM) Wrichita, Kan.


Richard B. Hull, immediate past chairman, named chairman emeritus.

Broadcast Advertising

Bruce Cynar, sales manager, Roy H. Park Broadcasting Group, New York, named national sales manager, wtvr(TV) Richmond, Va.

Fran Slaughter, wtvr(TV) national sales coordinator, named sales/program traffic manager.


Will Howard and Lloyd Stein, account supervisors, J. Walter Thompson, Chicago, named VPs.


Geoffrey Frost, Peter Bemis, creative supervisors, and Arnold Sensky, assistant media director/group head, Grey Advertising, New York, named VPs.

Howard S. Schaefler, assistant media director, SSC&B, New York, named associate media director, Bozell & Jacobs there.

Lawrence Butner, senior VP/radio-TV director, and Robert L. Stewart, senior VP/account supervisor, Albert Frank-Guenther Law, New York, elected to board of directors.

William Landgraf, VP/media director, Lee King & Partners, Chicago, named senior VP/media director.

Tom Tierman, Midwest sales director, Mutual Broadcasting, Washington, rejoins Major Market Radio, New York, as VP/Eastern manager.

J. Ray Padden, general sales manager, klas(AM)-Klas(AM) Los Angeles, named VP/West Coast regional manager, Metro Radio Sales. Both are Metromedia properties. Stuart Levy, KLAC local sales manager, succeeds Mr. Padden as general sales manager.

E. Freeman Bunn, senior VP (in charge of General Mills cereal accounts), Dancer-Fitzgerald-Sample, New York, named management supervisor.

Bill Kaletta, local sales manager, wtvn(AM) Columbus, Ohio, named general sales manager, succeeded by D. Manning Haynes, account executive.


Joseph L. Wright, broadcast traffic manager, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named assistant producer, broadcast department.

Margaret Auchstetter, associate media director, Clinton E. Frank, Los Angeles, named media director.

Louis Redmond, VP/copy chief/co-creative director, Bozell & Jacobs, New York, named senior copywriter, Carl All Inc. there.

Dale Howard, director, club management department, American Advertising Federation, Washington, resigns to become advertising director of Southern Heritage Press, Upperpde, Va. Rod May, senior VP, AAP's Western region office, San Francisco, assumes additional duties as acting director of club services. Marcia Hatch, former Western region office manager, named acting director of that office until permanent successor to Mr. May is appointed.

Peggy Fiddick, buyer, Robert S. Block Advertising, Milwaukee, named media director, MAS advertising there.

Carol Roderick, regional account coordinator, Stanford & Taft, advertising/promotion/public relations, Portland, Ore., named office manager.

Jeffrey C. Osborne, national sales manager, kwsn-TV Salinas, Calif., and co-owned ksky-Tv San Luis Obispo, Calif., named account executive, Blair Television, San Francisco.

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Steve Bossin, account executive, WIXY(AM) Cleveland, named local sales manager.

Larry G. Leese, salesman, WBN5 TV Columbus, Ohio, named local sales manager.

Larry J. Nusseym, account supervisor, BBDO, New York, named account executive, William Cook Advertising, Jacksonville, Fla.

John R. Jones, VP/manager, Metro TV Sales, New York, named local sales manager, KTLA(AM) Los Angeles.

Eugene F. Murphy, general sales manager, W2IU-FM Milwaukee, named broadcast sales manager, William Eiser & Associates advertising, Hales Corners, Wis.


Tom Bennett, assistant promotion director, WHTF(AM) Indianapolis, named research/sales promotion manager.

Downey Hewey, account executive, WAVVP(AM) Tampa, Fla., named sales manager.

Kenneth C. Spitzer, account executive, WBVF(AM) Framingham, Mass., named sales manager.

Programing

G. Clark Ramsey, VP, advertising/publicity/promotion, Universal Pictures, Universal City, Calif., named VP of parent, MCA Inc., and VP in charge of marketing services, Universal City Studios there.

Matthew Ledbetter, program director, WAMD-AM-FM Pittsburgh, named national program manager of licensee, Sheridan Broadcasting there.

Roger B. Adams, account executive, WLS-TV Chicago, named sales manager, syndication, Multimedia Program Sales, Cincinnati, responsible for West and parts of Eastern U.S.

James J. Carr, director, television national sales development, A
cno Broadcasting, Cincinnati, named sales manager, The Bob Braun Show, musical/variety program originating from WLWT(AM) there.

Sam F. Ewing, producer, KGO-TV San Francisco, named executive producer.

John Hartman, news production director, KJDL-D TV Duluth, Minn., named senior production director.

Jack FitzGerald, program director, KSTT(AM) Davenport, Iowa, named to same position, WQX-AM-FM Atlanta. Jeff Nimmo, air personality, WPLJ(AM) New York, named WQXI-FM music director/air personality.

Dave Miller, program director, WIS-TV Columbia, S.C., named to same position, WCMH-TV Columbus, Ohio.

Phil Haberkorn, news director, WIFC-AM-FM Auburn, Ind., named program director.

Clay Dalrymple, former major league baseball player, named color announcer for 1976 Balti-
more Orioles baseball games on WJZ-TV Baltimore.

Don Stotter, entertainment editor, WOSB(AM) Miami, named to same position, WINS(AM) there.

Mike Keen, anchor, WPEC(AM) West Palm Beach, Fla., named sports reporter/weekend sportscaster, WTTV-Cleveland.

Jack Miller, air personality, WCRS-FM New York, named music director.


Broadcasting Journalism

Ronald L. Gleason, director of research and sales promotion, ABC-owned KGO-TV San Francisco, named research/development director, ABC News, New York, replacing Harvey N. Gersin, named executive VP of television consultants, Reymont and Co., Detroit.


Harrison E. Salisbury, retired editor of New York Times and host on Public Broadcasting Service Behind the Lines, named sole press critic for CBS Morning News with Hughes Rudd and Bruce Morton, twice weekly on CBS-TV. Previously, other critics shared assignment.

Susan Ludel, news producer, WNEW-TV New York, named assignment editor, NBC News there.

Bill Redeker, reporter, ABC-owned KABC-TV Los Angeles, named ABC News correspondent, based in Los Angeles.

Don Hoover, correspondent, WLS(AM) Chicago, named anchor, Mutual Broadcasting System, Washington. Kurt Henochsen, reporter, WMAI(AM) there, named to same position at MBS.

Mike McClellan, anchor, WINS(AM) New York, named to same post, WINZ(AM) Miami.

Mike Pillor, assistant news director, WBBM-TV Chicago, named news producer.

Jerry Clark, reporter, WIFC-AM-FM Auburn, Ind., named news director.

Dennis W. Lee, assistant news director, KBIZ(AM) Orlouma, Iowa, named news director.

Jim Bradford, reporter, WNBC(AM) New York, named to same post, WWJ(AM) Detroit.

Bob Edney, associate producer, WJAC-TV Boslon, named news producer, succeeded by Lynnwood Richards, production assistant. Pat Kreger, assistant news editor, named news producer. Kelley Chunn, WJAC-TV administrative secretary, public affairs department, named news production assistant.

Marshall Prichard, news director, KLMS(AM) Lincoln, Neb., elected president, Nebraska As-

sociated Press Broadcasters. Mike Cahill, news director, KIIC(AM) Hastings, elected radio VP and Ray Dapa, associate news director, WROW-TV Omaha, named television VP.


Stan Atkinson, reporter, KTVU(AM) Oakland, Calif., returns to KCRA-TV Sacramento, Calif., as reporter/anchor.

Dan Dettman, studio cameraman, KDAL-TV Duluth, Minn., named news production director.

David Brown, news producer, WTVN-TV Columbus, Ohio, named to same position, WBSN-TV there.

Michael Byrne, news editor/reporter, WOAAM San Antonio, Tex., named reporter, KEYHAN Houston.

Charles Darling, reporter/producer, KDKA-TV Pittsburgh, named ENG coordinator, KIRO-TV Seattle.

Jim Murphy, news director, WSAK(AM) Fall River, Mass., named to same position, WHAM-FM Providence, R.I.

Cable


W. Thomas Oliver, marketing director, Home Box Office, New York, named affiliate development director. Edward D. Horowitz, transmission development manager, named affiliate development manager.

Donald V. Pascarella, sales director, CATV Division, Oak Inc., Crystal Lake, Ill., named sales VP Joseph W. Spills Jr, CATV engineering group leader, converter products, named engineering manager.

Susan O. Kelley, press legislative staff aide to Representative William J. Hughes (D-N.J.), joins National Cable Television Association, Washington, as public affairs coordinator, filling vacancy left by Kathleen Haser, resigned.

Lee Tenebruso, coordinator of public relations, Teleprompter, New York, named public relations services director, Channel 100, pay-television division of Optical Systems Corp., Burlingame, Calif.

E.D. DeCesare, assistant executive VP/marketing director, Encyclopedia Britannica Inc., Chicago, named marketing director, Teleprompter, New York.

Equipment & Engineering


David L. Werscher, marketing manager, Vidtronics, Hollywood, named director, new
United Kingdom—Europe operation, Image Transform, London.


Guy Forney, VP/general manager, special components division, Bourns Inc., Riverside, Calif., named development director, new antenna manufacturing plant for Antenna Specialists Co. in Puerto Rico.

Nicholas LaVerne, systems designer, Magnavox CATV, Manlius, N.Y., promoted to internal sales engineer.


Thomas J. Brady, VP/controller, RCA Global Communications, New York, named VP, finance.

Allied Fields

Nat C. Meyers, managing director, AnCom Co., cooperative communications consulting firm, Scarsdale, N.Y., named VP, Goldmark Communications, Stamford, Conn.

Bonnie Kraig, special assistant to president of Goldmark, named corporate secretary.

Newly elected officers, Alpha Epsilon Rho, national honorary broadcasting society: Andrew H. Orgel, CBS Radio, New York, president (third term); A. Paul Boscarino, noncommercial WKYW-FM Mount Pleasant, Mich. (Central Michigan University), regional development VP; Peter B. Orlick, Central Michigan University, VP, professional/alumni relations; Ronald J. Dahlgren, noncommercial WKMS-FM Murray, Ky. (Murray State University), public information VP and Richard M. Uray, Broadcast College of Journalism, University of South Carolina, Columbia, executive secretary.

Walter Cronkite, CBS News, named to receive Man of the Year award of Greater New York chapter, National Foundation-March of Dimes, from former Senator Sam J. Ervin Jr. (D-N.C.) at dinner May 13 in New York. Leo Jaffe, chairman, Columbia Pictures Industries, is general chairman of event, ABC Sports commentator Howard Cosell is dinner chairman.

Elizabeth L. Young, executive director, Kansas Public Television Commission, Topeka, named director, Telecommunications Center, Ohio State University, Columbus, succeeding Richard B. Hull, who retired due to ill health (BROADCASTING, Oct. 27, 1975).

Bermuda Schwartz, public relations/promotion director, Mutual Broadcasting, Washington, has resigned to form Bermuda Schwartz Associates, radio management consulting firm, 1026 15th Street, N.W., Washington, 20005; (202) 393-1510.

William P. Clark Jr., corporate treasurer/first VP, Dean Witter brokerage firm, New York, named president/chief operating officer, Arthur Richards, partner firm there. Robert I. Angalos, marketing consultant, named executive VP of AR.

Samuel Cooper III, assistant general counsel, National Cable Television Association, Washington, and Ruth S. Baker, assistant managing counsel, FCC task force on AT&T rate inquiry there, have joined Washington law firm of Cohn & Marks as associates.

Joan Z. Bernstein, acting director of Federal Trade Commission's Bureau of Consumer Protection for past six months, resigns June 1 to join Washington office of Cleveland-based law firm, Baker, Hostetler, Frost & Towers. Mrs. Bernstein has been with FTC five years, has served as deputy director of bureau and twice as its acting director.

Deaths

Mary Margaret McBride, 76, whose folksy manner on radio endeared her to huge audiences for more than 20 years, died Wednesday (April 7) at her home in West Skokum, N.Y., after long illness. Miss McBride retired from network radio in 1957, but she continued with thrice-weekly program on WQAM Kingston, N.Y., not far from her home, until several months ago. After long experience as newspaper reporter in her native Missouri, Ohio and New York City and as writer for Saturday Evening Post and Cosmopolitan, she entered radio in 1934 with interview and conversation program on WORAM New York and remained there for six years. Over the next 14 years Miss McBride conducted programs over CBS Radio and NBC Radio, earned a reputation as superb salesperson and often was referred to as "female Arthur Godfrey."

Harry Nyquist, 87, retired Bell Telephone Laboratories scientist, died April 4 at his Harlingen, Tex., home. Holder of 138 patents, Mr. Nyquist invented method of transmission for television that became widely used and found system of correcting distortions of images caused by delays in transmissions. Survivors include one son and two daughters.

Julius Schachter, 67, concertmaster/violinist, NBC orchestras from 1950 to 1966, died of heart ailment March 31 at his New York home.

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These are 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 the part of the day in which it appears. A (N) 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>This week</th>
<th>Title (length)</th>
<th>Artist-label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>Lonely Night (Angel Face) (3:17)</td>
<td>Captain &amp; Tennille--A&amp;M</td>
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<tr>
<td>2</td>
<td>1</td>
<td>1</td>
<td>Theme From &quot;Happy Days&quot; (2:40)</td>
<td>Pratt &amp; McClain--Reprise</td>
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<td>3</td>
<td>2</td>
<td>2</td>
<td>Happy Music (3:04)</td>
<td>Blackbird--Fantasy</td>
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<td>4</td>
<td>3</td>
<td>3</td>
<td>Do It Again (2:28)</td>
<td>Bee Gees--RSO</td>
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<td>5</td>
<td>4</td>
<td>4</td>
<td>Living For The Weekend (2:50)</td>
<td>O'Jays--Philadelph</td>
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<td>6</td>
<td>5</td>
<td>5</td>
<td>We Can't Hide It Anymore (3:47)</td>
<td>Larry Sanders--Capitall</td>
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<td>7</td>
<td>6</td>
<td>6</td>
<td>Love Really Hurts Without You (2:58)</td>
<td>Billy Ocean--Ariola America</td>
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<td>7</td>
<td>7</td>
<td>You Sexy Thing (3:30)</td>
<td>Johnnie Taylor--ABC</td>
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<td>9</td>
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<td>8</td>
<td>The Feeling (2:50)</td>
<td>The O'Jays--Philadelph</td>
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<td>10</td>
<td>9</td>
<td>9</td>
<td>Love Machine, Part I (2:40)</td>
<td>Olivia Newton-John--MCA</td>
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<td>10</td>
<td>10</td>
<td>Hurt (2:05)</td>
<td>John Lee Hooker--Capitall</td>
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<td>11</td>
<td>11</td>
<td>Love Is A Heartache (2:37)</td>
<td>Roy Orbison--Columbia</td>
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<td>13</td>
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<td>12</td>
<td>Take Me Home Country Road (2:40)</td>
<td>John Conlee--Capitall</td>
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<td>14</td>
<td>13</td>
<td>13</td>
<td>What Am I Gonna Do (2:40)</td>
<td>The Righteous Brothers--Capitall</td>
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<td>15</td>
<td>14</td>
<td>14</td>
<td>Fire and Rain (2:39)</td>
<td>Joni Mitchell--Capitall</td>
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<td>16</td>
<td>15</td>
<td>15</td>
<td>Some Kind Of Wonderful (2:35)</td>
<td>Captain &amp; Tennille--A&amp;M</td>
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<td>17</td>
<td>16</td>
<td>16</td>
<td>Save The Country (2:35)</td>
<td>Charlie Daniels--Capitall</td>
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<td>18</td>
<td>17</td>
<td>17</td>
<td>Love Hurts (3:03)</td>
<td>Nazareth--A&amp;M</td>
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<td>18</td>
<td>18</td>
<td>The Man (2:28)</td>
<td>Elton John--Capitall</td>
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<td>19</td>
<td>19</td>
<td>Love Hurts (3:03)</td>
<td>Nazareth--A&amp;M</td>
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<td>22</td>
<td>21</td>
<td>21</td>
<td>You Still Make Me (2:28)</td>
<td>The Righteous Brothers--Capitall</td>
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<td>23</td>
<td>22</td>
<td>22</td>
<td>Without Your Love (2:37)</td>
<td>John Conlee--Capitall</td>
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<td>Without Your Love (2:37)</td>
<td>John Conlee--Capitall</td>
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Broadcasting Apr 12 1976
Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time were filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on grounds 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. Keleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Keleher should not have permitted refile of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filling motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975).

Broadcasting in Congress. Resolution to permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation ready for consideration of full House (BROADCASTING, March 29). Committee voted 9 to 6 to send H. Res. 875 back to its Ad Hoc Subcommittee on Broadcasting, headed by B.F. Sisk (D-Calif.) for further study. There it is likely to remain for rest of this session, unless Mr. Sisk can persuade one opponent on 18-member Rules Committee to change his vote. There is second broadcast resolution pending in House by Representative Jack Brooks (D-Tex.), chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage spurred recent activity. Mr. Brooks, opposed to Sisk plan because it provides that networks would administer coverage, designed plan that would have Congress run cameras. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules. It has also relaxed rebuild requirements it would have imposed on systems by that time (BROADCASTING, April 5; see also this issue). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Latest meeting with Canadian counterpart resulted in some optimism on commercial-deletion matter, but not on tax law (BROADCASTING, Jan. 19). Private interparliamentary conference of members of U.S. Congress and Canadian Parliament also produced some hope ("Closed Circuit," Feb. 9). Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22).

Children’s TV. FCC’s policy statement on children's television programming, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children’s Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 1975).

Consumer agency. Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. Committee report that accompanies House bill says agency's “active participation should be discouraged” in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Promised veto by President apparently has stalled conference to resolve differences between two bills.

Copyright legislation. Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television, House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, after lengthy hearings, has begun markup on its bill. H.R. 2223.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting cross-ownership prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station.
EEO guidelines. FCC has issued proposed rulesmaking on equal employment opportunity guidelines. Comments have been filed (Broadcasting, Oct. 27, 1975). Commission is also considering EEO policy for cable (Broadcasting, Feb. 23).

Fairness doctrine bills. Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.), Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

Family viewing suit. Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (Broadcasting, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants $10 million damages. Court has turned down defendant's motions to dismiss (Broadcasting, Feb. 16). Trial began last week in Writers Guild case (see story, this issue).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al) FCC's order modifying its fee schedule (Broadcasting, Jan. 20, 1975). Oral arguments have been held (Broadcasting, Jan. 26). 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 (Cases 75-1087 et al). Briefs have been heard in that case (Broadcasting, Sept. 15, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al) (Broadcasting, Nov. 3, 1975). 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, 1975).

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (Broadcasting, Jan. 5). Comments were due last week (see story, this issue), replies May 5.

Indecency. FCC's declaratory ruling on indecent broadcasts (Broadcasting, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have begun (Broadcasting, April 5). 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, 1975). Commission also fined WXFN(FM) Philadelphia $2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility.

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (Broadcasting, Jan. 5). Case now goes back to court.

License renewal legislation. House Communications Subcommittee appears to be nearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings, promised this year by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). So far more than 150 representatives and 20 senators have sponsored or cosponsored renewal bills; 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. Senate will take no action until House makes first move.

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 in Washington by CBS, NBC and ABC; television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (Broadcasting, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (Broadcasting, Nov. 10, 1975). Justice Department has filed on side of cable (Broadcasting, Feb. 9). Commission has to remove restrictions on use of series-type programs by pay cable (Broadcasting, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (Broadcasting, May 20, 1975); more were held in July (Broadcasting, July 14, 21, 1975) and last December (Broadcasting, Dec. 15, 1975).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (Broadcasting, June 30, 1975). Four Brunswickers have been found guilty of mail fraud and conspiracy (Broadcasting, March 1). Several others under investigation have pleaded guilty (Broadcasting, Jan. 26).

Performers' royalty. Copyright commitment by 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, 1975). 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. S. 1111 is being considered separately from Senate-passed copyright bill. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

Prime-time reruns. FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network reruns shown during prime-time.

Public broadcasting funding. House Appropriations Subcommittee on Labor, Health, Education and Welfare has held hearings on appropriation for Corporation for Public Broadcasting. CPB asked subcommittee to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—$88 million for fiscal 1976, $103 million for 1977, $121 million for 1978 and $140 million for 1979. Ford administration has recommended $70 million for 1976 and $77,993 million for 1978 and $80 million for 1979. CPB appropriation measure, which will be included in larger Labor, HEW appropriation package, will emerge from subcommittee sometime in April. CPB President Henry Loomis testified before subcommittee in February (Broadcasting, Feb. 16). Senate Communications Subcommittee held hearing on educational broadcasting facilities funding measure (Broadcasting, April 5).

Section 315. FCC has changed its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (Broadcasting, Sept. 29, 1975). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (Broadcasting, Dec. 1). FCC has also rejected WGN Continental policy of selling political time only in units of five or more minutes (Broadcasting, March 1). And FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station promptly (Broadcasting, April 6). There are also equal-time provisions introduced by the Communications Subcommittee Chairman John Pastore (D-R1) and his House counterpart, Torbert Macdonald (D-Mass.). Hearings have been held on Senator Pastore’s bill and more are to come; no hearings have been scheduled yet on the Macdonald measure.

Sports blackout. Legislation to renew sports blackout law, which expired Dec. 31, 1975, was stalled when House-Senate conference failed to agree on compromise (Broadcasting, Dec. 22, 1975). Conference committee will try again in another session, yet unscheduled. Experetial law provided that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9568) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 4 hours for postseason games in baseball, basketball and hockey.

UHF FCC issued notice of inquiry in May 1975 on UHF to determine if restrictions on proximity of stations could be reduced (Broadcasting, June 6, 1975). FCC council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas.

As compiled by Broadcasting, March 29 through April 2 and based on filings, authorizations and other FCC actions. Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Docket, ERP—effective radiated power, HAAT—height of antenna above average terrain, kHz—kilohertz, kw—kilowatts, MEDV—maximum expected operation value, mhz—megahertz, mod.—modification, N—night, PSA—pressurise service authority, SM—specified hours, trans.—transmitter, TPO—transmit power output, U—unlimited hours, vis.—visual, w—watts, *—noncommercial.

New stations

**AM applications**

- Kernersville, N.C.—Radio Kernersville seeks 1170 kHz, 500 w-D. PO: address: 615 High Point Rd., Box 386, Kernersville, N.C. 27284. Estimated construction cost $43,400; first-year operating cost $8,400; revenue $96,000. Format: MOR & C&W. Principals: Leslie G. Frye, Hubert S. Parks, Harrell Powell Jr. and Gary S. Smithwick (25% each). Mr. Frye has law, real estate and banking interests and small interest in WBQX (AM) Blacksburg, Va. Mr. Parks owns car dealerships and is bank director. Mr. Powell has law interest and connections with WQBX and WKTE (AM) King, N.C. Mr. Smithwick is lawyer. Ann. March 31.

- Surfside Beach-Garden City, S.C.—Lower Grand Strand Broadcasting Co. seeks 1270 kHz, 5 kW-D. PO: address: Drawer A, Surfside Beach, S.C. 29577. Estimated construction cost $15,000; first-year operating cost $25,000. Format: C&W. Principals: Five owners with 17.9% each and one owner with 10.9%—no other broadcast interests. Applicant also has application pending for FM there. Ann. March 31.

**AM actions**

- Newland, N.C.—J. T. Parker Jr. Broadcast Bureau granted 1130 kHz, 1 kw-D. PO: address: Box 1369, Kingsport, Tenn. 37662. Estimated construction cost $25,500, first-year operating cost $10,000; revenue $40,000. Principal: J. T. Parker Jr. (100%). Mr. Parker has interest in WGOCA (AM) Kingsport, Tenn. and WCBR-AM-FM Richmond, Ky. (BP-19,616). Action March 25.


Broadcast Bureau granted following CP modifications to extend completion time to date shown:

- WKVM San Juan, P.R., to June 1 (BMP-14153); KLJB Minot, N.D., to Oct. 1 (BMP-14157); WKNJ Tallapoosa, Ga., to Sept. 15 (BMP-14156); WNOQ Newport, Ky., to Oct. 13 (BMP-14159); WHMD Monroe, Mich., to June 1 (BMP-14138). Action March 29.

**AM start**


**FM applications**

- Stevenson, Ala.—Lynn Ld. seeks 101.9 MHz, 937 w. HAAT 493 ft. PO location: c/o Bill Hubert, Box 238, Rainsville, Ala. 35986. Estimated construction cost $45,228; first-year operating cost $46,300; revenue $48,000. Format: C&W. Principals: Charles M. Pendley, W. Huber and David Williams each own 20%. Mr. Knox is junior college president; Mr. Pendley is dean of same school. Mr. Williams is sales manager of WQEN (FM) Gadsden, Ala. Mr. Huber is part owner of WVSU (AM) Rainsville, Ala. Ann. April 2.

- Parker, Ark.—O-Z. Broadcasting seeks 99.9 MHz, 202 w. HAAT 956 ft. PO: address: c/o R. L. Murphy, Box BN, BP, 85344. Estimated construction cost $22,815; first-year operating cost $29,014; revenue $65,000. Format: C&W. Principals: R. L. Murphy (45%), William Olton Jr. (45%) and Lyle Murphy (10%). Mr. Olton owns construction firm and is part owner of KZUL (AM) Parker. Lyle Murphy works for water district in southern California, and owns part of KZUL. Rick Murphy is general manager and part owner of KZUL. Ann. April 2.

**For the Record**


- *Cocoa, Fla.—Spacecoast Educational Broadcasting Commission seeks 88.7 MHz, 10 w. PO: address: 996 Macco Rd., Cocoa 32922. Estimated construction cost $1,560; first-year operating cost $2,280. Format: variety. Principal: Applicant is community group formed for purpose of creating proposed station. Ann. April 2.


- Galesburg, Ill.—Creative Broadcasting Ltd. seeks 92.3 MHz, 3,220 w. HAAT 300 ft. PO: address: c/o Glenn Barger, 36 Park Plaza, Galesburg 61401. Estimated construction cost $67,388; first-year operating cost $39,960; revenue $71,600. Format: contemporary. Principals: Glenn B. Barger (90%) and Harold O. Bas- tan (10%). Mr. Bastian is part owner and general manager of WAJK (AM) Galesburg, Mr. Barger owns insurance agency and is president of Creative Broadcasting, licensee of WAJK. Ann. April 2.


- *Newberry, Mich.—Newberry Broadcasting Co. seeks 93.5 MHz, 3,500 w. HAAT 300 ft. PO: address: Box One Newberry, Mich. 49868. Estimated construction cost $2,850; first-year operating cost $3,000; revenue: none given. Format: MOR. Principal: T.S. Backus is licensee.
**FM applications**
- KGNF-FM Dodge City, Kansas—Seeks CP to change trans. and studio location; install new ant. and trans.; increase height of ant. system; ERP 100 kw, HAAT 433.5 ft. March 30.
- KMGF Albuquerque, N.M.—Seeks CP to change trans.-studio location; change trans. and ant., decrease height of ant. system; HAAT minus 41 ft. March 30.

**FM action**
- *WUPJ* Presque Isle, Me.—Broadcast Bureau dismissed application for change in frequency (BPED-1742). Action March 19.

**FM stations**
- Following stations were authorized program operating authority for changed facilities on date shown: WKLJ Kansas City, Mo. (BP:9027), March 19; KYR-FM Pon Arthus, Tex. (BP:9119), March 16; WCCQ-FM Columbus, Ga. (BP:9228), March 23; WCRD Bluffton, Ind. (BP:9131), March 19; WWDM Sumter, S.C. (BP:9307), March 23; WXXW Allentown, Va. (BP:9282), March 19; WUNC Chapel Hill, N.C. (BPED-1769) March 19; WVSF Menomonie, Wis. (BPED-1839) March 23; WZBC Newton, Mass. (BPED-1861) March 19.

**Procedural rulings**
- St. Louis and Granite City, III., AM proceeding: Doubleday Broadcasting Co., seeking KWK4AM (AM) St. Louis facilities (1380 khz) and Norman Broadcasting Co. (WGN4UAM Granite City), seeking frequency change from 920 khz to 1380 khz (Docs. 20277-80).

**Initial decisions**
- Newark, N.J., AM proceeding: Gilbert Broad-
Transmitters

- Bird Point, Alaska — Broadcast Bureau granted CP for translator to rebroadcast KAKM Anchorage; TPO 10 watts (K67AY). Action March 15.

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):
- All Channel Cablevision, for Mt. Vernon and Boonville, Ind. (CAC-06263-6): WGN-TV Chicago and delete WBBM-TV Chicago, Ky.
- Greenfield Cable Television for Greenfield, Ind. (CAC-06267): WSNS Chicago and delete WXIX-TV Newport, Ky.
- Wolverine Cablevision, for Battle Creek township, Mich. (CAC-06269): Requests certification of existing operations.
- Service Electric Cable TV, for Shamokin Dam borough, Pa. (CAC-06271): Requests certification of existing operations.
- Teleprompter County Cable TV Corp., for Mt. Vernon, N.Y. (CAC-06263): WPHL-TV, WATF-TV, Philadelphia and delete WSNL-TV Patchogue, N.Y.
- Princeton Cable TV, for Princeton, Ind. (CAC-06264): WTV 1-Chicago and delete WDRB-FB Louisville, Ky.
- Complete Channel TV, 5723 Tokay Blvd., Madison, Wis. (CAC-06263): WPHL-TV, WATF-TV, Detroit, Mich.; WMTW-TV Poland Spring, Me; WCBB Augusta, Me.; WMPY-TV, WVTW-T, Boston; WPLV-TV, Cambridge, Mass.; CHLT-TV, CKSH-TV, Sherbrooke, Quebec.
- Coastal Communications of Reykjavik, 3770 E. Livingstone Ave., Columbus, Ohio 43227 for Reynoldsburg, Ohio (CAC-06262): WCMH-TV, WTVN-TV, WCVB-TV, Columbus, Ohio; WXIX-TV Newport, Ky.; WUBA Lorain, Ohio; WTTV Bloomington, Ind.
- Suburban Cablevision, 134 Evergreen Place, East Orange, N.J. 07018 for Maplewood township, N.J. (CAC-06293): WCBS-TV, WNBC-TV, WNEW-TV, WYNY-TV, WPTV-TV, New York; WNEW; WNET, WBBT-TV, Newark, N.J.; WNJU-TV, Linden, N.J.; WJMN Montclair, N.J.; WXTV PAB, N.J.; WFTF-TV, Philadelphia; WLIW Garden City, N.Y.
- Liberty TV Cable, for Angola, Ind. (CAC-06272): Requests certification of existing operations.
- Cable Vision, 525 Lisbon St., Lewiston, Me. 04240 for Lisbon, (town of) Me. (CAC-06274): WCHS- TV, WGTB- TV, WTVN- TV, WNET, WNETT- TV, WNSU- TV, Newark, N.J.; WJUN- TV, Linden, N.J.; WJMN Montclair, N.J.; WXTV PAB, N.J.; WFTF-TV, Philadelphia; WLIW Garden City, N.Y.
- Liberty TV Cable, for Angola, Ind. (CAC-06272): Requests certification of existing operations.
- Charlotte Cablevision, for Mt. Vernon and Boonville, Ind. (CAC-06263-6): WGN-TV Chicago and delete WBBM-TV Chicago, Ky.
- Greenfield Cable Television for Greenfield, Ind. (CAC-06267): WSNS Chicago and delete WXIX-TV Newport, Ky.
- Wolverine Cablevision, for Battle Creek township, Mich. (CAC-06269): Requests certification of existing operations.
HELP WANTED MANAGEMENT

Gospel radio station in growing Southwest market needs aggressive sales oriented sales manager. Owner is a good opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

Top-rated, medium market Midwest beautiful music FM seeks sales manager who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box Q-220, BROADCASTING.

Partner needed to manage small market Kentucky station, $5,000. Cash required, Box O-357, BROADCASTING.

HELP WANTED SALES


Chicago Suburban AM looking for aggressive, hard working salesperson. Excellent growth opportunities and company benefits. Box R-45, BROADCASTING.

Contemporary Southeastern daytimer seeks a dynamic account executive with good track record. Must be self-motivated and able to develop imaginative and productive sales packages and programs. Equal Opportunity Employer. Send full detail resume to Box R-70, BROADCASTING.

Medium market station is looking for a full time sales person, male or female. Experience is necessary. Please send resume and job track record. An Equal Opportunity Employer. Box R-71, BROADCASTING.

Outstanding opportunity for experienced sales person with management potential. Leading Pacific Northwest company needs aggressive, creative and talented salesperson. Equal Opportunity Employer. Send resume to Box R-97, BROADCASTING.

Salesperson for Western Colorado FM. Excellent salary/commission and fringe benefits, but must have proven past sales experience. EOE. Send resume to Box R-98, BROADCASTING.

New Mexico, Good opportunity for solid sales person in one of the state's best radio markets. Great station group. Carl Ray Stephens or Jack Chapman, KGAL, Gallup, 505-883-4444.

Colorado 5,000 watt needs an experienced salesperson with management potential, versatile background, creative use of radio as well as ability to write and produce for key accounts. EOE. Send detailed resume to Gordon Statford, KLKR, Lamar, CO 81052.

Small market West Texas seeking salesperson, or sales/news combo. Contact: Gene Stanley, KLVT, Box 1230, Levelland, TX 79336, 806-894-3134.

WCSM needs salesperson. Good active account list. Sales growing, we need the right people. Let us hear what you can do. Write: WCSM Radio, PO Box 341, Celina, OH 45822.

Account executive/sports director. Opening June 1st for local on station salesperson. Established account list. Must have experience in sales and play by play. High school and big ten football and basketball. Send resume, salary requirements, and air check to General Manager, WITY, Box 142, Danville, IL.

Number one rated modern country station in growing Valdosta, Georgia, needs versatile professional able to handle personality show, cover some news, and handle existing account list. Street is heavy on sales and in town. Need a permanent member of a close-knit team. Prefer someone from South. No phone calls. Tape, resume, references to: Red Jones, Station Manager, WJEM, PO Box 368, Valdosta, GA 31601.

Experienced sales manager, good salary, benefits, and location! If you can produce immediate results, WZNG, 1505 Dundee Road, Winter Haven, FL.

Account executive, medium market experience, including agency contacts. This may be the station and market you’ve been looking for. Fast growth market. No drudgery, just fun and interesting. No collect calls. Tom Martin, 304-252-6452.

Top rated, group owned Buffalo Country music station needs aggressive, experienced, self-starter to assume station’s top list. Call Ken Dood at 716-854-1120.

HELP WANTED SALES CONTINUED

Strong sales person. Disciplined, with good follow through, some understanding radio programming. An unusual good opportunity. Resumes to: William Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

HELP WANTED ANNOUNCERS

All phases of radio! Know some, learn some. Eastern, small town. Box R-88, BROADCASTING.

Washington state small market radio station needs experienced air personality who can also handle sportscast and reporting. Equal Opportunity Employer. Send complete resume. Box R-87, BROADCASTING.

Somewhere there has to be an announcer with a good voice, know how to read 3-syllable words correctly, aware of the real world and some pronuncia-
tions and meanings. can deliver a professional newscast and other written copy, believes weather, news and other information are at least as important as the latest release by the "Hollpants 2", doesn't believe a tight board is the 11th Commandment, and is interested in learning more than he or she knows. Contact us doing a creative board and production job. EOE. Please send resume to Box R-126, BROADCASTING.

KEKZ-Schulke Beautiful Music, St. Louis. We are looking for a pro with beautiful music experience. Guaranteed salary and benefits. Send tape and resume to Mike Liston, KEKZ, 1780 S. Brentwood Blvd., St. Louis, MO 63144.

We're looking for an all around radio person who can blend the talents of an MOR announcer with the awareness to supplement an Award winning news department. Break out of the small market mold at a 10,000 watt regional operation, send tape, resume and salary requirements to Bill Miller, KGFF, Coffeyville, KS.

5,000 watt Southern Minnesota MOR station looking for stable, intelligent, jock with first phone. Competitive salary, excellent fringe package, bonus possible, 1-year experience required. Contact Jack Connors, KOAO, Box 97, Austin, MN 55912.

News/production announcer for automated stations. Will train bright college grad. WATS/WAVR, 106 W. Lockhart St, Sayre, PA 18680.

Suburban NYC Contemporary MOR (AM) in growing market seeks morning person with minimum one to two years experience. Strong production, third endorsed, and desire are necessary. No beginners. Send air-check, production sample to: Jeff Topps, WGNY, Box 591, Newburgh, NY 12550, EOE.

New Jersey Shore contemporary station has openings for announcers, newcomers, sales executives. New station going on air summer 1976. Send resume, tape salary to Joe Knox, WJRZ, Box 100, Ship Bottom, NJ 08080. EOE.

Versatile Jock. Two years commercial experience. Third endorsed. Tape with news and spots and resume. Don't call. WKBK Keene, NH 03431.

C/W personality airshift, copy and production, 3rd endorsed or better. Tape, salary, references and resume to: Bud Andrews, WLAS, Bell Fork Road, Joplin, MO 64804. EOE. minorities and women encouraged to apply.

WLKW AM/FM in Providence, one of the nation's leading beautiful music stations seeks tapes from成熟与 experienced staff announcers. Must have a medium to heavy voice with a pleasant, relaxed interested one-to-one communication ability. Send tape & resume to Tony Rizzini, PD, WLKW, 1185 No. Main St., Prov., RI 02904, EOE. No calls.
HELP WANTED ANNOUNCERS CONTINUED

Two openings adult contemporary announcer, on 5000 watt AM-FM station in beautiful lakes region of New Hampshire. Immediate. Tape or call Jim Rising, WLHN 603-524-1323.

Announcer. Easy listening format. Also, sales opportunity. 45 minutes below Washington, Ms. Ada Golub, WHUS, Box 547, Prince Frederick, MD 20678.

Program Director, morning person. Need a strong morning person who can maintain an adult audience. Format is in minimum in and heavy local news. Salary and select list of local accounts for additional income. Need a mature communicator to anchor the morning in a competitive market. Send tape and resume. WTCM, Traverse City MI 49684.

Group broadcaster looking for newspaper people, satellite jocks, production and people who can do all. Send tape and resume to: Command Broadcasting Group, PO Box 511, Beacon, NY 12508.

Western Oregon radio station wants announcer-sales combo. Experienced in both Sports and engineering ability preferred, but not required. 1-503-367-6381.

HELP WANTED TECHNICAL

Chief Engineer. Top Ten major market AM-FM. Strong on maintenance, have thorough knowledge of FCC rules and regulations. Box C-33, BROADCASTING.

Experienced AM-FM Automation engineer. Beautiful Intermountain West. Immediate openings. Full resume and references. Box R-4, BROADCASTING.

Creative, aggressive number 2 person, strong on all phases of transmitter and studio maintenance for 5 KW AM and 50 KW automated stereo FM. Opening in near future. New facility, excellent working conditions and benefits. Reply in confidence to Box R-15, BROADCASTING.

Chief to take charge of SMC automation, Class C FM, Class IV AM, heavy on maintenance. Compatible, willing to assist associates. No prima donnas. Pay is good. Warm dry climate. Box R-26, BROADCASTING.

Chief Engineer for AM directional/FM stereo near major midwest market. Experience in transmitter and studio maintenance, complete knowledge of FCC rules. Send resume including salary requirements to Box R-59, BROADCASTING.

Chief Engineer, University-based, 50,000 FM. Finalize minor interior/maintain studio and complex, automation, SCA, STL Remote equipment. First phone required. College degree desired. Salary open. EOE Employer, Box R-110, BROADCASTING.

Chief Engineer for NY sale directional AM. Ability to construct, install and maintain radio and transmitting facilities. Directional experience a must. Reply Box R-123, BROADCASTING.

Chief Engineer, AM/FM, Automation. Strong on maintenance, FCC regulations, 301-939-0800, WASA/WRHD, Box 97, Havre de Grace, MD 21078.

Top station in southern major market needs Chief. Directional, high power stereo FM, and union experience necessary. We need a shirt/steele leader who can get his hands dirty when necessary. Rich Davenport, 312-693-6171, Ron Curtis & Company.

HELP WANTED NEWS

Experienced newpaperson knowledge medicine, science for New York news broadcast newspaper. Resume to Box R-34, BROADCASTING.

One of the nation's leading adult stations needs a creative, aggressive newshond. If you can report, write and have a smooth and authoritative delivery, this could be a once-in-a-lifetime opportunity in one of America's most desirable communities. We're looking for an outstanding reporter-newshond and will pay accordingly. Send tape, resume and other information to Al Perry, KO5I-AM-FM, PO Box 98, Aurora, CO 80010. Equal Opportunity Employer, M/F.

HELP WANTED NEWS CONTINUED

Newsperson for news-oriented contemporary MOR, Top 50 opportunity. Send tape and resume to WBNR, PO Box 511, Beacon, NY 12508.

News personality wanted by leading station in market. Experienced only. Send tape and complete resume to Jim Martin, News Director, WDBO Radio, Orlando, FL 32801.

Newscaster, Good voice. Crisp, confident delivery. For top-rated medium-market contemporary. Start immediately. Also second opening, summer only, to start around June 1. Newsnewsperson, tape, etc. resumes to Duane Caldwell, WHYN, Springfield, MA 01101. Equal Opportunity Employer. Please, no phone applications.

Sports Director/Account Executive. Opening June 1st for local sports director. High school and big ten football and basketball. Must have experience in play by play and sales, Established account list. Send resume, salary requirements, and all Check to General Manager, WITY, Box 142, Danville, IL.

Number 1 news dept, number 1 station, number 1 cities needs big with good air sound. Tape resume to: Bill Hoel, ND, WLCX, PO Box 821, La Crosse, WI 54601.

WPHM, Port Huron, Michigan, seeks experienced newshond as news announcer. EOE. PO Box 247, Port Huron, MI 48060.

Self-starter for 50K rural public station. Producer anchor morning and noon news programs, and supervises students. Immediate opening. Tape and resume to Max Lange, WVUS, 1002 1st Street, Vincennes, IN 47591. EOE.

Assistant professor teaching broadcast writing, journalism, programming, and introductory course. Ph.D. or A.B.D. College teaching and professional experience. 313-14,000. Dennis Harp, Director of Telecommunications, Box 4080, Texas Tech University, Lubbock, 79409. Equal Opportunity Affirmative Action Employer.

Spanish News Network in Texas now hiring anchor/reporters. Excellent writing skills a must. Must be bilingual. Send resume and telephone to Radio Systems de Informacion, PO Box 15324, Austin, TX 78761.

Agricultural association needs professional radio-TV newshond. Strong writing skills a must for press releases in both newspaper and radio styles. Good pay and working conditions in San Francisco area. Send audio tape, writing samples, resume, and salary requirements to Box 86584, Emeryville, CA 94662.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for commercial Gospel station, Northern California. Experience with station logs, FCC, Gospel music and air work. Box R-72, BROADCASTING.


Walt Disney World, National Marketing representative. Walt Disney World needs a media repre- sentative with 2-3 years experience/broadcast experience. Responsibilities include developing various national, media, and promotions with broadcast, retail and travel companies. Travel required; college degree preferred. Salary range low to mid teens. For consideration please send resume and salary requirements to: Walt Disney World, Professional Staffing MA-3, PO Box 40, Lake Buena Vista, FL 32830. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Mrg. /sales mgr. 14 years experience. Sales. Program director for Top 20 market, good health, retirement. 703-371-3640 or Box R-18, BROADCASTING.

Radio veteran in his forties. Strong production, sales, and small market fulltimer. Box R-35, BROADCASTING.

No Jack of all trades master of all phases radio 30 years experience. Want midwest with stock options and produced success. Must be creative for personal stations. Box R-76, BROADCASTING.

Management position in Pennsylvania with company who wants a proven creative street fighter. Excellent sales record and references. BAJ trained. Very knowledgeable of newspaper, TV and agency side of the ad. Box R-96, BROADCASTING.

General Manager, 20 years experience. Owner, general manager, religious programed stations. Sell for your station on commission, short term, manage it or sales manager. Box R-107, BROADCASTING.

Professional broadcaster with 20 years experience in all phases, 15 years owner-managed. Thorough knowledge of management, news, programing, automation, Age 40. First phone. Available immediately. Box R-125, BROADCASTING.

SITUATIONS WANTED SALES

Six year veteran of nonbroadcast sales seeks shot at broadcast sales. Requires management potential. Box R-10, BROADCASTING.

Indiana, Ohio. Radio veteran seeks solid sales or sales manager position with stable operation with potential for advancement. Box R-113, BROADCASTING.

Top man on staff, 15 years experience small and metro markets will make your sales staff more productive. Box R-117, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

D.J. 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Number one night personality, major Ohio Metro AM, FM. Experience working Chicago, Cleveland, Pittsburgh markets. Complete professional, B.A. excellent references. Into 5 figures. Box R-248, BROADCASTING.

Versatile hard worker air personality looking for advancement in medium market. Box R-43, BROADCASTING.

Hard working college grad, B.A. Communications, 3rd endorsed, seeks first break anywhere. Box R-63, BROADCASTING.

Now employed twelve plus years same station. Country, beautiful music, oldies. Texas, New Mexico preferred, will consider all. Box R-101, BROADCASTING.

Experienced Sports/News director. Strong PBP. Will add maturity and stability. BA Marketing. Box R-102, BROADCASTING.

D.J., Tight board, good news, commercials, looking for breaks, willing to go anywhere. Ready now! Box R-103, BROADCASTING.

Impossible? Not at all if you would like to have a 3rd endorsement DJ. for your MOR/Top 40 station, who loves music. doesn't watch the clock puts in many hours a week. San Francisco's number one personality, hard to make your station No. 1. Isn't picky about hours, easy to work with, follows format and policies, doesn't drink and has never been late for work. Willing to work long hours. Write Box R-115, BROADCASTING.

Strong on news, interviewing, Anchor, currently available. 1st phone, 2 yrs. exp. Box R-116, BROADCASTING.

Jock, 3 years in radio desires position in medium market contemporary, MOR or progressive station. Interested? Box R-119, BROADCASTING.

D.J./programmer w/1st, phone and 5/5 yrs. experience country and MOR, I can do it for you, let's talk. Box R-120, BROADCASTING.
SITUATIONS WANTED ANNOUNCERS CONTINUED

Experienced announcer, 3rd ticket endorsed, looking for a station that wants to grow. 25, married, dependable, good track record. Sales, news, sports, PBP, production. Presently working, but dying slowly every day. Help!!! For resume and tape on request, write to Box 222, Union City, NJ 07087.

Progressive rock announcer looking for break in small market. Experienced in automation, good production. Familiar with Disneyland,(write John Stobbe, 3553 Davenport, Omaha, NE 68131.)

I'm available. Top 40 Rock station. Currently employed at station going automated. 3 yrs. experience. Broadcast school grad. I'm dependable and reliable. Let's talk about me. Call Paul Hunner, 504-872-8829.

Good dependable DJ seeking stable permanent position. Relocate anywhere for right offer. Three years experience. Adult contemporary format preferred. Mike Hon, 373 Williams Daytona, FL 1-904-255-6950.


Play-by-play professional with 13 yrs. broadcast experience. Includes play by play for 3 major colleges in all sports, from basketball to horse racing. Having successully tackled all types of announcing positions, including play by play for 3 major college teams. Three of these teams have found long stable employment. Available immediately. 812-234-0979.

Experienced announcer seeks professional operation. Contemporary or Top 40. Box 71, Park Forest, IL 60466.

MOR/Adult/Contemp. Smooth low base, metro mid-sixthhousewife style seeking weekends anywhereMajor Market, promise reasonable time. Unique one to one related compatible clean sound that's rare and professional. No FM-country. No connections locates this ad. Available June, earlies if necessary. Rodgers 209-753-5111. If this appears thirty days, no one believed my offer.

Established pro would like to return to Texas 12 years at present job. Experience in all facets of broadcasting including, news, PBP, sports, sales, and am presently music director. Would like shot at managing small mtg. Radio or move into TV. Family man looking for spot to settle. Available June 1st. For resume, photo, tape, etc. call 501-492-6185.


Jazz announcer seeking to relocate around the Albany, NY area. Casual, open approach, well rounded knowledge of jazz, large personal library, 3rd phone. Contact Ron Sadowsky at 218-751-6393 or 131 Gemelli, Bemidji, MN 56601.

First phone. 25 single. BA Broadcasting. Four years small market experience. Good board, DJ news, production, copywriting. Prefer progressive, rock or contemporary but considering all offering liveable salary. Call or write Anthony M. Fornitore, 605-746-4266, Box 733, Shelter, CA 93263.

At your service: Ambitious, young DJ/MD with BA, 3rd endorsement, five years college experience. Excellent production, super tight board, good news and commercials. Ready now, anywhere! Top 40, solid gold, country and MOR. Mike Daniels, 190 Willoughby Street, Brooklyn, NY 11201. 212-625-6386.

SITUATIONS WANTED TECHNICAL CONTINUED

Many years experienced building, moving and renovating AM & FM. Would like to keep your operating for next ten years. Box R-33, BROADCASTING.

Extensive electronics background limited broadcast experience. 1st phone, CET, college. Willing to perform non-technical duties. Box R-57, BROADCASTING.

SITUATIONS WANTED NEWS

Engineer, executive, small market, radio, television, mature, competent, V.O.A. alumnus, reasonably expensive. 209-424-3637.

Experienced chief, degree, 6 years experience in AM, directional, FM, stereo proofs, preventative maintenance. Will relocate. Call 415-887-4221.

Growth opportunity sought. 14 years experience, solid journalism background. Now in New Jersey. Box Q-251, BROADCASTING.

Started jocking in a medium-small market five years ago and had offers to move up; but sports is my first love and had to move down to learn PBP. Now accumulated in all phases of on-air work and would like to concentrate on sports. Box R-9, BROADCASTING.

Four years experience covering a major state capital. Experienced in both the gathering and delivery of news. I can write, edit, and produce. Willing to go anywhere if the offer is right. Box R-105, BROADCASTING.

Very experienced world news editor, written the way people like to hear without doubletalk: interesting, accurate and clear. Box R-108, BROADCASTING.

Responsible thinking journalist, B.A., M.S., broadcast journalism, third endorsed; one year experience; seeks small to medium market. Box 33, Cogswell Ave., Cambridge, MA 02140. 617-547-2788.


Young newsmen with some experience producing and delivering news. Am seeking a reporting/writing position with a NY, N.J. or Conn. sta. Will relocate. Call Al Gregory 212-869-5490 after 7 on weekdays.


Mature, 7 years in contemporary MOR, talk news. PD wants to concentrate in New England medium to large market. Dick Roberts, 2 Hill Place, Springfield, VT 05156. 802-885-4157.


Young, dependable hard working individual looking for newscaster, sportscaster or combination position. Commercial radio experience as writer, reporter and sportscaster. Years of professional radio/science film. Excellent references. Will relocate anywhere immediate. Don Sharpe, 3201 Vance, Mankton, IA 50854. 713-393-4569 (days) or 301-299-6990 (nights).

SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS

Southwest. Experienced copy writer. Female, 3rd. Good production. Box R-38, BROADCASTING.

Currently Top 10 AOR MD. Seeking major mtg. as MD or Medium as PD. Knowledge of getting numbers, 3½ yrs. at present employer 9 yrs. exp. Extremely stable with excellent track record and references. Strong production. First phone. I want to work for or build a solidly organized station. Prefer Southwest but consider all. Box R-109, BROADCASTING.

Experienced country programer/wax excellent track record. Let me put it all together. Box R-121, BROADCASTING.

College senior (Pre-Law) seeks summer position, first phone, seven years commercial experience, excellent references. Contact Office of Student Affairs, David Appellhain, 737 Forest Grove, Dayton, OH 45406.

Do you know a dude seeking a copywriting or promotions job? Do you know a poop with two years small station experience, degree and a third, willing to work his last two free weeks? If you don't, call Wayne, 502-459-1481.

HELP WANTED MANAGEMENT

A Major Western market all religious TV station is looking for a general manager. Experience and dedication are musts. Send resume and salary requirements to Box Q-265, BROADCASTING.

HELP WANTED SALES

Group company looking for experienced radio or TV accoucnt executive to handle largest market. Should be able to produce $18-522,000 or more for right individual. College background desired. Must have good record in sales. Contact C.O.W. Myers, WOWK-TV, Huntington, WV, Box 144B, Phone 304-525-7811. 40th TV Market, will need resume.

Attention: Local salespeople earn big part time money selling your local auto dealers our fantastic television commercials. We will send you a video tape cassette. Call me now collect. Ask for Al at 703-451-1588. All inquiries confidential and your present employer will only know if you tell him.

HELP WANTED TECHNICAL

Group ownership looking for an assistant chief or maintenance person ready to move up to chief engineer position. Excellent benefits. An Equal Opportunity Employer. Box Q-303, BROADCASTING.

Maintenance Engineer. Must have first class license. Maintain everything from cameras to transmitter. Major market; union shop. Reply Box R-84, BROADCASTING.

Operating engineer. Person with First Class FCC license to work in television control room. Experience necessary. Box R-94, BROADCASTING.

Internat'l Tapetronics is pursuing an aggressive program of product and market expansion. We have requirement for electronics design engineer with record of accomplishment in audio amplifier, digital and systems design related to tape recording industry. The position is for Senior Project Engineer, entailing design responsibility for electronics portion of each system project designed. A BSEE with at least 5 years related experience is required and a MSEE would be a plus. We are looking for the individual who has the potential to be tops in the field. Salary negotiable. Jack Jenkins, Exec VP, International Tapetronics Corporation, Bloomington, IL 61701 309-828-1381. An Equal Opportunity Employer.

Maintenance Technician: An opening with a Hallmark Cards subsidiary in Crown Center; Kansas City, Missouri. We need a maintenance technician for a closed circuit color TV station. The position includes both studio and ENG type equipment. Emphasis on 3/4 in U-Matic video cassette format. RF or MATV experience NOT required, but knowledge of professional TV/ Film. Excellent references. Will relocate anywhere immediate. Don Sharpe, 3201 Vance, Mankton, MO 50854. Box R-39, BROADCASTING.

We are looking for an experienced anchor who can communicate. Medium market television, strong news staff, excellent company, Equal Opportunity Employer. Please send resume and picture to us. We will ask for tape. Box Q-155, BROADCASTING.

We're No. 1 at 11 p.m. and climbing. We want first class weatherperson. Medium market, Midwest. If you can handle the weather alongside the best news team in town, write Box R-46, BROADCASTING.

Producer for early and late evening newscast. "Ac- tion News" format needs person with flair for fast-paced, smooth production with concise writing. Experience a must. Reply to Box R-53, BROADCASTING.

News Director. Major Ohio VHF Net affiliate looking for effective administrator and journalist. Send resume to Box R-104, BROADCASTING.

Reporter/Photographer preferably with sports experience. Tape & Resume to: Gene Hodges, News Director, WWAY-TV, POB 2068, Wilmington, NC 28401.
HELP WANTED NEWS CONTINUED

Top ten market affiliate looking for outstanding, experienced News and Public Affairs Producer. Also looking for experienced reporter. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road Chicago, IL 60631. 312-593-6171. Minorities encouraged. No tapes, please.

HELP WANTED PRODUCING, PRODUCTION, OTHERS

Major market TV looking for experienced producer/director. Involves day-to-day production and commercial clearance. Send resume. Box R-42, BROADCASTING.

Broadcasting station has opened for experienced, chief fiscal officer/controller to head accounting department, supervise staff and procedures, develop financial policies for million dollar business. CPA or equivalent required. Send resume, salary requirements. Equal Opportunity Employer. Box R-77, BROADCASTING.

Public Information Director. Journalism degree; 5 years newspaper writing experience; advertising background helpful; must have knowledge of Kansas City market. $13,000, An Equal Opportunity Employer. Reply by April 16 to KCPT, 2100 Stark, Kansas City, MO 64126. 816-481-8100.

Commercial writer, for heavy retail clients. Maintain current trade and develop ideas for potential clients. You will be working closely with the production along with good creative services team. Applications from women and minority groups are encouraged. Contact Bob Hamm, TV News, 3719 Central Ave., Fort Myers, FL 33901. 813-336-0195.

Producer/Designer to do News, Public Affairs, Com, on-air breaks. Director switches. Must have BA RTV, and 3 yrs commercial/news experience. Should presently be doing major news program. Position will be filled May 1. Must receive resume, salary history and requirements and videotape by April 15. Production Manager, PO Box 2101, Meridian, ID 83642. 208-384-3547, Box R-2, BROADCASTING.

Street Reporter. I want to spend only the required time in your station. I like the streets where the news is made. Top 75 market. 3 yrs. experience, radio & TV. Looking for full time, permanent combo EDX, TV position. Box R-2, BROADCASTING.

Young, experienced, warm, personality. This anchor/reporter looking for a team with enthusiasm and commitment. Box R-17, BROADCASTING.

Aggressive journalist seeks TV/news/public affairs position. MA in RTV, major market & O&O experience including reporter, anchor, variety/interview shows, documentaries. Published film/media critic, extensive travel. Box R-24, BROADCASTING.

News Director. Superb credentials, experience, seeks to relocate. Management's support of news vital. South preferred. Box R-25, BROADCASTING.

Experience is the ideal. Next comes potential. I have the latter: good looks and voice, writing and interviewing ability. Some AM experience. (3rd). Would like a crack at anchoring. Box R-79, BROADCASTING.

Experienced anchor-reporter, MS in broadcaster journalism. Currently assistant producer at top 10 CBS affiliate. A natural anchor. A journalist who can dig out a story and make it move visually. Looking for top 50 station job. Move/Live TV at Number 1. 50,000 viewers. Info. Box R-81, BROADCASTING.

A professional weather presentation can make your station No. 1, or keep it there. AMS Member, degree in meteorology and environmental sciences, research/methodology. Currently looks to civic groups for station PH. Box R-93, BROADCASTING.

Current RTV/newsmen wants more TV. Anchor and sports experience. Need film training. Medium markets. Deleged with experience. Box R-114, BROADCASTING.

Dedicated journalist. Experience as news director. Large market drive time anchor, radio documentary producer, talk show host, Seeks television opportunity. Call 415-458-2673 or Box R-120, BROADCASTING.

TV News producer with track record seeks news conscious position with the tools and talent, but missing a creative ramrod. Majors only please. Box R-127, BROADCASTING.

Newswriter/researcher. College grad, 22, seeking entry level position in industry. Willing to relocate. George Friedman, 246-03 61 Avenue, Douglaston, NY 11362.

Imagine, a personable local TV interviewer! If elected in '76, I'll release my tapes! Or my name isn't Dicky. Steve Sauer, Carl Place, Kinnelon, NJ 07405.


SITUATIONS WANTED ANNOUNCERS


SITUATIONS WANTED TECHNICAL


SITUATIONS WANTED NEWS

Energetic newsmen seeking reporter's position. Writer-Producer for two years in major market, BA in broadcast news, minor in political science. Excellent references, archivists拜. Box 504-384-3589 or Box O-76, BROADCASTING.

No. 1 rated anchor for past five years straight. Attractive young professional. Box O-129, BROADCASTING.

Hard-nosed reporter seeks straight talking news journalism. Currently assistant newscaster, producer, Box O-249, BROADCASTING.

SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS

Ambitious, intelligent female seeking production oriented career. Familiar with all phases of broadcasting and both sides camera. Willing to relocate. Box R-98, BROADCASTING.

Programming Public TV network gap of successful TV production manager. Offer proven administrative & creative skills. MA, Excellent references. Box R-88, BROADCASTING.


Media buyer with mass communications degree, writing and production experience seeks jr. producer position or placement in training program. For resume, write Box R-100, BROADCASTING.

College grad BFA Film No. 2 DJ Jacksonville Fla. WCAU TV wake up! Commercial production, copywriting, creative, funny & zany. Looks like Emile Kovacs. Get me out of NJ! 201-747-4877.

SITUATIONS WANTED ANCHORS

Wanted, an experienced, imaginative, aggressive anchor/executive writer for largest Cable TV system in U.S. Seeks "right person" to handle local sales for fastest growing commercial station in major market. If you're not already working but want to break into the industry where the action is, send your complete resume to Dick Fairbanks, MCTV, PO Box 19700, San Diego, CA 92119.

BUY—SELL—TRADE

No. 340 Utility Tower, needed 60 feet 12 inch face FM tubing type. Call 312-265-7945.


WANTED TO BUY EQUIPMENT

Quality conscious organization will purchase Gates BC-106 ten kilowatt AM transmitter. Must be in good condition. Box R-85, BROADCASTING.

Educational FM applicant needs tax-deductible studio and transmitter equipment donations. Box 2753, Phoenix, AZ 85002.

FOR SALE EQUIPMENT

One Teleseter Model 600 (including symbol gen. scanner, output board, complete and operational. Best Offer. Box R-118, BROADCASTING.

Complete small working IGM automation system. Working when removed from service. S2750. Call or write Bob Esky, KRTK Radio, 1207 East Ninth, Albany, OR 97321. 503-926-8267.


Tektronik 149 NTSC signal generator. Perfect condition 39500. Mike Lincoln, KIOI, 700 Montgomery St., San Francisco, CA 94111 415-956-5101.


For Sale One six bay horizontal and vertical polarized antenna. Frequency 1015. Used six months. 50k low, 20k unused towers with base insulators. PH. 803-761-2518. W.H. Burch Webster, PO Box 14, Ladson, SC 29456.
Ampex high speed 2" video tape duplicator/ADR 150-3, Ampex slio-mo recorder and computer edit/or HS-100, HS-200 equipment almost new, expertly maintained. Must sell. Offers Over, Byron Motion Pictures, 85 K Street, N.E. Washington, D.C. Phone 202-783-2700.


COMEDY


Capital Comedy has the politicians. Over 40 one-liners every 10 days. 3 months trial $15. Sample 2. Jack Posner, 220 Madison Ave., N.Y., NY 10016.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... but for fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Join Oldtime Announcers' Club. Announcing experience dating back 25 years or more. No dues. PO Box 1174, North Little Rock, AR 72115.

Free-lance! Your own company! Profitable! All media; no investment! Details: Box 713-AB, Summit, NJ 07901.

Best sports deal in road. Eight live golf reports personalizes for your sponsor each week-end. Only $1.00 each regardless of market size. We pay live charges. Sports Corporation of America, 305-582-2474.

45 RPM refores record shock choose from a variety of colors; write for samples and price too. Pic-a-Disc Products, 2717 Gibson St., Flint. MI 48503.

PROGRAMING

Nationally known management consultant is now available to pump up ratings and billings for under developing radio stations. Protect your investment. Bill Elliott & Associates. 305-967-8838.

INSTRUCTION


1st Class FCC, 6 wks. $540.00 or money back guarantee. VA appvd. Nat'l Inst. Communications, 11480 Oxard St., N. Hollywood, CA 91605.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Class begin May 10. June 21 and August 2.

REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-321-9400. 235 East Grand Avenue, Chicago, IL 60611.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for a lifetime of successful broadcasting! 1st class FCC training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281 or 213-857-5886.

Effective commercials give more sales, better income. Learn now, Complete course. $55, refundable. Fuller, Box 692, Cincinnati, OH 45201.

1st Class FCC, 6 wks. $540.00 or money back guarantee. VA appvd. Nat'l Inst. Communications, 11480 Oxard St., N. Hollywood, CA 91605.

Job opportunities and announces $1,1 class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd Floor, NYC. Licensed and V.A. benefits.


RADIO

Help Wanted Management

BROADCAST EXECUTIVE

Group Broadcast: seeking operations executive to serve as administrative assistant to the President. Duties include coordination of station day-to-day operations with home office, including the supervision of engineering projects with each station's chief. Individual with good technical background preferred. Salary commensurate with experience and capability. Write in complete confidence detailing experience and general background to Box R-7, BROADCASTING. An Equal Opportunity Employer

DIRECTOR OF MARKETING.

Weil established firm wants super salesperson with radio background, must have solid track record. Please send resume today William C. Meyers, FRANK N. MAGID ASSOCIATES One Research Center Marion, Iowa 52302

MANAGER

UNIVERSITY RADIO STATION

Northern Illinois University is seeking a Manager for its 5000 watt FM station. Demonstrated ability to manage personnel, programs and budgets required. Contact: K. Beasley, Assistant to President, Northern Illinois University, DeKalb, Illinois 60115, by April 30. An Equal Opportunity/Affirmative Action Employer

Help Wanted Management

Highly rated San Francisco area station looking for the Sales Manager who can do it all. We require strong personal skills, training and motivating salespeople, plus bottom line awareness for this autonomous position. Money, by the way, is tops as are living conditions, fringe, etc. Rick Davenport, (312) 693-8171, Ron Curtis & Company.

Help Wanted Sales

SALES POSITION

Rapidly expanding company manufacturing and selling audio tape recording equipment is seeking a high caliber sales engineer.

Send resume stating salary requirements to Bob Tri. Sales Manager.

INTERNATIONAL TAPETRONICS CORPORATION

2425 South Main Street Bloomington, Illinois 61701 Telephone, 309-828-1381

Help Wanted Announcers

TOP M.O.R. PERSONALITY

You're an entertainer who knows the secrets of building and holding an audience. You pre-plan your show, "set up" each commercial, and involve your audience. You have a proven track record as a top M.O.R. personality and want to move to a job with a future. We're a community involved, number one, eastern major market radio station offering top pay and benefits. Equal Opportunity Employer. Box R-82, BROADCASTING.

KLZ-FM Denver, Album oriented Rock seeks strong, experienced announcer with first ticket.

Send tape and resume to Program Director, KLZ-FM, 2149 S. Holly, Denver, CO 80222.

New York Market Beautiful Music Station seeks announcer who can read news, weather and commercials in soft, romantic, but natural style Salary $25,000 to $30,000. Send audition tape and resume to Box 2727, Grand Central Station, New York City. Tapes will not be returned. Equal Opportunity Employer.

Placement Service

RADIO-TELEVISION-CATV

STATION OWNERS & MANAGERS

We will recruit your personnel at no charge to you. Call the "PERSONNEL HOTLINE" 305-967-8838
Help Wanted Programming, Production, Others

Career Opportunities
Radio, Television, Publishing

If you have 2 or more years experience in any phase of commercial broadcasting and are ready to move on to greater responsibility send your resume to:

New National Skills Bank
NATIONAL URBAN LEAGUE
500 East 62nd Street
New York, New York 10021

Situations Wanted Management


Box R-69, BROADCASTING.

Situations Wanted News

YOUR SUCCESS

News/Production person currently in an excellent position in small medium west coast market. Are you committed to the community? Do you treat News as a "tune in"? This young pro is ready to assist with your success... right now.

Box R-74, BROADCASTING.

YOU BELONG IN BROADCASTING!

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

Situations Wanted Programming, Production, Others

Major market DJ, Program Director, seeking position offering growth. Excellent career history included WABC, WIFE, WAKY and national TV show. Call 201-445-9772 or write 262 Gateway Road Ridgewood, New Jersey 07450.

JAY REYNOLDS

TELEVISION
Help Wanted Management

Major Market independent station requires Business Manager. Opportunity for a person looking for increased responsibility and future with growing company. MF applicants from all races are desired. An equal opportunity employer. MF:

Box R-112, BROADCASTING.

Help Wanted Technical

Leading video switching company needs design and maintenance engineers. Experience in color video preferred.

Contact: Mr. Buzan, Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, Florida 32601
Phone: 904-378-1581

Help Wanted News

NEWS DIRECTOR

We're a group owned station in a small California market and we're looking for a news director. We're number one in our market and we try to look and act like our large market sister stations who are also number one. If you're ready to take the first step in managing a number one news, tell us why you're ready and what you'd do to maintain our already strong reputation for local news leadership. Send letter and resume with salary requirements
to:

Box R-98, BROADCASTING.

EXPERIENCED SPORTS DIRECTOR. To replace man hired away by ASC & GC in San Francisco. We are looking for a man with strength both on-the-air and in the field. Camera skills also a requirement for periodic coverage of local events. We want a pro who is willing to work hard for an eventual shot at California major markets. Beginners need not apply. Rush background and v/r to: Lee Schell, KMNY, 645 Park Ave, San Jose, Ca. 95110.

BROADCASTING'S CLASSIFIED...

If you need help, the right job... or for any needs related to Broadcasting:

Bob Schneider
6 Bruce Lane
Warwick, R.I. 02886
401-864-5785

Looking for a challenging Management Position. "Key" executive—super success record in top management associations with CBS TV STATION NATIONAL SALES, THE EDWARD PETRY COMPANY, TELEER LTVU, Miami, WJAR-TV Providence (then elevated to DIVISSION DIRECTOR OF SALES for all OUTLET CO. STATIONS—WJAR-TV, WDBO-TX, KSAT-TV, WNYS-TV, WJAR-AM, WDBO-AM/FM. Ready to make detailed presentation, clearly documenting unique accomplishments in every phase of career. Best references. Call or write.

Bob Schneider
6 Bruce Lane
Warwick, R.I. 02886
401-864-5785

Sitting Wanted News

YOUNG NEWS PROFESSIONAL

Major market anchor, O&O street reporter. Group-owned radio News Director. Excellent references from top industry pros, including current employer. Anxious for new challenge as anchor, News Director, or combo. Executive ambition and potential. Early 30's, married. Looking for permanent home with a first-class organization.

Box R-111, BROADCASTING.

Employment Service

TV NEWS DIRECTOR
Previous experience as News Director or Assistant News Director desirable.

Bruce Robinson Associates helps its clients implement their Affirmative Action Programs. Our clients are Equal Opportunity Employers. They are looking for pros from the communications industry. Please mail your resume to us at the address below.

Bruce Robinson Associates
200 West 57th Street
New York, N.Y. 10019

Broadcasting Apr 12 1976 77
America's uniquely fascinating, enjoyable and quickly sold chronicle of America's uniquely diverse ethnic/racial composition.

For Damas Cassette, Write or Call Collect:
Merit Associates
4947 East Ringwood Street
Simi Valley, California 93063
(805) 526-6321

WANTED TO BUY STATIONS

SOUTH OR SOUTHEAST
Multiple Station owner ready for expansion. Will buy full-time AM or AM/FM. Medium market or larger. This is not a broker ad—replies confidential.

For Sale Stations

FOR SALE
Cable TV Company in North Arkansas town.
Population 2000
With approximately 600 hookups.
System built in 1968.
For additional information, please write
Box R-83, BROADCASTING.

Mississippi

BROADCASTING
will reach virtually 100% of the industry's decision makers.

100 Merrick Road, Rockville Centre, N.Y. 11571 (516) 784-5016

FOR SALE
5 KW with Small FM
Good Business and Location.
Box R-105, BROADCASTING.

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 clarity all copy.
Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.
No telephone copy accepted.
Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Wash., D.C. 20036

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us ... they will be returned to you.

Name
Phone
City State Zip

Insert ____________________________ time(s). Starting date ____________________________ Box No. ____________________________
Display ____________________________ (number of inches).
Indicate desired category: ____________________________

Copy:

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles
Contact: William L. Walker
Suite 506, 1735 DeSales St., N.W.
Washington, D.C. 20036
(202) 723-1553

MOUNTAIN STATES
AM-FM Combination
S385,000 on terms
S360,000 all cash
Average monthly gross—$17,000
MEDICAL BROKERS
APPRAISERS

312/467-0040

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

#### Broadcasters

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**TOTAL**

### Broadcasting with other major interests

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**TOTAL**

### Cablecasting

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**TOTAL**

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<th>Exchange</th>
<th>Closing Wed. April 7</th>
<th>Closing Wed. March 31</th>
<th>Net Change In Weeks</th>
<th>% Change In Weeks</th>
<th>High 1975-76</th>
<th>Low 1975-76</th>
<th>P/E ratio</th>
<th>Total Market Capitalization (000)</th>
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</table>

**TOTAL**

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Broadcasting Apr 12 1976

79

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VIACOM

CABLE UACC

CABLE TELEVISION

SCS

NATIONAL ORBIT

COMMUNICATIONS

MAJ

UNITED CABLE TV

TELEMATION

RSC

Radar

GULF + WESTERN

MCA

WHO

TELEVISIONS INCL.

TRANSAMERICA

TM

TRANSAMERICA

CABLE TELEVISION

WALTER READE

WARNER

WIREMAN

WCR

TOTAL

Service

BBDO INC.

CONLI.

DOYLE BERNHARD

FOOTE CONI. & BELDING

GREY ADVERTISING

INTERPUBLIC GROUP

MARVIN JOSEPH

MC\r

MOVIELAB

MPO VIDEOGRAPHICS

NEEDHAM & HARPER

A. C. NIELSEN

OGILVY & MATHER

J. WALTER THOMPSON

Electronics/Manufacturing

AMPEX

CETEC

COHU, INC.

CONIX

EASTMAN KODAK

PARIMON ELECTRIC

GENERAL ELECTRIC

HARRIS CORP.

MARVEL INDUSTRIES

INT'L VIDEO CORP.

MICROWAVE ASSOC. INC.

3M

MOTOROLA

N. AMERICAN PHILIPS

OAK INDUSTRIES

RCA

ROCKWELL

RSC INDUSTRIES

SONY CORP.

TEKTRONIX

TELEMATION

VARIAN ASSOCIATES

WESTINGHOUSE

ZENITH

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<th>Stock symbol</th>
<th>Casing Wed.</th>
<th>Closing Wed.</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
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<td>12 1/2</td>
<td>.00</td>
<td>13</td>
<td>4</td>
<td>5/8</td>
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<td>UNITED CABLE TV**</td>
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<td>O 2 1/8</td>
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<td>11</td>
<td>7 1/2</td>
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TOTAL 83,129 1,918,702

Programming

COLUMBIA PICTURES

DISNEY

FILMWAYS

FOUR STAR

GULF + WESTERN

MCA

WHO

TELEVISIONS INCL.

TRANSAMERICA

20TH CENTURY-FOX

WALTER READE

WARNER

WIREMAN

TOTAL 188,670 4,304,577

Standard & Poor's Industry Average

114.9 115.6 - .7

A-American Stock Exchange

M-Massachusetts Stock Exchange

N-New York Stock Exchange

O-over the counter (bid price shown)

P-Pacific Stock Exchange

Over-the-counter bid prices supplied by

Montblower & Weeks, Humphrey-Noyes Inc.

Washington.

Weekly highs and lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

*Stock did not trade on Wednesday closing price shown is last traded price.

**No P/E ratio is computed, company registered net loss.

***Stock split.
Don Hewitt and accounting for every second of CBS's '60 Minutes'

The executive producer of CBS News's 60 Minutes props his feet on his desk and relates, "I have a flamboyance that probably doesn't sit well with my colleagues at CBS News ... I take my work very seriously, but I don't take myself seriously."

His work is an obsession—and not a very healthy one, he admits. He passes judgment on every 60 Minutes story, reviews uncut versions of each segment of the show individually, and edits film until it suits his standards—which, those who work with him agree, are high.

His associates say Mr. Hewitt worries each week about each detail and every second in 60 Minutes. To him, it's "not just a TV show, it's a magazine.

If 60 Minutes is not "just a TV show" now, it certainly wasn't in 1968, when Mr. Hewitt "invented" the television magazine format. At that time, he says, all three networks were doing hour documentaries, and all were drawing the same ratings—and, he figures, there were the "same documentary freaks out there" for each program, and if he "went multisubject and made it as attractive as Hollywood presents fiction, we could double the ratings."

60 Minutes is still on the air, and it now runs in prime time, at 7 on Sundays, and is averaging a 30 share since it moved to that time slot last December as a "play doctor," says Mr. Hewitt.

Which indicates Mr. Hewitt's obsession with his job is paying off. "It's an ideal life," he says, "I wouldn't trade places with anyone." (The words are hardly spoken when his wrist-watch alarm sounds to remind him to take blood-pressure medication.

Mr. Hewitt was an early blooming journalist. When the other five-year-olds were playing cops and robbers, he played newsman, he says. He dropped out of New York University after one year on a track scholarship to join the New York Herald Tribune as its copyboy in 1942. He later served the paper as war correspondent, and joined the AP as night editor for its Memphis bureau in 1945. For the next two years he was editor of the weekly Pelham (N.Y.) Sun.

But in 1948 Mr. Hewitt learned of an opening at CBS News. He defied contrary advice ('"TV is just a fad"') and, starting at $80 a week, became an associate director of Douglas Edwards with the News. He got the job, he says, "with credentials that today wouldn't get me a job in the mailroom." But in those days, he says, there was no competition.

He acted as producer-director of the Edwards newscast for 14 years, then was executive producer of the CBS Evening News with Walter Cronkite from its inception in 1963 until January 1964. He also did documentaries and directed CBS News's coverage of the 1948, 1952, 1956 and 1960 Democratic and Republican conventions, and the floor coverage of both conventions in 1972.

He also produced and directed CBS's leg in the three-network Kennedy-Nixon debates in 1960, and directed for CBS in the three-network Conversations with the President—JFK in 1962 and Lyndon Johnson in 1964—and was producer-director of the coronations of Queen Elizabeth in 1953 and Pope John XXIII in 1958.

Mr. Hewitt has been honored for his accomplishments, including six Emmys for CBS Reports: Hunger in America, for coverage of the assassination and funeral of the Rev. Dr. Martin Luther King Jr., for Lord Snowdon's Don't Count the Candles and for 60 Minutes as a series and for two segments of the show.

Mr. Hewitt remembers the early days in the business when it was "unthinkable" that the big names would be "the news guys." It was fortuitous that television was inherited by the radio networks with a history of public service, rather than by Hollywood, he thinks—"CBS, NBC and ABC might have been MGM, 20th Century and Paramount." It is also fortunate that TV always resisted the temptation to "go tabloid," says Mr. Hewitt, to appeal to the lowest common denominator. "Even the so-called 'happy talk' news hasn't gone the old National Enquirer route," he says.

It has been Don Hewitt's personal good fortune to hit upon a middle ground that defies the traditional rules of television, that "you either get a hot product that soars in ratings but bombs with the critics, or a prestige show that no one ever sees."

His middle ground is budgeted at $5 million-plus annually, or $105,000 per broadcast.

His professional success formula for the program is simple: He says he has the same short attention span as the average viewer, he always hires people who are smarter than himself and he demands attention to detail. He is "simpatico" with the great mass of people, he tells his elitist-liberal friends, whose problem is "they work for the people at the Dakota [a New York apartment landmark] on Central Park West; I talk to people in North and South Dakota in the real West."

He says that 60 Minutes has never been pigeonholed as "liberal" or "conservative."

And while it does not displease him that the program is watched by "college presidents, newspaper publishers, Supreme Court judges and the White House," he claims he broadcasts "for cops, hardhats, school teachers and college kids."

Hewitt has a visceral understanding of the basic rules of journalism, according to Morley Safer (a social friend as well as a media associate), who says, "I argue like hell with him but he's the best editor I've ever worked for. He is the world's best boss because you get an instant reaction from him. He can be a softie sometimes, but that's another matter ..."

"Inventive," "resourceful" and "enthusiastic" are just a few of Mike Wallace's descriptions of the boss, "His story sense is almost unerring," Mr. Wallace says, and "he understands to a remarkable degree how to be a 'doctor' to an editing film report."

And Dan Rather praises Mr. Hewitt's mastery of both journalism and showmanship—his ability "to keep people working at or near their peak," his insatiable, childlike curiosity and his kindness, "in a business not given to kindness."

All three correspondents rally against those who find fault with this man who does not take himself seriously. As Mr. Rather says, "I consider him a genius and without apology."
The broadcast press

Broadcasters could hardly ask for a better statement of their First Amendment rights than was contained in a majority decision of the Appellate Division of the New York Supreme Court last week. It was written by Presiding Justice Harold A. Stevens in a case involving WABC-TV New York, and it is reported in some detail elsewhere in this issue. In its most pertinent passage it holds:

"While the protection of freedom of the press is not absolute, the burden of demonstrating a condition which warrants a prior restraint is indeed a heavy one. Television broadcasting falls under the umbrella of protection afforded the press, for it too, in matters such as the subject under review, is engaged in the dissemination of information of public concern."

None of the five justices disagreed with the notion that WABC-TV should not be restrained from showing the video tape in question, which depicted conditions at a Staten Island children's home. (The home, of course, didn't want the tape shown.) Even the lone dissenting justice, who felt the decision didn't adequately protect the identities of the children involved, held that "although [the tape] was obtained as a result of a trespass, it is, nevertheless, protected by the First Amendment and can be exhibited."

The decision is subject to appeal, and anticipating the ultimate outcome in such cases is always a tricky business. Broadcasters should hope that their rights will be as forcibly upheld on appeal, if it comes to that.

Disorder on the Hill

Political fortunes being subject to unexpected change, it cannot be said with certainty who will be the chairmen of the Senate and House Communications Subcommittees after the new Congress is organized next year. It can be said, however, that both subcommittees will be different in style and operation after the departures of their incumbent chairmen. In the House subcommittee the difference will become noticeable very soon, when the formality of Lionell Van Deerlin's succession to the chairmanship is completed.

All committees and subcommittees tend to take on the character of chairmen. In the Senate for the past two decades the Communications Subcommittee has been John O. Pastore (D-R.I.), who did his homework, held a wet finger to the political wind, made hot statements and kept a cool head. In the House for a shorter time it has been Torbert H. Macdonald (D-Mass.), who went to Harvard, Cape Cod and the Solomon Islands with Jack Kennedy and has been in failing health longer than he has admitted. Not until last week, when he announced he would not run for re-election, did Mr. Macdonald permit a reference to his physical condition, which has been the subject of concern to others for a long while.

The Senate Communications Subcommittee has taken no serious action on communications matters since Senator Pastore announced last October that he would retire at the end of this Congress. The House Communications Subcommittee has gone through spasms of activity, most of it in recent months generated by staff, though brave statements about extensive hearing schedules were issued in Mr. Macdonald's name.

Nobody else in the Senate is apt to take over on communications as long as Senator Pastore is on the scene. In the House the man who had been expected to succeed Mr. Macdonald at some future date has been suddenly propelled into the chair by Mr. Macdonald's unexpected resignation. That turn of events headed off others that could have been dispiriting to broadcasters.

With an infirm chairman at the head of the Communications Subcommittee and an ambitious staff chafing to make a name for itself, a vacuum of authority had been created. Signs of a willingness to fill it had begun coming from others, including John Moss (D-Calif.), chairman of the Investigations and Oversight Subcommittee, who was active in the investigations of quiz scandals and FCC corruption in the late 1950's and can scent publicity in broadcast subjects upwind at 100 yards. Mr. Moss, as reported elsewhere in this issue, told the National Cable Television Association early last week that he was interested in conducting hearings on cable regulation—to help the Communications Subcommittee with its work, of course. Mr. Moss's plan to get into the Communications Act has now been frustrated, to the relief of everyone involved.

There was also a moment last week when Harley O. Staggers, chairman of the parent House Commerce Committee, was thinking of appointing John Murphy of Staten Island, N.Y., the ranking Democrat under Mr. Macdonald on the Communications Subcommittee, as acting chairman to preside over cable-regulation hearings. No news could have been worse for the television networks, which Mr. Murphy hates with a passion that only a candidate who feels slighted by the networks' owned stations in New York can cultivate.

Mr. Van Deerlin, a California Democrat, is moving into a chairmanship that he has clearly wanted for some time. Assuming he continues to be re-elected, he may be expected to occupy it into the future. Among some broadcasters, that prospect will draw cold reactions. Those with a genuine fear of competition from cable will be wary of a man whose San Diego district contains the heaviest cable penetration of any major market. Those who want a chairman with ignorance that can be manipulated would prefer someone else. Mr. Van Deerlin grew up as a newspaperman and was a successful broadcast journalist before he turned to politics.

On the other side of the Capitol, Senator Vance Hartke (D-Ind.) wants the Communications chairmanship and can probably get it if he survives the elections in November. Nobody sees a reincarnation of John Pastore in the senator from Indiana who, as an interview reported elsewhere in this issue notes, tends to deal in sweeping overviews to the exclusion of the sometimes perplexing specifics of communications policy.

Mr. Van Deerlin is another type. He may not be an unquestioning champion of every broadcaster cause, but he is knowledgeable and intelligent and will be fair. Wise broadcasters will be glad to settle for that.

"Make my opponents look a little green on the close-ups."
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